DRY GOODS REVIEW

7045



Vol. XXVII. No. 1.

SPECIAL SPRING NUMBER

JANUARY 6, 1915

TRADE

D J A

MARK

Estbd. 1822

YOU CAN SELL WITH CONFIDENCE
IF YOU HAVE THIS MARK ON YOUR

SHIRTINGS and DRESS GOODS

There is an enormous range of fine designs, and you are sure to find just *the one you want!*

The **SHIRTINGS** include Zephyrs, Cheviots, Silk and Cotton, Fancy Mattes, Ceylons, All-wool and Union Taffetas.

The Dress Goods include the **ORIGINAL SCOTCH GINGHAMS** and latest novelties in Voiles and Crêpes.

DAVID & JOHN ANDERSON, Limited

ATLANTIC MILLS

GLASGOW

REPRESENTED IN CANADA BY

GREENSHIELDS, LIMITED

MONTREAL



Latest Novelty Rugs!

YOU can now have two of the finest patriotic novelties ever offered. Our policy of continually watching new lines put out by the World's Manufacturers enables us to make you this offer.

Two Beautiful Little Axminster Rugs

"What We Have We'll Hold"

—and—

"Britain's Powerful Dreadnoughts"

THESE rugs are of the finest weave and show exactly the colors of the original pictures. They will make ideal souvenirs of the great war and will sell like hot cakes.

Pattern 1238—Bulldog - - Size 30-in. - $2.25 each
Pattern 5014—Battleship - Size 27-in. - $1.75 each

ORDER AT ONCE—SUPPLY IS LIMITED.

Other Departments

IF the war continues, prices will go higher and goods will become scarcer. Our Spring goods are rapidly coming in from all sides, but we advise our customers to place their requirements as soon as possible before stocks are exhausted.

GREENSHIELDS LIMITED

VICTORIA SQUARE, MONTREAL

"Everything in Dry Goods"

For Spring, 1915—

Our efforts to secure and hold your trade have resulted in a range of General Dry Goods that will be sure to please, both as regards value and appearance. Nine Departments of well-assorted and up-to-date

Fancy and Staple Dry Goods

Dept. A—Domestic Cottons and Sheetings
B—Colored Shirtings, Saxonies and Flettes
C—Tailors' Woollens and Trimmings
D—Dress goods, Wash goods and Silks
E—Men's Furnishings
H—Laces, Embroideries and Ribbons
M—Women's Furnishings, Linens and Towellings
S—Smallwares, Fancy Goods and Novelties
T—House Furnishings, Carpets and Oil Cloths

Our Travellers are out with samples, or a letter order will have the careful attention of our Order Department.



John M. Garland, Son & Co., Limited

Ottawa Canada

BUYERS OF TOYS, GAMES AND ALLIED NOVELTIES

should make every effort to attend the

TOY FAIR and MARKET

(Wholesale only)

ROYAL AGRICULTURAL HALL,
LONDON, ENGLAND

MARCH 16th to 26th, 1915

Huge efforts are being made by Great Britain to capture the German Toy and Games Trade and factories have been opened in almost every part of the United Kingdom.

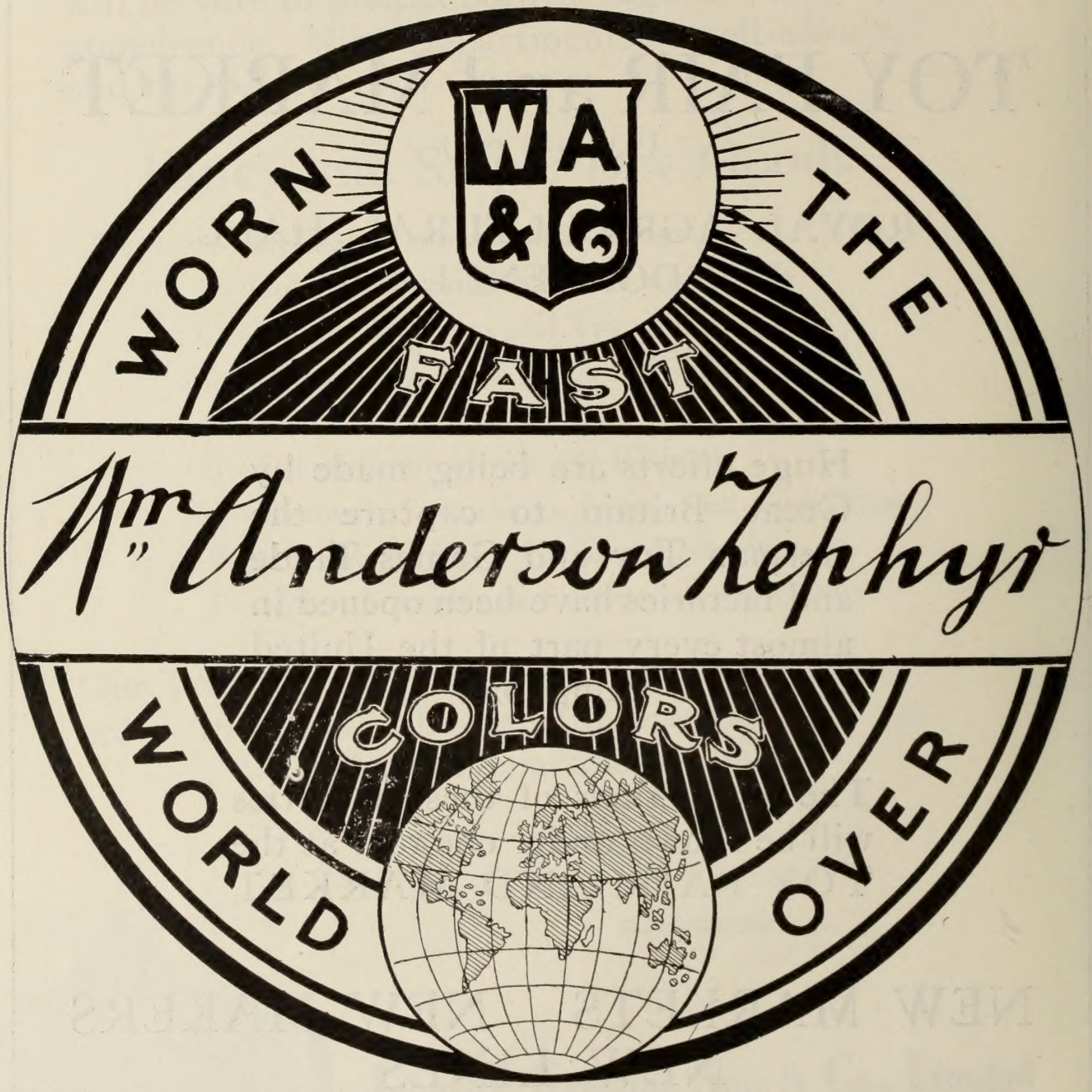
The productions of these factories will be shown under one roof at the TOY FAIR AND MARKET

NEW MARKETS NEW MAKERS NEW LINES

A UNIQUE OPPORTUNITY FOR BUYERS

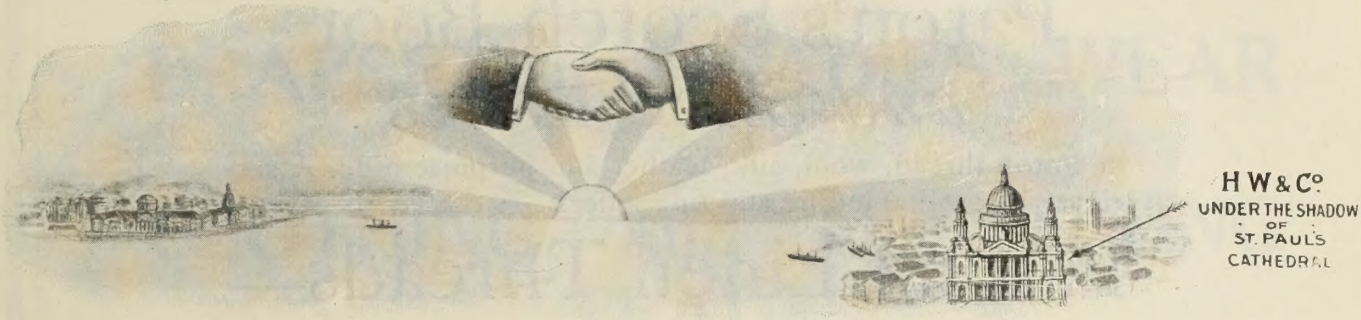
GINGHAMS will be in Good Demand in 1915.
Stock **THE POPULAR BRAND**

The Range of "ANDERSON'S" is finer than ever
and are being shown by ALL WHOLESALE HOUSES



WM. ANDERSON & CO., Ltd.
PACIFIC MILLS, GLASGOW
SCOTLAND

Hitchcock, Williams & Co.



Manufacturers of

Coats and Skirts, Gowns and Millinery

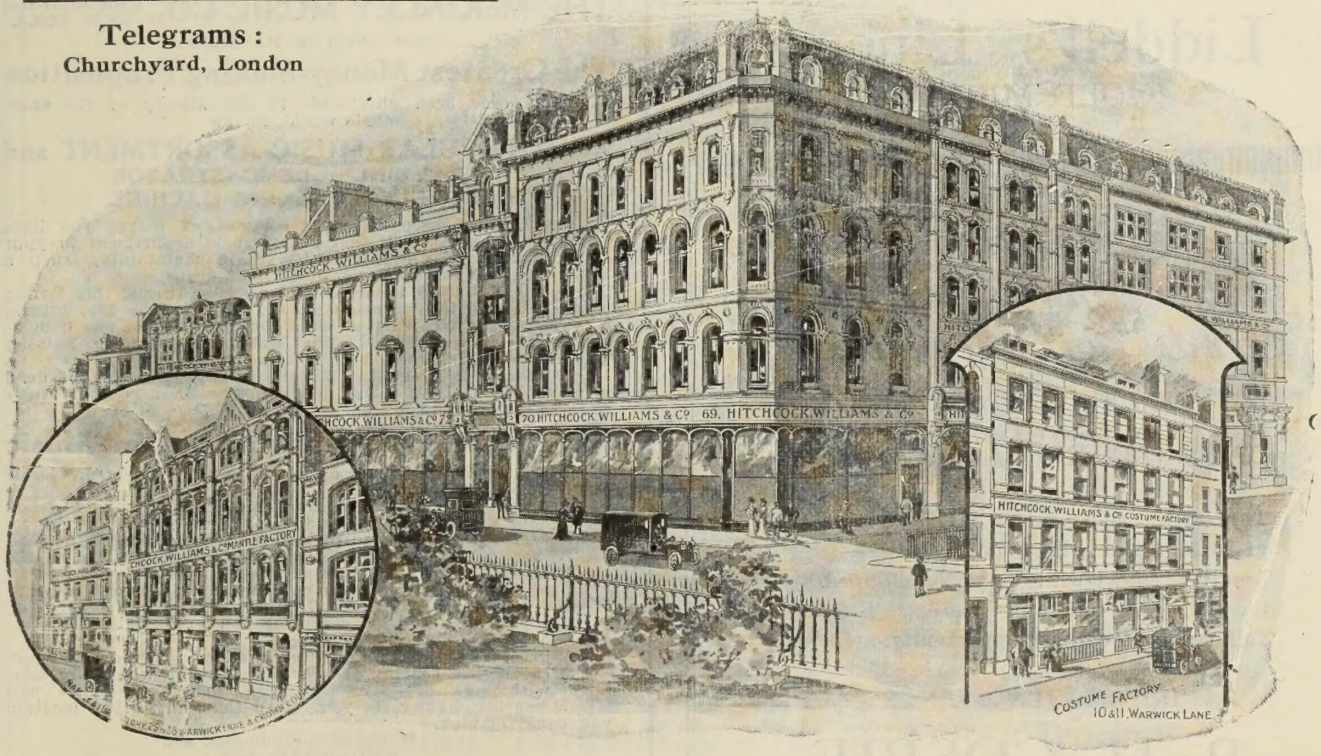
Specialists in Ribbons, Lace Goods, Feathers, Straws, Children's Costumes, Underclothing, British and Foreign Dress Material, Printed Cotton Goods, Silks

Canadians, when visiting London, are invited to walk round the warehouse and inspect the goods.

Indents sent direct have special attention. Usual shipping terms.

A B C CODE, FIFTH EDITION

Telegrams:
Churchyard, London



Factories, 10 and 11 Warwick Lane, E.C.
Factories, 29 to 33 Warwick Lane, E.C.
Factories, Paternoster Square, E.C.

St. Paul's Churchyard, London

ILLUSTRATED BOOKS AND SAMPLES SENT ON APPLICATION

GEO. D. ROSS & CO.

TORONTO MONTREAL

SOLE CANADIAN AGENTS FOR

Paton's Scotch Boot *and* Shoe Laces

in cotton thread, wool, silk, leather and porpoise hide. A serviceable, profitable line and fine seller.

Paton's Linen Threads—

A high-grade thread in all colors and numbers.

Paton's goods are well established and favorably known throughout Canada. Write for samples to-day.

GEO. D. ROSS & CO.

72 BAY STREET
TORONTO

142 CRAIG ST. W.
MONTREAL

Liddell's Linens
(GOLD MEDAL)

—are just that much better than ordinary kinds that they create business when otherwise it would be bad

They're the achievement of over a century of linen making in "Old Ireland"—their beautiful snowy-white finish is obtained by the old, grass-bleaching process. **See the full range at earliest opportunity.**

IRISH LINEN AGENCY

R. H. COSBIE
LIMITED

30 West Wellington St., TORONTO

THE McKINLEY MUSIC CO., CHICAGO and NEW YORK

now offers to the dealer

The Greatest Money-Making Proposition

that has ever been obtainable in the history of the sheet music world, in the

ROOT POPULAR MUSIC ASSORTMENT and THE McKINLEY DEMONSTRATOR A HORNLESS TALKING MACHINE

Fearing the necessity of a singer and player you have always put off starting that sheet music department in your store; realizing the ensuing expense, in maintaining such a department up to the standard of your desire.

In the **McKinley Demonstrator** we have turned this former actual expense into a **profit-maker.** You arouse the interest of your prospective customers in three articles in one demonstration — **Sheet Music, The McKinley Hornless Talking Machine and McKinley Velvet Records.**

Assurance is given the dealer of the elimination of dead stock on his shelves, of any piece of **The Root Popular Music Assortment,** by our exchange offer.

The McKinley Edition of Ten Cent Music

will always hold first place as an Edition of **Standard, Classic and Teaching Music.**

An established demand for this line of music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself, to thousands of dealers to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 200%** to the dealer.

The McKinley Edition conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealers' imprint which are supplied with both of these Editions. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for Samples and Particulars to-day.

McKINLEY MUSIC COMPANY

The Largest "Exclusively Sheet Music House" in the World.

CHICAGO: 1501-15 EAST FIFTY-FIFTH STREET

YOU MUST LOSE BUSINESS

if you do not attend the

DRAPERY and LADIES' WEAR

and

CLOTHING and OUTFITTING TRADES

EXHIBITIONS

(held concurrently)

ROYAL AGRICULTURAL HALL,
LONDON, ENGLAND

APRIL 12th to 23rd, 1915

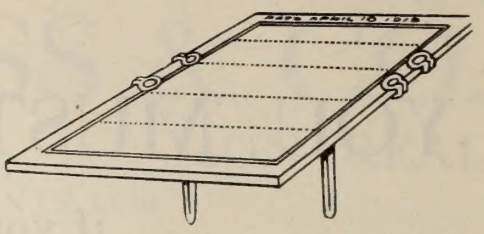
A vast collection of exhibits by some 300 manufacturers from every part of the United Kingdom.

All Continental supplies being cut off, buyers will discover new and valuable markets.

ADVANCE SHOWS IN EVERY SECTION OF FASHION GOODS

You Should Make an Effort to Attend This Exhibition Personally — It Will Pay You

TRADE MARK
"Noesting"



Noesting Pin Tickets Have Made Good Because They Are Good

The insistent demand of the merchant has been ably met by Noesting for a more humane, practical ticket than the old finger-jabbing, fabric-tearing kind which he has had to put up with. The eliminating of these serious defects by its rounded points has made Noesting an absolute necessity for the dealer and that they have met with the success in keeping with their worth is evidenced by the fact that those who have sampled them will use no other.

Do you want to do away with this unnecessary, unpleasant pricking of the fingers and the damage wrought to your goods by the sharp points of the ordinary ticket? If you do, write for a free sample box of Noesting Pin Tickets to-day.

THE COPP-CLARK COMPANY, LIMITED
495 to 517 Wellington Street W., Toronto

Smith, Davidson & Wright, Vancouver, B. C., Sole Agents for British Columbia

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St. E.C.

Publishing Offices:

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 71 Queen St., E.C.



Rooster Brand

Be it known to all men by these presents, that

We wish you
A Happy and Prosperous
New Year

Robert C. Wilkins Co., Limited
FARNHAM, QUE.

Shirts, Pants, White Coats, Overalls, etc.



Leaders of the Fabric World

Behind the continued pre-eminence of English Mohairs guaranteed by the B. D. A. there's real reason. They meet the woman's demand for a stylish fabric that will give the last ounce of service under **all** conditions.

Weaves and colorings are of rare beauty. Variety of effects make them adaptable for all gowns and costumes—informal and formal, day and evening wear. And, finally, their rich lustrous non-spot finish is guaranteed by the B. D. A.

As style fabrics, English Mohairs guaranteed by the B. D. A. have been steady, staple sellers for years—rich in profit for the merchant who selects them as the backbone of his fabric department.

Merchants in the United States, the Dominion of Canada, the South American Republics, Great Britain, Australia, China, South Africa—or any other part of the world—can easily obtain English Mohairs guaranteed by the B. D. A. through most of the recognized channels of trade.

The Bradford Dyers' Association, Ltd., of Bradford, Eng.

Advertising cuts (free) and further information may be obtained by addressing the American Bureau, at No. 239 West 39th St., New York City.



When buying Hosiery ask for

HAWLEY'S "HYGIENIC BLACK"

There is no better Dye in the World.

Every Pair Warranted Fast to Washing, Hard Wear and Perspiration.

Works - Hinckley, England.

LONDON WAREHOUSES:
51-52 ALDERSGATE ST.,
E.C.

MILLS: St. ALBANS
and REDBOURN, HERTS

J. MAYGROVE & CO. Limited

MANUFACTURERS OF

SILK THREADS, SUITABLE FOR WEAVING, KNITTING and EMBROIDERY

also Italian, China and Japan Trams, Organzins, Sewings, Flosses, Spuns and Twists

MACHINE SEWING SILKS : : :
EMBROIDERY SILKS and FLOSSES

ALSO ARTIFICIAL SILK FOR WEAVING, KNITTING and EMBROIDERY

CANADIAN REPRESENTATIVE

F. A. TURNER, 52 Bay Street, TORONTO

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World.

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Victoria, B.C.	Winnipeg, Man.
	Hamilton, Ont.	

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada

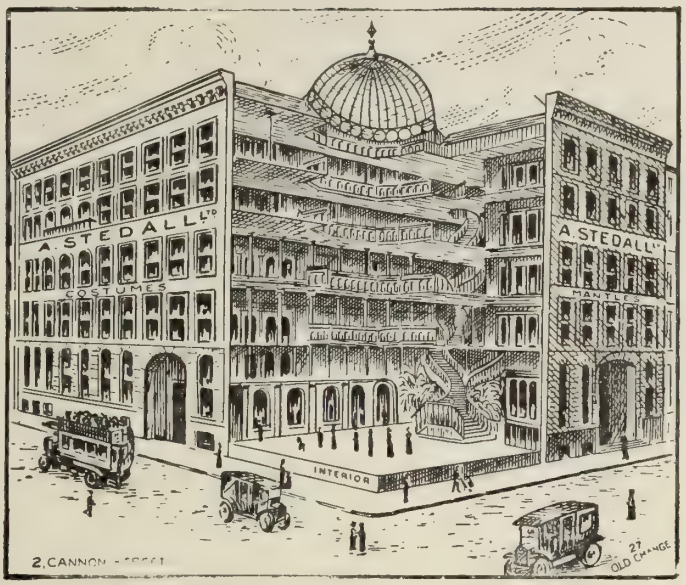
TORONTO, CANADA

¶ You can talk to the dry goods merchants from Halifax to Vancouver for only two cents for each word with a condensed ad. in the DRY GOODS REVIEW.

A. Stedall, Limited

2 Cannon St., London, England (2 doors from St. Paul's Churchyard)

Wholesale and Export Costume and Mantle Manufacturers.



Factories:
Lonsdale Square N.
Boundary St. E.
Newington Causeway S. E.
Walworth S. E.
Etc.

Cablegrams:
Peplum-Cent-London.



Invite

Canadian Buyers Visiting London

to call and inspect their

New Spring Models

of

Coats and Skirts, Gowns, Mantles, Coats, Wraps, Etc.

Exclusive and original designs of exceptional value. All of their own manufacture.

New Ranges Ready January 20th, 1915.
Indents sent direct have special attention.



A. Stedall, Limited 2 Cannon St., London, Eng.



Merchants of the Maritime Provinces

Our assortment of Dry Goods is complete in every department.

Our prices are right.

Our deliveries are prompt.

Send your orders to us.

VASSIE & CO.,

LIMITED

Dry Goods and Woollen Merchants
ST. JOHN, N. B.

BATTING

North Star Crescent and Pearl

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler



So long as the sun smiles on Ireland, so long will Ireland's famous "Old Bleach" linens gladden the Empire's households.

"Old Bleach" Linens are bleached in Nature's way—by the sun's rays.

MADE UNDER THE BRITISH FLAG

R. H. Cosbie, Ltd.

IRISH LINEN AGENCY

30 West Wellington Street, Toronto

Established 1832

Cable Code: Law-Bradford

Fall 1915

"Lawrus" Fabrics.

REGISTERED



COVERT SUITINGS

GABARDINES

NOVELTY TWEEDS

ARMURES, TRICOTS

CREPES, SERGES

Exclusive styles made in Bradford

Law, Russell & Co., Limited

Converters of Bradford Fabrics

BRADFORD AND LONDON, ENG.



Represented in Canada by

Mr. W. F. MACOUN,
211, Lindsay Buildings,
MONTREAL

Mr. J. E. ROBSON,
471, Dovercourt Road,
TORONTO

Mr. A. F. HOUSTON,
605, Welton Block, 325, Howe Street,
VANCOUVER

Mr. W. C. BEAUMONT,
Halifax Hotel,
HALIFAX

The W. R. Brock Company, Limited



THREE BIG FORCES

Wash Goods

Owing to the constantly increasing demand for **Cotton Wash Goods,** we are showing a very much larger range than ever before. The most active lines are

BEDFORD CORDS and PIQUES
CREPES and PLISSES
VOILES, PLAIN and FLOWERED

Dress Goods

Our Leaders in the following popular weaves—are unbeatable values.

BLACK BROADCLOTHS
NAVY and BLACK FINE BOTANY SERGES
BLACK and COLORED GABARDINES
(See Samples with our Travellers)

"Her Ladyship" Garments

Spring Range of Ladies' and Misses' WASH DRESSES are now being shown by our Travellers and in our Show Rooms. These are most attractive and come in all the newest fabrics and latest styles of the Spring season.

SPRING 1915

Warehouse—
S.W. Cor. Bay and Wellington Sts.

T-O-R-O-N-T-O

Dry Goods Review

VOL. XXVII. JANUARY 6, 1915 No. 1

The New Policy for the New Year

Keeping Stocks on Hand in Each Department Within Careful Bounds So That the Turnovers May Be More Frequent and the Relative Profits Larger—Curbing Advance Buying Where Style Question Makes Stocks Obsolete and Worthless—Intimate Knowledge of Each Department Essential.

THE Canadian merchant both in the large, and in the smaller centres is facing a very real problem in the coming season. Together with the rest of us he has been expansive during a period of great prosperity—progressive we have called it up to date, and there is truth in the term. Large and handsome stores fitted up with every available modern improvement have been erected, and now that the pinch of less prosperous times will be with us for a period. They still must be run upon modern lines, and there is little room for real retrenchment, even if retrenchment would not in many cases mean a loss of both business and prestige.

Modern ways of doing business mean that the overhead costs, and all other costs are largely increased. This increase,—though many merchants who were given to looking ahead had begun to think that the modern idea of giving service had almost been carried too far,—was not a matter of so much importance when each year almost automatically showed an increase in the volume of the business done.

But a temporary change has come, and the whole community is economizing and will for some months at least,—many because their earning power has been reduced, many more because caution is in the air and ready cash is always a good thing to have on hand for any emergency. In order to keep up sales under such conditions merchants are having to figure profits on a very low margin, and taken in connection with the high cost of doing business this means that to make a living profit stocks will have to be turned and profits taken more frequently than in the past. The only way to do this is by carrying smaller stocks and making a more rapid turn over. That is the Big Problem of 1915.

ONE TURNOVER OR THREE.

To illustrate: Suppose the merchant has $20,000 to invest in Spring goods. In the old days, and in the old way of doing business, his operating costs would not run more than 12 per cent. to 14 per cent., and he could easily make 24 per cent. or 25 per cent. and only turn his stock once. To-day his operating expenses would run from 18, 20, 22 to 25 per cent. against the 12, 14 and 16 per cent. of some years back. At the same time it was easy then to mark up goods, say 40 per cent. or more, and still meet competition. Under present conditions the merchant is lucky if he is able to obtain 35 per cent. and the $20,000 worth of goods under a mark up of 35 per cent. only brings $27,000 instead of $28,000 at 40 per cent.

Take 21 per cent. of the selling price for operating expenses,—and this will be well within the mark in most stores,—and $5,670 is the cost of doing business. This sum deducted from the $7,000 gross profits leaves $1,330. This is a net profit of less than 5 per cent., and by dividing the net profit by the amount invested in goods—namely, $20,000—the interest on the investment is seen to be only a trifle over 6 per cent.

PROFIT OF $1,330 OR $3,990.

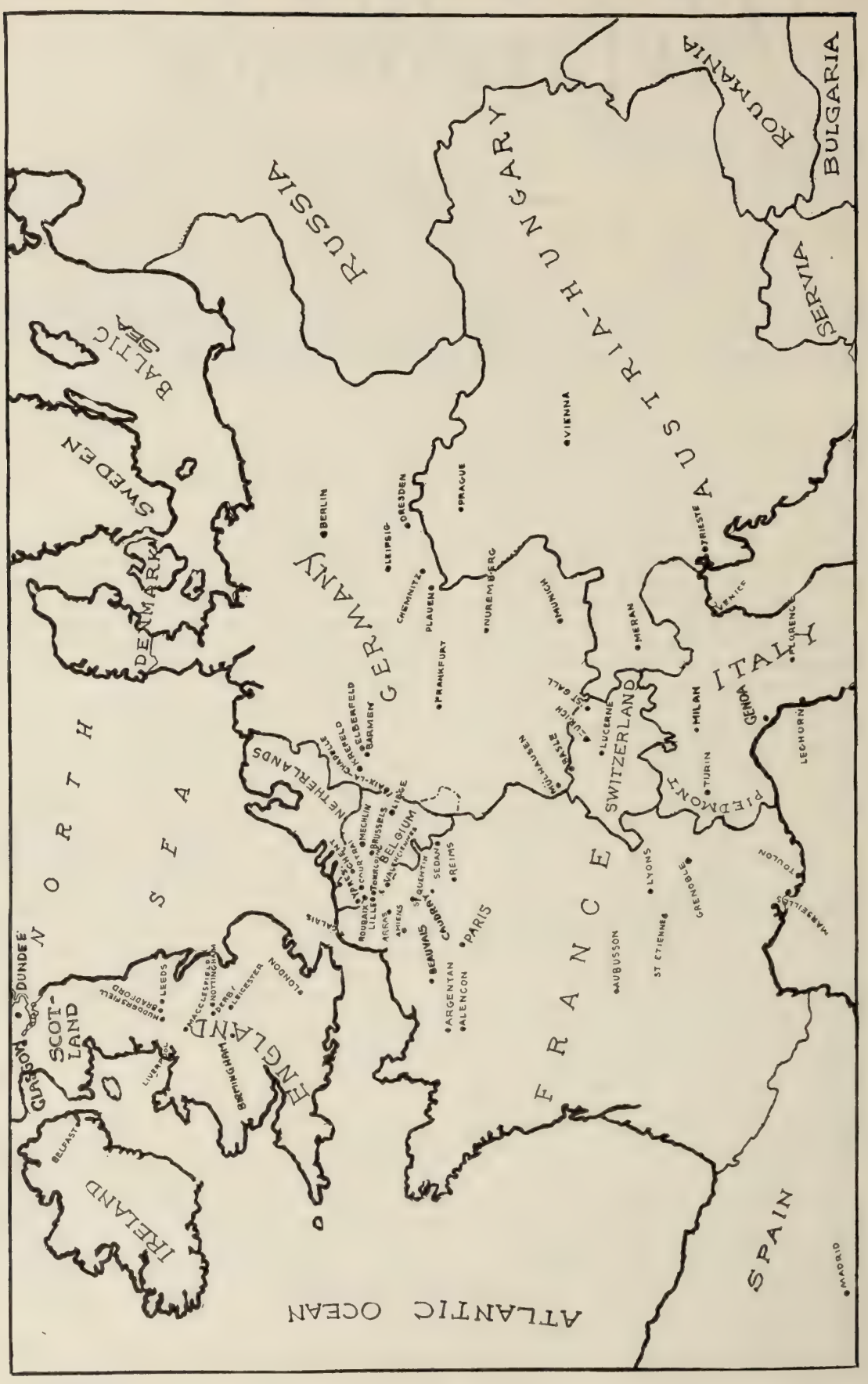
It used to be that a merchant made a liberal profit if only he turned his stock once over, but conditions are now such that he cannot hope long to stay in business if his stock turns so slowly. Therefore it is a matter of get out or improve your turnover in the present day. The net profit on $20,000 is $1,330, and if instead of only turning once, the stock had been turned several times, the net profit earned would have been that many times as great. To put it plainly 3 times $1,330 is $3,990, and if the stock is turned three times during the year the rate of interest on capital invested instead of being a trifle over 6 per cent. will be nearly 20 per cent. Therefore, there is no need of giving any further proof of the great importance of increasing the number of times the stock is turned over.

GOOD SELLERS DOWNSTAIRS.

It may be laid down as a general rule that the turnover in staple stocks is always less frequent than in the stocks on a novelty basis, and also for reasons with which merchants are perfectly familiar it is well nigh impossible to turn stocks more frequently than at the present time, though it should be remarked there are merchants who do better than others. This is why staple stocks are being more and more frequently relegated to the upper floors, while the main floor is filled with the departments carrying novelty goods.

Many people seem to think that keeping the stock low is the vital point in increasing the turnover, and there is some truth behind the idea, but keeping stocks down in itself can never increase the turnover

(Con. on page 25)



Commercial Map of Europe Showing Manufacturing Centres Affected by the War

Key to Supplies for Spring and Fall

List of Manufacturing Centers in Countries Affected by the War, Indicating Where Supplies for Spring and Fall Are in Jeopardy—Divisions According to Countries and Materials.

BELOW are given lists containing the main manufacturing centres in Europe that are more or less affected by the war as an explanation of the map as used on the opposite page. These tables and the outline of the European map in so far as the war has influenced the output of dry goods supplies will prove of interest to merchants in the next few months as they follow the efforts of the Allies to hurl back the invaders from France and Belgium and, incidentally, relieve the stagnation of industry that is proving a serious impediment to commerce and forcing some unwelcome reconstructions in the usual activities of importers, wholesale and retail.

DIRECTORY OF MATERIALS.

COTTONS—England, Scotland, France, Germany.
WOOLLENS—England, Scotland, France, Germany.
LINENS—Ireland, Scotland, England, France, Belgium, Germany.
SILKS—France, Switzerland, Germany.
RAW SILK—France, Italy, Austria, Turkey.
FLAX AND LINEN YARN—Belgium, Russia, England, Holland.
NETS—England, France.
LACES—France, Belgium, England, Ireland, Germany, Switzerland, Austria, Russia.
TRIMMINGS—Belgium, France, Bohemia, Germany.
BEADS—Germany, Bohemia, Italy.
JETS AND SPANGLES—Germany, Bohemia.
TINSELS—Bohemia, France, Germany.
CHIFFONS AND VEILINGS—France, England.
HANDKERCHIEFS—Ireland, Scotland, Switzerland, Germany.
HOSIERY—England, Germany.
ARTIFICIAL SILK—England, Germany.
SILVER BRAIDS AND TRIMMINGS—France, Germany.
VELOURS AND VELVETS—France, Belgium, Germany.
VELVETEENS—England, Germany.
BURLAPS—England, Belgium.
HAND-WOVEN TAPESTRIES—France.
RIBBONS—France, Switzerland.
DYE STUFFS—England, Norway, Germany.
DYE WOODS—Russia.
WALL PAPERS—England, France, Scotland, Germany.
GOAT SKINS—Germany, Austria, Balkan States.

ACCORDING TO COUNTRIES.

IRELAND—Belfast and neighboring towns, linens.

SCOTLAND—Dundee, Danfermline, linens.
Hawick, Kilmarnock, tweeds, hosiery.
Glasgow and neighborhood, fine cottons.

ENGLAND—Manchester, Oldham and neighboring towns—cotton materials and cotton yarns.
Macclesfield—silks.
Bradford, Leeds, Huddersfield and other West Riding of Yorkshire towns—woollen materials carpets, yarns.

FRANCE—Paris, silk, upholstery, textiles, laces, trimmings, tinsel, chiffon veilings, artificial flowers and feathers.
Beauvais—tapestries, rugs.
Calais—machine laces, yarns, nets.
Caudry—laces, nets.
Alencon—laces.
Valenciennes—laces.
Lyons—silks, velvets, dyeing, tinsel, yarns, upholstery fabrics, corset materials.
St. Etienne—ribbons.
Grenoble—tinsel, gloves.
Aubusson—tapestries, rugs.
Amiens—plush, velours.
Roubaix— wool, yarns, woolen materials.
Lille— " " " "
Turcoing— " " " "
Sedan " " " "
St. Quentin— " " " "
Rheims—wool combing, woolen materials.

GERMANY—Berlin, wall paper, buttons.
Aix-la-Chapelle, dye stuffs, spun silk, velvets.
Barmen—laces, chemicals, buttons.
Dresden—dye stuffs, chemicals.
Chemnitz—hosiery, gloves, yarns, laces, velours, upholstery goods.
Plauen—laces, nets.
Muelhausen—print goods, cretonnes, embroidery and crochet cottons.
Nuremburg—silver braid, trimmings, toys (centre of toy making industry.)
Crefeld—silks, ribbons, machinery.
Elberfield—laces, silks, plushes, fine upholstery.
Leipsic—machinery, textiles, printed fabrics, velvets.
Frankfort-on-the-Main—chemicals, gelatine, artificial silk.

BELGIUM—Brussels—hand-made laces, trimmings, flax and yarns, burlaps.
Malines—laces, flax, yarns.
Bruges— " " "
Ypres— " " "
Liege— " " "
Ghent— " " "

AUSTRIA—Vienna—tinsels, trimmings.
Trieste—silk.
Prague—beads, tinsels, trimmings, glass buttons.
Gablonz—artificial flowers.

ITALY—Leghorn—straw plait.
Milan—raw silk.
Turin—raw silk.
Venice—silk goods.
Burano—laces, beads.

SWITZERLAND—Bale—silk goods, ribbons.
Zurich—silk goods, ribbons, laces.
Lucerne—laces, embroideries.
St. Gall—laces, embroideries.

MEET ME AT BRISCOE'S

10 GALT, ONT., ... 191

M ....

10 Address ....

1¼	d. Gingham	Md	20		25
1	hose	Kx			29
1	Gloves	Px		1	25
				1	79

No. 1—Sales slip as it leaves the clerk. The cost price of each article is indicated by the circle—the only extra work entailed—marking md, kx and px, respectively, representing 16, 20 and 80 cents.

WHOLE STORE, MONTH BY MONTH.

Month.	Total Sales.	Profits.	P.C. Profit.
January	$ 6,742	$1,685	25
February	7,134	1,998	28
March	7,068	2,119	30
April	8,746	2,710	31
May	9,458	2,837	30
June	10,596	3,389	32
July	9,735	2,823	29
August	9,328	2,798	30
September	10,187	3,361	33
October	11,279	3,834	34
November	10,945	3,611	33
December	12,183	4,263	35

Method of figuring out how gross profits keep up month by month.

How to Figure Profits End of Each

In Briscoe Store at Galt, Each Clerk Marks Cost as Well As Selling Price After Each Item—Cashier Totals These Up and Marks Down Gross Profit on Each.

PERHAPS this has been tried before in some of the thousands of dry goods stores throughout Canada, but we venture to guess that it has not.

Members of the staff of The Review have from time to time gone over, more or less in detail, the bookkeeping systems of some of the largest stores in Canada, and have not yet come across a device similar to this.

Merchants may reply at once that this is unnecessary, others that it is impracticable.

That is for each one to settle for himself, but here at least is what we believe to be a unique and simple device for keeping track of the gross profits made during a day's, a week's, a month's, and a year's business.

Let us illustrate:—

In the store of R. A. Briscoe of Galt, every sales clerk marks down above each item the cost price, as well as the selling price. When the sales slip reaches the cashier, or at least during her spare moments, she adds up the cost price of the items on the sales slip, subtracts it from the selling price, and marks down at the top or bottom of the slip the gross profit on that transaction.

Is this system now beginning to reveal itself?

What is the result?

At the end of the day the proprietor of this store knows the total amount that he has sold by the addition of the different amounts of the sales slips. This is known by a great many of the merchants of Canada, but Mr. Briscoe also knows **the gross profit on all the sales of that day.**

He carries this further as would naturally be supposed. At the end of the week he knows not only the sales in the store, but the gross profit on those sales, that is the difference between the cost price and selling price for the week.

At the end of the month he knows not only how much he has sold, but how much the goods cost him.

At the end of the year he knows not only the total amount of the sales, whether $100,000 or $200,000, but he knows also the gross profits that he has made, that is, the difference between the cost price and the selling price, be it $30,000 or $60,000.

Very Little Extra Work.

Now before considering to what extent the information is useful and its usefulness will appeal to a great many merchants, without stopping to figure out just what is the useful idea behind it—consider this unique plan first from the point of view of the time consumed in carrying it out.

At first glance the merchant may consider that this will take the services of perhaps an extra clerk, but this is not the case. In the Briscoe store—where all who know it are aware that a very large business is done every day of the week and particularly on market days,—a single employee acts as cashier and takes charge of the sales books. This employee marks each slip in her spare moments figuring out as has been said the total cost of each article, and subtracting it from the total of the selling price for the bill, and marking on the sales slip the total of the profit. When she comes to sum up the total sales for the day she places in a column beside that the total of the gross profits for the day. It requires a little extra addition, but it does not by any means double the work. The illustration that is given of one bill treated in this way shows the work carried on even more in detail than is usally done, for the cashier is not accustomed to mark down on the bill the total of the cost price, but merely the difference between the cost price and the selling price, that is the gross profit on that particular bill.

The sample sales slip as illustrated runs as follows:—

As Well as Sales—At Day's Business

Proprietor Thus Has Record of Gross Profits Each Day, Month and Year—Similar Records Kept For Each Department—Prevents "Marking Down" For Friends.

1¼ yds. Gingham	Md.	.20
1 Hose	Kx.	29
1 Gloves	Px.	1.25
		1.79

It should be remarked that the figures of cost on this, although known to The Review through the courtesy of Mr. Briscoe, are not the actual ones. By this letter cipher system of marking, the price is naturally not known to many in the store. Let us suppose that the sales clerk, who may be called No. 10 has made a sale of 1¼ yards of gingham at 20c, that is, 25c. Above the word "Gingham" she puts down the price "Md," which would represent say 16c. as the cost price of the gingham per yard. The letters Md. she finds, as in most stores, on the tag attached to the goods themselves.

A second item would be "one pair of hose," selling at 29c. Above the word hose she might put the letters Kx., representing, say, a cost of 20c for the hose. A third item is one pair of gloves, selling at $1.25. Above the gloves she marks, say, letters from the slip on the package Px, representing say 80c. for those gloves. She totals up the figures as usual, making it $1.79, and sends the slip on by the overhead system to the cashier.

The extra work for extra sales clerks consists thus merely in marking down the three cost figures in connection with each of the articles. This, it will be recognized, does not entail much extra work or cause any material delay to the customer as these figures are pinned upon each tag connected with the selling price.

What Cashier Adds to Slip.

Now, note what devolves upon the cashier. She holds the key to the cost price, and at once recognizes Md. as standing for 16c., Kx as standing for 20c and Px standing for 80, making the total cost for the articles $1.20. The difference between this $1.20 and the selling price $1.79 is 59c. This represents the profit on the goods, not, of course, taking into account overhead expenses. She may or may not, and usually does not, mark the $1.20 at the top of the slip, but just the difference 59c. upon the bill itself, either on the top near where the name is, or below the articles themselves.

Then when she is adding up these slips she gets the total sales for the day, a record which is usually ready by 10 o'clock the following morning. She then adds up the totals of the gross profits and enters it in the column next that on the total sales, say as follows:—

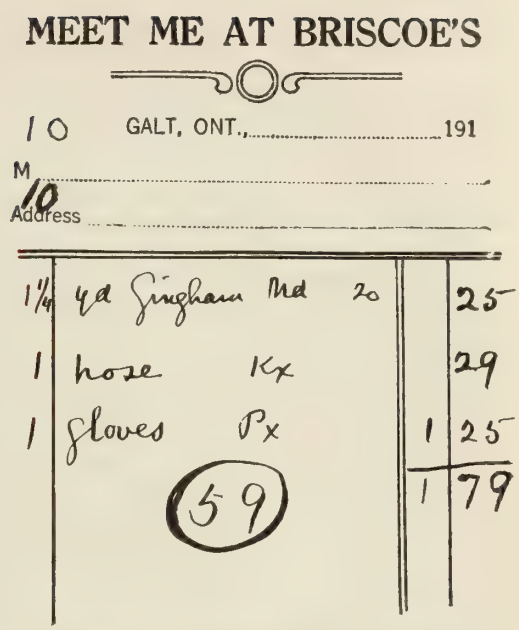
Dec. 18	$586.14	$195.74
December	$15,673.81	$5,143.68
Year, 1914	$163,428.63	$51,289.47

Mr. Briscoe thus has a record of what he sells and the total profit day by day or for the whole year.

Now what are some of the advantages of this system, it may be asked. The Review enquired this of Mr. Briscoe himself, a short time ago with the idea of presenting this plan of his for its readers in the Annual Spring Number. He outlined this about as follows:—

Are Goods Marked Up Enough?

This method of having the exact figures, both the cost and selling price, and the profits before him enables him to tell at once by the gross amounts of the month or year whether he is marking up his goods sufficiently to



No. 2—Sales slip after cashier has "operated" on it. She adds up the cost price marks, totalling (for 1¼ yards) $1.20, and writes down the gross profit, 59 cents, on the slip. When the sales slips are added up for the day, the profits are summed up also.

ARE DEPARTMENTS KEEPING UP?

Department.	Sales.	Profits.	P.C. Profit.
Staples	$11,000	$2,200	20
Dress Goods	13,000	3,900	30
Ready-to-Wear	8,500	2,720	32
Millinery	6,200	1,860	30
Men's Furnishings	9,700	2,716	28
Underwear	5,800	1,972	34
Gloves and Hosiery	7,600	2,508	33
Furs	3,900	1,560	40
House Furnishings	7,900	2,607	33
Boots and Shoes	8,400	2,604	31
Fancy Goods	4,800	1,920	40
Dress Accessories	6,100	2,013	33

Method of figuring out how gross profits are keeping up in each department under Briscoe system.

ensure a living profit. This is a question that is most vital nowadays to every merchant in the country and is becoming more so. "The Review" some months ago dwelt at some length with the question of the rising cost of doing business, and will continue those articles in considerable detail in a short time, as soon as the abnormal period resulting from the war has passed and normal conditions are restored again and merchants are able to figure out along the usual line the various costs of doing business as far as clerks, salaries, etc., are concerned.

Under this system, then, the proprietor knows at the end of the month, if he has had a $10,000 business, whether his profits have gone up towards 30% of that, in cases where his cost of doing business is over 20%, or whether he has dropped below his needed level. This information in most stores is not available until the end of the year, and then it is too late to remedy the defects.

Affairs in Each Department.

Almost as valuable as the information on the total profits is the information it gives the proprietor as to the condition of affairs in each department. For instance, he knows whether his ready-to-wear department is making 25 or 30 or 35% or 40%, as the case may be. He knows whether the amount of the gross profits is such that, making allowance for goods that are bad stock at the end of each season, it will enable him to carry a clear profit on the department itself averaging over a year. If he finds that he is running below the margin of profit, then he will know that he must make careful investigation for a remedy.

Take, for instance, the millinery department. The proprietor knows at the end of the month or two months or four months or the end of say the Fall and Winter season, how much was the amount of goods sold and the exact cost of these goods from the totals of the sales slips day by day. Has this been 20, 25, 35 or 40%. He knows what it should be. He is assured that department is making a profit allowing for the losses that must come to this and every millinery department. If he is running too close or below the stated margin then the proprietor knows it is time to make changes, otherwise he would wait until the end of the year before he knows the weakness of this department.

So with other departments, the men's wear department, the staple department, the dress goods department fancy goods, dress accessories, etc. This system to an intelligent proprietor ensures a warning when any department is running below the mark that is set for it, and a warning given in time is best remedied before a serious loss has resulted extending perhaps over nearly a whole year of business.

"The Review" has taken up elsewhere the question of keeping track of these different departments, but cannot urge too strongly here the necessity for the head of the store keeping in close touch —by this method or some other that he may devise—periodically during the year, with the actual business and actual results of each department. The result of these figures as regards the whole store and separate departments could be expatiated upon without limit, but merchants are now sufficiently wide-awake to the necessity for intimate knowledge of the working of each department, to see at a glance just what valuable information can be secured from this system of Mr. Briscoe's.

It may be suggested that this system gives the proprietor a knowledge as to the profits made by each clerk. This in only a few cases can be compared in value with the other factors mentioned before, because in so many stores the value of the clerk does not consist absolutely of the amount of profit that he secures for the proprietor, as compared with the amount of profit a clerk in another department secures.

There is another point that will be found to be of advantage in a store where there are a number of clerks, and where there has been trouble with some who have been willing to allow themselves to be used by friends to sell goods at lower than the marked price. This system is apparently an effectual remedy. Take, for example, the pair of gloves mentioned selling for $1.25. The marked price of these gloves is PR or 80c. So far as the clerk is concerned the marked price might be $1 or even $1.10. There is no means of knowing just what it is. Supposing the clerk was tempted to mark the goods down, say to 85c., she would not know the actual cost price of the article, and would know if she marked down the selling price of goods below the cost price that this would be detected at once, for the cashier would remove this slip and draw the attention of the proprietor to the discrepancy. Otherwise in a store where there are 85c, $1 and $1.25 gloves selling, cases have been known where clerks recorded a $1.25 glove as only 85 cents and thus the store lost 40 cents. Where the sales slips are "checked over" along with the goods at a central wrapping desk, the false 85 cent record would usually be detected, but the Briscoe system does not require this precaution. Such a bill might be treated this way:

1 pair Gloves.....LC	.85
Loss	.15
? ? ? ? ? ?	

The interrogation marks being one method of indicating an inquiry into the sale itself by the proprietor.

No "Minus" Profits.

One more question The Review propounded to the proprietor: How do you treat cases where you mark goods down and sell them less than cost? Where, for instance, a coat cost $5 and you are selling it to clear at $3.75. Do you, in totaling up the sales slips deduct $1.25 from your gross profits? Or in other words, do you ever have a bill with a minus quantity?

"Never."

As Regular "Velvet."

The answer was typical of a wise, a cautious, an up-to-date business treatment of slow selling stock; the policy that refuses to allow goods to accumulate or to practice self-deception.

"No, that $1.25 is not a loss in our eyes. If a $5 garment has to be sold at $3.75 or $3.50 or $2.50 to get rid of it, we consider that $5 garment made such a near approach to hanging worthless on our hands that we not only are content to wipe out any thought of a loss on the transaction, but the rather do we consider the $3.75 or $2.50 we can sell it for, as so much clear gain; regular "velvet." The cost price goes back, as it were, automatically, to the selling price, and there is neither loss nor gain registered in our bookkeeping."

What do you think of the Briscoe system, running from the simple addition of two or three mystic symbols to each sales slip by each clerk, to providing the proprietor with an accurate knowledge of actual conditions of merchandising in every department of his whole store?

Is it not a worth-while system?

AVENUES IN STORES.

Brooklyn Firm Erected Signs for Perfumery Row, Jewelry Ave., and Ribbon Road.

A department store in Brooklyn, N.Y., says a newspaper exchange, has erected sign posts, visible from all parts of the store, in every aisle to direct shoppers to the different counters. Only they don't call them counters. All through the store the counters have been called rows, roads and streets, while the broader aisles are designated avenues. You just look at the sign posts as you go along. May be 50 or 75 feet ahead you will see signs reading Glove lane, Perfumery row, Jewelry avenue or Ribbon road. This is to indicate that all these articles are right at the places named. Under the new system it is not necessary to ask the floorwalker where the ribbon counter is and have him tell you cryptically that it is "three aisles down and two counters over." And when you arrive there you find it is not the ribbon counter you meant at all. All the floorwalkers have to do now is to think and fleck the specks of dirt off their coats.

Mutual Credit Reports on 1,500 Names

Where Merchants Co-operate to Furnish Valuable Information on all Persons of Doubtful Paying Practices — A Rating for Each — Phoning for Information — Good Riddance to "Deadbeats."

THE merchants of Berlin, Ontario, a busy factory town whose population has advanced rapidly the last few years and is now approaching the 20,000 mark, have a system by which they list their credit business that may prove useful to the merchants of other places in Canada. While it is operated by a man who does collection work in the city, he has kept it down so far to a basis almost of cost. The plan is one that might be worked out along similar lines by the merchants themselves or in co-operation with some outsider in very many centres.

The idea is much the same as that of the Canadian Credit Men's Association, that is, the information supplied to the merchants is not the result of inquiry by an independent financial agency, so much as the reports made on the individual cases by the merchants themselves from their own experiences. This, it may be presumed, gets them closer to the actual practices of customers, rather than to their ability to meet their obligations, two things which are not always, unfortunately for the merchant, one and the same.

A merchant recently showed "The Review" a book which he had in common with some hundred or hundred and twenty-five other merchants of Berlin, and this book contained the names of at least 1,500 customers. These were drawn up in alphabetical order, and a sample after the name will indicate the system itself. For instance:

James Smith, Maple Ave., 2/1, 5/2, 1/4

This simply meant that two merchants considered the customer as first class credit, five considered him second class, and one considered him fourth class. The preponderance of opinion was that he was about second class, and the merchant in this case would be fairly safe in trusting him. It naturally would follow that the reports would not agree altogether, for in some cases the majority of merchants might consider a man as very poor pay and not worthy of credit, while one might mark him as first class. The explanation naturally is that in the first mentioned case the customer paid his bills promptly in order to secure further credit with this firm, knowing that if he did not do so he would be cut off entirely from supply as the records of the other merchants showed that he had disappointed them, and would not receive further credit from them. It is on the old principle of "paying one's debts in order to be able to borrow again." A practical working principle, without being based on any strict code of morality, of course.

GRADING CUSTOMERS.

1. *Prompt payment; financial standing good.*
2. *Prompt payment; considered safe credit.*
3. *Slow payment; considered safe credit.*
4. *Very slow; considered doubtful.*
5. *Demand cash.*

Grading Their Customers.

What, then, is the basis of marking these customers? The following is the key supplied by the company:

1. Prompt payment; financial standing good.
2. Prompt payment; considered safe credit.
3. Slow payment; considered safe credit.
4. Very slow; considered doubtful.
5. Demand cash.

Now, when in a town of under 20,000 retail merchants are supplied with reports on the names of 1,500 families or more, it can easily be seen that the field is pretty thoroughly covered, particularly as this list is not intended to include the large number whose credit is well known, people who are of long standing in the community, and who probably have dealt with most of the merchants for years, and whose word would be taken by all without any hesitation. The list indeed is rather one of persons of whom the merchant might easily be in ignorance, or rather doubtful as to the advisability of giving them credit.

Must Be Co-operation.

This system of running reports on customers who ask for credit is one, of course, that implies co-operation on the part of retail merchants in all branches of trade. That is, if one merchant applies to the agency for information on a certain party, this agent then makes inquiries of other merchants in case the name is not on his list, and they furnish reports based upon their experience with this customer. Thus, the new merchant of whom he is attempting to secure credit is able to meet the case intelligently, and if the man has proved honest and a good pay customer in his dealings with others it naturally results that he will secure credit from the new firm.

It is quite true that in some districts this co-operation between merchants in one or two branches of trades would appear to be impossible, not because the information should not be available in all communities no matter how fierce the competition is, but certain feelings in relation to one another unfortunately have arisen that would appear to make it difficult for confidential information of this character to be secured even through a third party. This, of course, is not as it should be, and any community where such a system could not be worked, owing to personal feelings, should decide that the time has come when the mutual interests of their business demand a re-arrangement of relations, and co-operation along lines that will work out to mutual advantage.

New Names Added.

The books in Berlin are made up by a multigraph machine, and are arranged in such a way that new names can be inserted from time to time, and indeed different means are continually being added to bring it nearer to perfection. For instance, when an inquiry comes in from a merchant and information is secured from other merchants that have dealt with him, the name is forwarded to all those who are members. This system, therefore, includes a service not only from the names that are already in the book, but allows any merchant the privilege of inquiring concerning any new names, and information will be supplied him concerning that name. In a short time the name of practically every householder in town who runs any kind of credit account will be known, whether he is good or poor pay.

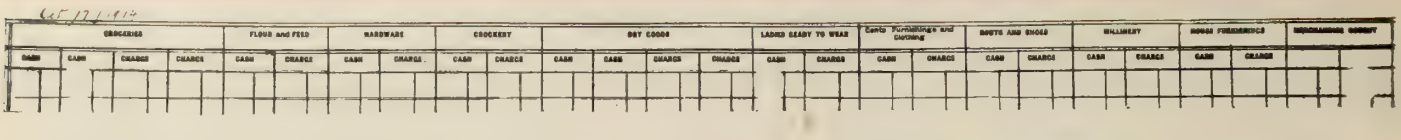
When people Ask Credit.

"What do you do under this system in the case of a person coming in and asking credit?" The Review asked of one of the merchants who is most interested in this scheme.

"The clerk is not allowed to give credit to any one who is not on our books without permission from me or the head of the firm," was the reply. "The clerk comes to me or the person who is asking credit, and if I know at once that the case is a safe one I give credit. Or I look up the information in the book, and if I find the name is safe, the request is granted. If not, I tell the customer probably that we considered that we have sufficient names on our books already, and do not wish to extend the list.

(Continued on page 26.)

The illustrations below show how the W. B. McKay Co., of Sussex, N.B., look after their cash and credit sales each day in the year and in each department of their large, general store. This is one of the few general stores in the country where the business in each department is kept separate.



CASH AND CREDIT SALES OF DEPARTMENTS

Oct 17th 1914

	SALES TO DATE		TODAY'S SALES		TOTAL SALES	
	CASH	CREDIT	CASH	CREDIT	CASH	CREDIT
GROCERIES	2500 00	1500 00	150 00	175 00	2650 00	1675 00
FLOUR & FEED						
HARDWARE						
CROCKERY						
DRY GOODS						
LADIES READY TO WEAR						
GENTS FURNISHINGS AND CLOTHING						
BOOTS AND SHOES						
MILLINERY						
FURNISHINGS						
WHOLESALE						
STATIONERY						
	6500 00	3500 00	310 00	200 00	6810 00	3700 00

MERCHANDISE BOUGHT ——

Departments of a N.B. Entirely

How the W. B. McKay Co., of Sus Store to Ascertain Sales in Each Cash and Credit Sales of Each Cle and Grand Totals—A System Sel —Operated Really on Same Basis lishments.

THE general store, like all other retail establishments, advances with the times, and the general introduction of modern methods. In the old days the general store was something like a general grab bag. There was offered for sale practically anything and everything. The merchant bought his goods and sold them. If he was ahead at the end of the year well and good; if he was behind then he probably quit business. That was about the extent to which the business was systematized.

In the city the "general store" was a different proposition. It became the department store. It served the needs of the larger community as did the general store those of the small village. The main difference was in the volume of goods handled and the systems upon which the business was conducted. The general merchant carried much of his business in his head, and there was little distinction in the stock after it came under his roof—the department store was a series of stores, one within the other, individually conducted under an individual head with a joint store policy.

But there is a change being wrought by the forge of time. To-day there is not so much difference between the modern general store and the big departmental establishment — difference there is in size and in range of goods carried, as well as extent of stocks, but there are some of the larger stores conducted by general merchants who are adopting the same methods which first gave the big city plant its name. Individual records of departments and division of buying and management to a considerable extent are helping the general merchant to get a much better grasp of his business than in the past.

Some of the methods which have been successfully adopted by one of the large general stores of the maritime provinces —W. B. McKay Co., Ltd., Sussex, N.B. —are of interest.

In this store the management of the different departments is divided. The establishment has not reached the place yet when there can be individual handling of departments, but there is a division of responsibility on the shoulders of the prominent members and employees of the concern. Buying is done individually for each department and stock records are separately maintained.

Record of Department Business.

In connection is a reproduction of a sheet of the cash and credit sales book. This sheet is twenty by fifteen inches. It will be noted that there are columns for every department. Entries are made from the duplicate counter checks which are sent to the book-keeper by a carrier system and the cash and credit items are kept separate. For groceries and dry goods double space is provided to accommodate volume of sales.

This sheet is a daily record and every night the totals are made up and carried to the other side of the paper, which, however, is folded so that the summary appears on the outer front. Here the totals from the previous day are first recorded and the entries for the day added in, giving at the end of each day's business the figures for the year or the month as may be desired. It will be noted that the sheets are made to be kept in a loose leaf filing cover.

The many advantages of such a record need hardly be commented upon. Taking the figures at the first of the year and estimating the usual department percentage, a little arithmetic will show the stock in the store at any time or the stock of any department. This may not be correct to a dollar but it is a method which is found good enough in many of the big stores. Then there is a means for readily estimating the turnover of a department and the comparative volume of business with the same period in the year previous. Also there is a very valuable aid to the buyer, for the sales can be used as a basis on which to figure the amount of goods remaining in stock in each department, while the previous annual record would be the guide upon which to base the buying power of the department.

Different from the old general store, isn't it? Yes, and the general merchant of a generation ago would have scoffed at such ideas "when he was able to do the whole thing in his head." However, this is not a sermon as to the advantage of modern methods in business—there are few men left in business who do not appreciate this advantage.

Watching the Clerks' Records.

In the McKay store there is a record kept always of the sales of the different clerks. The method of doing this is by

On this page the illustrations demonstrate how the McKay Co. keep tab on the sales, cash and credit, of each of the 15 salesmen. The lower cut shows that the sales of each clerk are known up to date, for the day and the total. At the end of each day the grand totals, both cash and credit, are available.



General Store are Kept Separate

sex, Have Departmentalized Their of Twelve Lines—They Also Know rk for Each Day, Totals up to Date dom Met With in the General Store as Large City Departmental Estab-

CLERKS CASH AND CREDIT SALES

Oct 17th 191

CLERKS NO.	SALES TO DATE		TODAYS SALES		TOTAL SALES	
	CASH	CREDIT	CASH	CREDIT	CASH	CREDIT
1	985 20	650 07	75 20	82 50	1060 40	732 57
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
	6500 00	3500 00	310 00	200 00	6810 00	3700

aid of a loose-leaf system with sheets exactly the same as those for recording sales. The ruled side of the sheet is divided into fifteen columns—one for each clerk—and the sales are recorded from the numbers of the counter check duplicates which are sent to the office. On the front of this sheet also there is a summary where the previous total of the cash and credit sales are recorded and the figures of the day added in. Thus there is immediately available a record of the sales of each clerk in the store.

The value of such a system is self-evident to the man who is desirous of increasing the efficiency of the staff. By it the McKay people know each year what each clerk has sold. The totals are there in a few minutes after the curtain is rung down on the business on December thirty-first. The salesmen are easily picked out from the order-takers. The figures are a basis for promotions if any are to be made, and a basis for increases in salaries. Frequently the merchant with a large staff is asked by each at the end of the year for an increase. If there is no record of this character showing just what the value of each of the clerks has been to him, he is apt to advance each the same proportion. A clerk who can sell and who is placed in this position is not likely to remain long in a place where his services are not appreciated more than those of the order-taker.

This Sussex store overcomes this feature. The management knows at any time just what the selling capacity of each of the selling staff is. It enables the firm to gauge the advancement of the salesmen and to know when to "hang on to" a man who "has decided to accept a position elsewhere." if an increase in salary will keep him.

There are certain merchants who post up in the office this record of the clerks, or at least a part of it. The daily sales are given and the sales up to date for the year. This, these merchants claim, encourages the salesmen to make a strong endeavor to surpass one another in sales, without, of course, making themselves offensive. But apart from this the plan of keeping a record of sales of each salesman gives detailed information that must be most valuable to the management, as above referred to, in a more intelligent supervision of promotions and salary changes.

There are other methods by which the general merchant can improve his knowledge of his business but these will be found amongst the most simple and practical for a business which has attained to substantial proportions.

THE NEW POLICY FOR THE NEW YEAR.

(Continued from page 17.)

them with heavy unsalable stocks on in any store. It is the volume of sales in connection with a constantly moving stock that brings the big turnover, and these are the vital factors in increasing the number of times the stock is turned over.

Keep Check on Advance Orders.

More and more, merchants are coming to recognize that the old system of big advance orders covering something like 90 per cent .of their appropriation for a particular department and a particular season is a mistake under present conditions of merchandising; that rather they must arrange for a minimum of advance buying in directions where a whiff of fashion may shift public buying to another quarter in an instant and leave their hands that will have no legitimate reason for any place in their annual inventory.

The problem as it presents itself covers the two-fold aspect; one of increased sales, and, on the other hand, the carrying of smaller stocks at all times,—not by lessening the variety shown, but by making the "reverse" stock consist more and more in repeat orders, month by month, week by week, even day by day. In this manner the money tied up will be curtailed greatly; the interest charges if a percentage is borrowed will be lessened, the turnover on the same total of business will be increased proportionately and the stock by being constantly replenished will be fresh and more saleable and the slashing of prices to clear it out periodically, will be reduced to a minimum. A successful—and elderly—merchant in a live town told The Review recently that he had brought his neckwear orders to a weekly basis,—no other course was safe.

Never load up in advance so that when the new lines offer you cannot take advantage of what you are confident will be not only good "buy" but a good "sell."

More than ever before success for the retail merchant in 1915 will rest upon his intimate knowledge of his whole stock in its relation to sales, and of each of his main departments of merchandise.

Half Holiday or Early Closing

Movements at Various Points to Substitute 5 p.m. Closing Daily for the Summer Half Holiday? Do Employes Prefer Small Daily Gain to Larger One Weekly?

FROM conversations which The Review has had with a number of merchants in various parts of the province within the past few weeks it seems probable that the weekly half holiday plan, which until recently had been growing with great rapidity and extending itself over a number of provinces of Canada, may have to face a prominent rival in the early closing movement. That is to say, the proposal will be brought up in a number of towns and cities before summer arrives to change the Wednesday or Thursday half holiday, and instead arrange the closing of retail stores, so as to have their business stop at five o'clock every day of the week except Saturday, during June, July and August, instead of having the stores continue until six o'clock, and give the half holiday from one o'clock on one day of the week.

Clerks in Favor of 5 P.M

Heretofore the claim made that the half holiday is preferred by the employees whatever the position of the firm itself may be, has been rarely disputed. Here and there a store has been found that has withstood the clamor for a weekly half holiday, and kept their store open either every day until six or inaugurated an early closing movement at five o'clock in the summer months. Now, the positions that the employees would prefer the five hours of freedom during the one afternoon is being met by the statement that where stores have tried the early closing for the whole week the employees are now heartily in favor of this in preference to the other.

Feeling of Unrest.

The feeling in Berlin, Ont., is a case in point. For the last two or three years most of the retail merchants have been holding Wednesday as a half holiday closing their stores at one o'clock in the afternoon. There has been one exception, Smyth Bros., who have continued to keep their store open on Wednesday afternoon but have given their employees one hour every day of the week except Saturday, closing the store at five o'clock.

There are evident signs of a swing over of a number of merchants to this plan. Mr. E. Lang, of Lang Bros. & Co., is one of those who feel that the half holiday system is inferior to the position of early closing. Speaking to The Review, he said that, taking the point of view of the employee, there was a general agitation in labor circles for shorter hours of labor, and this movement was in line with early closing rather than the half holiday movement.

"From personal experience I think that the half holiday produces a certain feeling of unrest amoung the employees both on the day preceding the holiday and on the morning of it," he declared.

Another reason is peculiarly applicable to several towns and cities in Western Ontario where centres of population are grouped more closely than in Eastern Ontario, and in most of the other provinces. In towns and cities which are contiguous and where a number have Wednesday a half holiday and others have Thursday, the farmers who have been accustomed to go to one place, and knowing it is closed on Wednesday consider that the other place in the neighborhood closes on the same day, and probably will come over on Thursday to do business only to find it closed.

"A Nuisance."

From the merchant's point of view he held that the weekly half holiday was a regular nuisance. Its whole effect was to upset buisness for the day. His experience was that the day before the holiday the clerks would be telephoning and making arrangements for spending the holiday, and there would be the same kind of distractions on the morning before the holiday, while on the day afterwards the employees who turned out were tired and worn out and not fit for work. Some merchants in order to increase the trade for a half day, and so get something like a fair average for the day as compared with others of the week were accustomed to advertise special bargains for the morning of the half day, and in this way business was increased a little, but the general result was not nearly as satisfactory as having the early closing and the same hours of business for five days of the week.

WHAT ARE YOUR VIEWS?

The Review will be pleased to hear from merchants and clerks on this subject, which promises to become a very live issue this Spring and Summer.

Staff Unanimous

Mr. Smyth, who was also seen by The Review, declared that he had tried both systems, and it was his firm conviction that from the standpoint of employer and employee the uniform day was the better.

"As a rule," he said, "the clerks are in the store for considerably after one o'clock, and it is usually two o'clock before they get their dinner, and this leaves only a few hours for the afternoon. If the day is a wet one then their whole holiday for the week is spoiled. Under the five o'clock system they get away in better time every day, and have a much longer evening. I have experienced what others have, the nuisance of the telephoning before the holiday, and the tiredness of the clerks after the holiday. We have secured opinions from our own staff, and they are unanimous in favor of the five o'clock closing as compared with the half holiday.

"From a business point of view we met the argument of the half holiday by inserting notices that we gave our clerks early closing every day, and we hoped that the public would appreciate what we were doing for them. This early closing, of course, included all members of our staff, dressmakers and all."

It is likely that the merchants in this centre will meet early in the Spring to talk over the whole question.

A Compromise.

In another town The Review found that one leading merchant who favored the five o'clock closing had at last given in at a general meeting of the Retail Merchants' Association when compromises had been made along various lines with a view to more combined and harmonious action on the part of the members.

MUTUAL CREDIT REPORTS ON 1,500 NAMES.

(Continued from page 23.)

Where "Deadbeats" Fall Down.

"There are some cases what might be known as 'dead-beats,' whose business we do not want under any conditions, and usually the merchants here are quite frank in telling them that they have been refused credit, and until they settle up these accounts and put themselves in a favorable position with other merchants that credit must be refused them by all firms. This universal system of treating such cases very often results in an unexpected payment of a debt to other stores."

When a Stout Lady Cut the Sleeves Off

How Unusual Demand for Substitution of Damaged Underwear Was Met by Merchant—Lesson to Clerks on Exact Measuring—How Split Silk Waist Lost a Customer.

AMONG the perplexing problems of the dry goods merchant—becoming more complicated and more perplexing every year—probably none are so troublesome and hard to decide as the demand for exchanges or refunds on the part of customers.

An interesting story was told The Review by the head of a store in one of the large cities of Western Ontario. It was a case of the firm being up against what was apparently an unfair request on the part of the customer for the right to return an article and the substitution of another.

A lady had come in for a suit of underwear and said that her size was an "O. S." (over-size), and the order had been filled by a clerk and the goods delivered. In a day or two she came back to the store with the garments and declared that they were too small, and she wished to exchange them for a larger pair, the same as she had secured some time before.

Sleeves Cut Off.

The clerk opened the parcel with the intention of making the exchange, but was surprised to find that the sleeves had been cut off above the elbow. At once she objected to making the exchange on the ground that the goods had been damaged. The customer, however, insisted, and declared that she had taken it for granted that the goods would fit her, and as soon as she came home—without waiting to try them on—she had cut the sleeves off, as she was accustomed to do with all her underwear, disliking the sleeves reaching to the wrist.

"Now," she said, "I had every reason to believe that this suit would fit me, and I expect you to take these back and give me the proper size."

The clerk had been used to accept returns under ordinary conditions, but this was such an unusual one, and finally after she had failed to satisfy the customer or get her to modify her demand, she carried the suit to the proprietor, announcing, of course, to the customer that she wished to consult Mr. So-and-So, head of the firm.

His first impulse, he told The Review, was to refuse the woman's request, "as, I think, would have been the case with the majority.

The suit was a fairly expensive one, and the woman admitted that she had asked for "O. S." size, and in that sense the clerk had given her just what she asked for. When I came to sift the

PROBLEM NO. 1.

A stout lady bought an O.S. size suit of underwear, and when it was delivered cut off the sleeves, as she was accustomed to do—without trying it on. When she did she found it did not fit her, and demanded an exchange. The clerk demurred and appealed to the proprietor. What did he do? The answer is given below. This proprietor feels he was right.

matter a little further, however, I went back to the subject of her first purchase, and tried to find out how it was she was fitted then. It turned out that the clerk who had waited on her before—a different one from this one—had found it necessary to give her an "extra O. S." suit, although the lady herself did not know it. I concluded, therefore, that to a certain extent my salesclerk was to blame in not making absolutely certain that the customer had received the proper size; that is, she neglected to measure her, but accepted the customer's word that the size she asked for was correct.



"Accordingly I told her we would take back the suit and give her another. She departed, of course, well pleased. At first I considered it a dead loss, but found out later that I could send it back to the maker and get the sleeves lengthened at comparatively little cost. At the same time I retained the good will and custom of this woman and doubtless that of her friends who might have felt aggrieved if she had told them I had refused to exchange underwear when she had not obtained the proper size at my store.

PROBLEM NO. 2.

A girl bought a silk waist and it split in one or two places after being worn a short time. The firm on the statement of an employee that a similar piece of silk had worn her well, decided that the goods had not been handled carefully, perhaps in pressing with a hot iron, and refused to make a refund. The proprietor thinks now he was mistaken and tells why.

Lesson for the Clerks.

"The incident was also of an advantage to me from the point of view of the clerks in that department. I saw to it that the details of the incident were well known to them, and I had a good basis for pointing out the absolute necessity of seeing that a customer was supplied with the proper size underwear by measuring them whenever there seemed any doubt.

"My conclusion, then, is that in accepting this return I was really doing something that did not injure my business, and in the long run would be beneficial to it.

"The principle on which I try to look at things is to consider the standpoint of the customer. As a rule, except with cranks, and they are really few, and probably growing less, a woman will not ask for a return on an article unless she feels herself that she has some good reason. If we feel that she has not, we try carefully to bring up arguments showing that she has no reason for returning the goods, but if she appears to have any basis whatever for her claim, we are careful usually to accept it. In some cases, of course, it is not necessary to make a full return, but we make allowance on the purchase of another article. It is, of course, one of the great problems of business to-day this matter of returning goods, which have become damaged in some way in the possession of the customer."

Refused To Make Good a Silk Waist.

The Review was told at another store of an incident in which the management had decided against making a refund to the customer. This was in the case of a purchase of silk for a waist.

"There were several samples of shot silk," he said, "and we knew that one or two could not be guaranteed, and so told the customer. However, she purchased one that was recognized as good but in a short time the silk split and she brought the waist back. However, in

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Consider the Question of Fire Insurance

The Necessity for Careful Study of the Policy—The Company Insurance Clause—Difficulties With Regard to Settlement—The Need for the Adjuster—Some Special Clauses.

YOU can take a horse to the water but you can't make him drink. You can talk adequate fire insurance to some retail men until you are blue in the face, but you can't make them insure—not even if you are an insurance agent! There is no doubt that while fire insurance is pretty general it is still not universal, and it is very often most inadequate. There is altogether too much complacency about the matter. Many men go into relations with fire insurance companies like a bull goes for a five-barred gate. Sometimes the bull doesn't do anything but damage himself.

Financial men have been dinning it into our ears for many moons that Canada has an abnormal annual fire loss. The figures are astonishing. It has been stated by experts that they are higher in proportion than those of any other country. The fault is easy of discovery. Everybody blames his neighbor. It never occurs to him to blame himself. The majority of merchants take out a fire insurance policy and so long as they pay their premiums they sit tight and think they have done their duty. The idea that fire may visit their own particular store never occurs to them.

It is not the purpose of this article to deal with the retailer in his relation to the fire insurance company as a bird easy of plucking by a successful plucker. That fire insurance men are crooks is as ridiculous a supposition as it is unfair. But there are good and bad in every trade. To say that fire insurance men are all saints is just as foolish as to say they are all sinners. Nevertheless, there are those companies operating, from whom the retail merchant will be wise to keep away. There are tricksters that the retail merchant can't beat no matter how he tries. Prevention is better than cure. With the best of companies the wise retailer will use all possible caution. And indeed, the more cautious the merchant is the better pleased will be the company if it is a good one.

Study Your Policy.

The prime factor in getting a square deal over your fire insurance is to know your policy. It is a contract, by virtue of which the company agrees to pay a certain sum of money in case of fire, **providing that the conditions of the contract have been fully adhered to by the assured.** This means something more than mere prompt premium payments. Insurance men—like retail grocers—are not in business for their health. If they find themselves called upon to pay out a sum of money because of fire their first impulse is to see how small that sum can be made. It is human nature, as well as insurance nature.

The man who is going to take out an assurance policy should, first of all, be sure of the standing of the company which he has in mind. Some companies have lower rates than others. Usually this means that the protecting power of the company is not so good. Since the first objective of fire insurance so far as the insured is concerned is protection, he needs to be sure that his risk is covered by a good company. Get the agent to tell you the financial standing or, better still, show you the balance sheets of the company for whom he is acting. Be sure you are with a company which is strong financially. It may mean thousands of dollars to you.

It is most important that the man who insures should understand his policy. If you were going to buy a house you would peruse the deed to see if all was in order. Yet comparatively few men bother to do this in the case of an insurance policy.

All Policies Identical.

The merchant who is insured in more than one company should see to it that the conditions and particulars and descriptions should be identical in every policy. This has two advantages. First, if you should have a fire it will save a good deal of haggling and misunderstanding between the companies. Secondly, it will prevent any company from giving you a contract so worded that it is useful to the company itself, should anything happen. For instance, a clause that some companies are fond of inserting is to the effect that where additional insurance is carried the company should be bound by the policy most favorable to it, not necessarily its own policy. This obviously is a very good "way out" for the company.

Then, see to it that your policy has this clause, "Further insurance permitted," so that you are at liberty to insure when and with whom you will, in case of necessity for additional insurance.

That Co-Insurance Clause.

A particular which very often results in disaster for a merchant is the insertion of the 80 per cent. co-insurance clause. Too much care cannot be taken by a retailer who wants fire insurance before he adopts this form. This is a contract by which the insured agrees to keep insured to the extent of at least 80 per cent. of the value of the property. If he fails to do so he himself must stand for any loss which would have been paid by the insurance he should have carried in excess of that which he actually did carry.

For example if a merchant has a thousand dollars worth of stock and insures it subject to this eighty per cent. clause he is complying with the conditions. Later in the year his stock increases to $1,500, but the merchant neglects—perhaps only for a day or two—to increase his insurance. Then the fire comes along. The loss and damage amount to $600. The merchant, under the co-insurance clause, should have had insurance to the extent of eighty per cent. of $1,500, or $1,200 worth. Instead of that, he has only eighty per cent. of his original $1,000, which is $800. The insurance company, therefore, only pays eights-twelfths of the loss of $600, equalling $400. And the merchant must stand the loss of the other four-twelfths of the $600 loss, which is $200, himself.

I hear from insurance experts that careful examination into the losses in which the co-insurance law applies justifies the statement that it is most unwise for the small man to have the co-insurance clause included in his policy. Keep away from it. Remember the words "co-insurance," and avoid them as you would thin ice. They are thin ice. Put them up as a bogey, and leave them there. Sometimes they are a help but only rarely. The risk is too great. The merchant may only be delayed a day or two in getting extra influence to meet that clause and yet the fire may happen in that time. It is much better to have straight insurance and pay a little higher rate for it than pick up "co-insurance" from the bargain-counter only to find later that it was far more expensive in the ultimate casting-up of things.

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The Business Outlook for the New Year

Record for 15 Years Back — The Process of Expansion and Contraction — A Good Index of Conditions—Continuance of Present Policy Will Result in Easy Money at Close of the War.

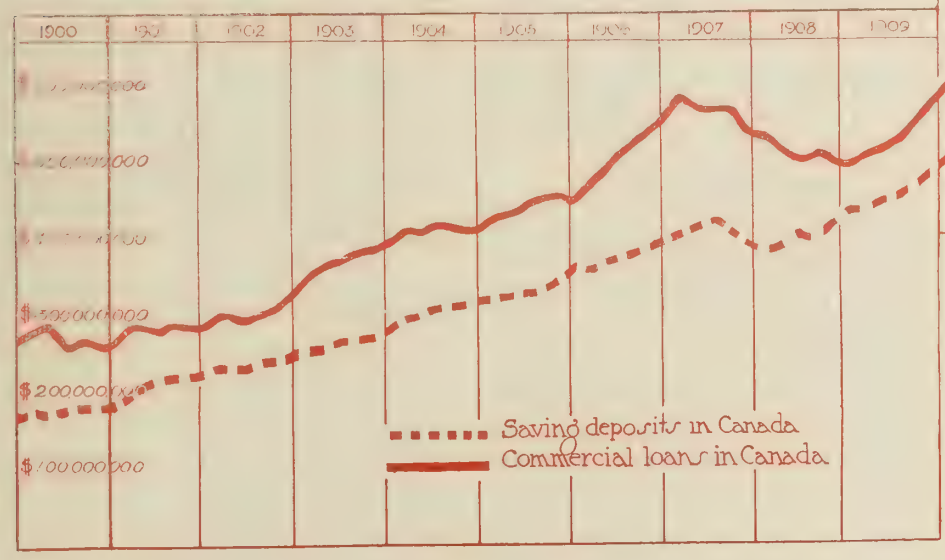
By John Appleton, Editor Financial Post.

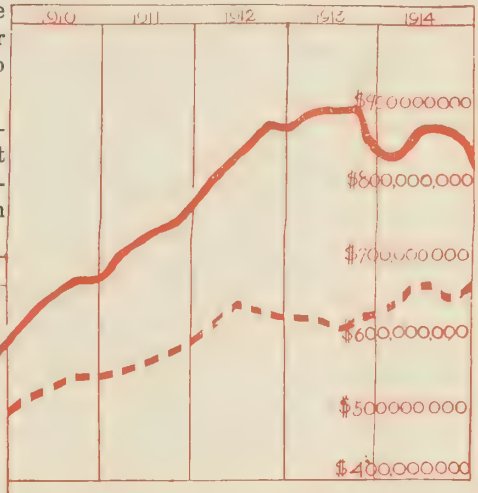
EXPERIENCE over a long period of years tells us that expansion in business advances money rates and the yield on securities. Banks are anxious to get all the benefit possible from advanced rates and the depositors also wish to gain some advantage. As a result the chief resources of the banks, namely, savings deposits tend to expand unduly. There comes an end to such a process of course and it sometimes happens that that end is a panic. The result is a great reduction in loans and ultimately an increase in savings deposits. When this process of reconstruction is complete money is plentiful and the assets throughout the country have been reduced to as liquid form as is possible. Only then can bankers or business men look forward to normal business conditions.

on the part of those profiting by production and who are consuming less than they produce or are spending less than they are receiving—in other words, living well within their means.

There is every indication that money for non-speculative commercial purposes in Canada will be available in large quantities during 1915. A year ago the Financial Post pointed out that there could be no very definite improvement in business conditions in Canada until the beginning of 1915 for the reason that the banks had not at that time reduced their assets to a sufficiently liquid form to justify loan expansion.

The ratio of savings deposits to commercial loans is in our opinion the best index of business conditions that is available. A diagram brought up to date in this issue shows the variations in savings deposits and commercial loans since the beginning of the century. In periods of over-extension the two lines draw gradually apart until finally the process is overdone and the lines draw together under the process of liquidation and easing money rates. The Post believed a year ago that by the beginning of 1915 the reconstruction would be complete and money rates would be easy enough to justify a resumption of business on more active lines.





It may be said without hesitation that at the present time the banks have reduced their assets generally to a liquid form and on the other hand depositors are returning to the banks with their money. Should the war end this spring it is very probable that the banks will be found to have plenty of money for commercial purposes of a legitimate character even though the loan market in Europe remains fairly stiff for some time. The war has done one good thing at least. It has accelerated the process of liquidation and at least so far it has not forced the depositor to withdraw savings for purposes of consumption. At any rate the withdrawals for the latter purpose are more than offset by the increased saving

The war has, of course, made a very serious difference in the general business outlook. Another factor was the disappointing crop in the Western provinces. If the latter had been normal, coupled with the higher prices that prevailed as a result of the European struggle, Canadian business would have remained on a normal basis and liquidation would not have been so severe. In the spring the outlook from a crop standpoint was very cheering but later drought destroyed hopes of an approximately normal yield. So bright were the farmers' prospects after seeding was done as to raise hopes of more general business activity and some expansion of loans actually took place. As soon as it was realized that the crop at best would be a light one, and the action of the money markets began to show signs of disturbance in European diplomatic circles contraction followed. Loans were decreased and deposits remained stationary for a time until the close of the year they showed a tendency to increase.

So long as war prevails it will be very difficult for business men to foresee what the course of business during the year will be. In our opinion, given normal crop conditions, business will remain dull but not to the same extent as during the later months of the year just closing. Our deposits will increase and in consequence the banks will be able to expand their loans. With uncertainty in the air they will not do this at the expense of their liquid position. They will not be content, nor is it desirable that they should be, unless they have approximately 25 cents in their till or vault for every dollar they owe to the public. We are in the position, and it is a relatively favorable one, of having resources of our own for taking

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Working Out Problem of the Up-town Store

How Business in Outlying Residential District of Toronto Was Built Up in Competition With Big Department Stores—Service of Special Ordering, Rapid Delivery, Good Stock, and Acquired Knowledge of Lines Preferred—Letting Others Set the Styles—No Plunging in Buying.

From a staff interview with H. C. Wallace

ONE of the most difficult problems for a dry goods merchant to solve, a problem that stands out all by itself in merchandising, is that of handling a business in what may be called an up-town district, or a district somewhat remote from the main business centre of a city, or large town—a district to a certain extent on the outskirts, although it be on a business street in the suburbs. It is not like the store in the town or city more or less isolated, that may be said to supply all the people all the time; nor yet the store in the small town adjacent to a large city which supplies some of the people all the time, and where most of the people perhaps depend on their expeditions to the city for practically all their shopping, but rather it is a store—in competition with the big down-town stores—that must be built up on the principle of supplying some of the people some of the time. In so far as it increases the proportion of the people it supplies, and engages its ability to supply the needs of its customers and keep them from dealing at the big store, it is successful.

Such a business is being built up half way up Roncesvalles avenue, in the west end of Toronto, by Mr. H. C. Wallace. Mr. Wallace has been in this business barely two years, and yet has succeeded by a personal skill in greatly increasing his business, so that on one occasion shortly before Christmas no less than six salespeople were busy in his store on Saturday evening, a store of small space, as are most in this outlying business street. Mr. Wallace travelled for a number of years for the wholesale firm of Gordon, MacKay, and in this way secured an insight into the dry goods business which now stands him in good stead and enables him probably to buy sometimes to more advantage than other business men who have had none of this experience in the wholesale business. "The Review" has watched with considerable interest the extension of the business under Mr. Wallace, and has decided that it was the personality behind it that was responsible. Some other businesses in the same vicinity have in cases lingered to die, and in some cases carried on a rather precarious existence, people going in often merely for the sake of convenience for little odds and ends, such as a spool of thread, a piece of factory cotton, or other little things that they could not be bothered going down town for, but in the store of Mr. Wallace real practical needs of the people are looked after, and very often the goods are bought there in preference to going down to the larger stores.

WEEKLY TIME-TABLE.

Mr .Wallace has drawn up a time table for the week which he has found enables him and his clerks to get through the work more systematically.

Monday—All stock examined to find what is lacking and entered in book; shelves and boxes dusted.

Tuesday—Dress one window; then go down town to replenish stock.

Wednesday.—Dress the other window.

Thursday.—Odds and ends.

Friday.—Dress show cases.

Saturday.—Prepare for busy day.

Mainly Due To Service.

What are the factors in the success of this business in so short a time? It has not been newspaper advertising, which is open to the majority of stores, because it would not pay the proprietor of a small store in a city as large as Toronto to use the daily papers, as the proportion of possible customers among its readers would be so small that the charges would be too great for the business to stand. Nor does this store depend much on circulars—although this is done to a very limited extent—nor on any of those free advertising mediums that are frequently found in large centres. The question is mainly one of service to the public. Consulting the public as to what it needs, repeatedly questioning customer after customer as to what special lines are needed by women, and to what extent there is a demand for it. The knowledge thus gained has been invaluable.

What Were the Goods Required?

In other words, the task as presented to Mr. Wallace was to find out by diligent inquiry and observation what were the goods that the people of this district—a substantial residential section—really were prepared to buy uptown. From the first great care was taken to keep a record of the inquiries that were made for goods which the store did not carry. Each of these was marked down in a red book, and even numbered by Mr. Wallace at the end of the day. In this way he knew day by day the number of customers who asked for goods which he did not carry in stock, and had before him in his buying a very comprehensive idea of just where he failed to meet the requirements of the district. The obligation to make a record of each of these inquiries which were not filled was binding upon every one of his clerks as well as upon himself.

Next came the question as to whether he could stock up the line for which there were inquiries. If it was a piece of dress goods or a line in which he would be required to get a considerable portion he would decide against it unless he felt certain that he could sell the stock. This was a commendable precaution in starting a business in an unknown district. On the other hand, where the goods could be supplied, say singly or in quarter dozens, he would get them, and test the selling power of the new goods. Always, however, he made it a rule not to get extreme styles for the reason that there would be little demand for them, and all stock of this character left over on his hands would be practically dead in a short time.

Never Tries to Lead in Styles.

Nor did he ever pretend to lead in style, that is, to be the first to show the lines that were on the market. His idea of this simply was that as a rule people would not depend on the small store for



Front view of H. C. Wallace's store.

an opinion as to what was really good style, but would look down town at the large department stores and if they saw the goods there, and afterwards saw them in his store, they would be persuaded that they were correct and would be more likely to buy. Indeed, a fairly good portion of his stock, apart from staple lines, in time came to consist of purchases made by Mr. Wallace after inquiries have been made by people who had seen similar lines in the big stores, and who—not buying them at the time—were quite willing to secure them through this firm.

Now, as to the service to customers.

"Whenever possible when people ask us for something which we do not have in stock, we try to get them to let us secure it for them," said Mr. Wallace. "Often they are unwilling to do this, as they are in a hurry and cannot wait, but wherever possible we try to establish a connection with them, and oblige them by getting the goods for them.

2-in. Hems on Handkerchiefs.

"I will give you one example of this. A handkerchief with a two-inch hem was being shown down town and an inquiry came to us for this. We did not have it in stock, as when the traveller showed it to us we were not sure that it would be saleable. Someone came in, and asked for it, and as a result we ordered a quarter dozen. A day or two afterwards a customer came in and bought the three handkerchiefs, taking our whole stock. We got in half a dozen the second time, and found that they sold very soon, and afterwards made a third order. However, in this, as in every other case, we watch our buying carefully, buy regularly and try never to be caught with such goods on hand. We are in an unusual position, of course, here, as in some cases we can telephone down at noon, and have the goods delivered before six and then deliver them to the customer the same evening. As I remarked in regard to novelty lines, we cannot start the styles, and we never try to be the first. Nor yet on the other hand are we ever caught last with the goods. We run them so far and then drop them, and usually find that the travellers have something new on hand, which it is fairly safe for us to take."

This willingness to get special orders for the customer is one of many lines of service which Mr. Wallace gives to the people of this district. A delivery system is another, one which he has found to pay wonderfully in building up his business. The man who attends to his furnace, the show cases, and the store generally also delivers these parcels, so that the cost of delivery is brought down to a minimum. He prefers having someone around to deliver goods at any time of the day rather than to make arrangements for period deliveries three or even four times during the day, as many stores do.

Now, how does this work?

"Often people order goods over the phone, such as wools, cotton, a certain line of hose, which they know by previous experience or from the name of the maker, or various other well known lines, which can be ordered over the phone, and we endeavor to deliver these to them within half an hour, often in fifteen minutes from the time the order is taken. They appreciate this immensely. Often people have come to me whom I have never seen before, people from a considerable distance away, who have told me that they were well satisfied with the first goods which they had ordered by phone, and the result was that they came to deal personally in the store. This is one advantage they appreciate over going down town where they are dependent upon a delivery, say twice a day, particularly in a district four or five miles away from the store, as out here. We even deliver a spool of thread a distance of half a mile, but we are not often asked to do this. Whatever it is, we take the order just as cheerfully as we would a much larger one, and in this way gain the good-will of our customer. This proves an advantage to us frequently on wet days when people cannot go down town, and so we receive a number of phone orders, which goes far to keep up the average of business of a day when ordinarily it would fall away below the average."

In connection with this delivery is also a simple C.O.D. system. The sales clerk puts the carbon copy on a file, while the delivery man takes charge of

(Continued on Page 39.)

ODDS AND ENDS.

A big business is done in patterns. A list is kept of all patterns sold and orders for more are given the same day. A table with chairs and fashion books is set towards the back of the store and a number of women at a time may be seen examining them on any busy day. Not only is the sale of patterns large but it has resulted directly in much extra business for the dress goods and trimmings sections. Some days 50 *per cent. of pattern sales mean sales of wash goods.*

Corsets are carried up to $3.50 *though best sales range from* $1.35 *to* $2.50.

Care is taken to make people feel that there is no "feeling" if they do not buy—a fatal mistake in many stores as it deters people from entering.

Samples of prints will be sent out in 3,000 *parcels.*

Four clerks during day: two at night. Each gets at least two nights off a week.

Stock-taking is begun after a couple of weeks clearing sale in January.

A NOTE OF THANKS.

We have just finished our first financial year which has been gratifying to us (thanks to our patrons). But last year's results will not do for next year. We are starting on another year with renewed energy and the experience of the past to help us meet your requirements in Dry Goods better than ever before.

Suggestions on improvements would be gratefully received as we would like to see ourselves through your ideas.

We are honestly trying to bring our store methods to perfection.

Our Aim is to make this Store a centre of Sociability, Convenience and Economy.

We thank you for your patronage in the past and trust we will be favored again.

H. C. WALLACE,
307 Roncesvalles Ave.

ABOUT OUR GOODS.

Before inventory we let our stock run down so that we are able to start the new year with a big showing of new goods — such as Prints, Ginghams, Crepes, Ratines, etc. Our prints are all guaranteed to be fast colors; the patterns include spots, stripes and fancy designs at 12½c. yd.

We have a special galatea, which is exceedingly good to wear for house dresses and children's wear at 19 c. yd.

We are showing a large range of figured and plain Crepes, also Ratines in various qualities and designs.

CHILDREN'S WEAR.

We have been in touch with the manufacturers for some time and have secured the largest range and by far the best values we have ever carried before.

We claim the distinction of being specialists in children's wear.

See Our Range of New Goods.



VIEW OF THE STRAWBRIDGE & CLOTHIER STORE, PHILADELPHIA

A Great Store's Services to 5,000 Employees

Strawbridge & Clothier, of Philadelphia, Continue Education of Young Clerks From Public School Work, Making it Compulsory—Training in Bookkeeping, Salesmanship, English, etc., for Older Clerks—Pension Fund, Vacation House, Huge Athletic Grounds.

PHILADELPHIA, Jan. 2.—From time to time The Review has dealt with some of the more outstanding examples of what may be termed the institutional side of the activities of some of the great stores of America, that is, the work that bears more closely on their relation to their employees than to the public. Last Spring, it will be remembered, an article appeared in connection with the Lord & Taylor store of New York, which in its appointments was termed "the last word in store architecture."

Quite as unique in its way, and of course, of far longer growth is the work of the Strawbridge & Clothier store of Philadelphia, which has been in existence for over 46 years, following the growth of that city from 600,000 to over 1,600,000. In a statement recently issued dealing with the growth of this firm it was declared that "under the homely teaching of the Friends these two young men (that is, the founders) had been trained in industry and thrift, and their business has prospered. They built their trade on honor and it has increased steadily as public confidence grew. From its beginning the principle of one price was maintained. It was a policy, strong in its simplicity. Reliable merchandise only was sold and at the same price to all alike."

Now, this great store, one of the best known on the continent, is handling quite as successfully as its problem of its relation to the public, the equally important one of its relation to its own employees, who number 5,000.

The "Store Family"

If one may judge from external indications, and also from tributes in connection with many in the store, the term of "store family," which is frequently used in connection with the announcements of this institution is quite merited. Efforts are made continually by various organizations not only to improve the employees along educational and social and physical lines, but also to knit together the employees by a feeling of pride and loyalty to the big store. Among the various organizations which have grown up are the Relief Association, the Savings Fund, the Pension Fund, the Commercial Efficiency classes, the Junior School, the Good Will Association, the Chorus, the Athletic Association, the Vacation House for young women employed in the store, etc. On the premises themselves is a well equipped dental office, a doctor's office with a woman physician in attendance, and a trained nurse on duty every day, besides a rest room and a roof garden.

Quarter Century Club.

A club which is not often found even in a store of such old connections as this is called the Quarter Century Club, and the membership of which in October last reached 214. This, as its name implies, opens its membership automatically to men and women who have served the firm for twenty-five years or more. One of the employees, the head of the cashiers' department, has been with the firm during its entire history. It is a custom to present a gold pin, the emblem of the club in the form of a crest, quarter moon and oak tree to each member on the date of joining. There are no dues and an annual banquet is held at the firm's expense. Each member has two vacations, two weeks in Summer and one in Winter with salaries paid.

Continuing Public School Work.

The education department of the store is carried on under a broader basis probably than in most other stores of the same size. The system of instruction is based on the continuation school plan. Clerks are trained for better positions, and more effective work while earning their regular wages in the store. They are instructed during the firm's time, and leave their duties in the store at prescribed hours and go to the class rooms. This school enables the young people to resume their studies where they left off in the public school. **Every boy and girl entering the employ of the store must enrol themselves in the junior school**, but for the adults enrollment is optional. It is said that the results of the training in this school are shown throughout the store in "the more careful use of English, courtesy, intelligence and increased efficiency," while promotions are very often made conditional to

Paris Correspondent Writes "The Review's" Readers from the Trenches in Northern France

THE REVIEW has received the following letter from its Paris correspondent, Mr. H. Gagnereau, who has, as has been related in previous issues, been having troublous times with the Germans.

He is again with the French Army after recovering from a shell wound, awaiting a vacancy as an interpreter with the British Army.

He writes from an unnamed place along the battle line,—no doubt under a censor's supervision—as follows:—

"I am back again on the front with my regiment awaiting a vacancy for the post of interpreter in the near future to the British Army.

"I strongly regret to be unable to send you any article or samples as I have no idea whatever of what is going on with the dress fabrics in Paris actually. I saw in the papers lately that great efforts are made to bring business in all branches to more activity but cannot give you exactly any genuine information for the branch in which we are interested.

"I shall give you now a little description of the war conditions which have changed a great deal, with what I saw at the beginning, and to the advantage of the Allies. I am to-day in the north of France near "Arras." We live a great part of the time in the trench which we make more comfortable every day. We are relieved from time to time and spend generally a week in a village at the back of the line where we are pleased to have a good wash, put on some new undergarments.

"Our men have learned a great lot and our heavy artillery, which was not equal to that of the Germans has been completed and is now proving to be as good as our small F5 centimetres piece. The lull in the fighting which now occurs is probably felt necessary by the Commander-in-Chief, but time works for the Allies; news from Russia is very good and everything looks more and more encouraging. The morale of the troops is getting stronger every day and can be considered a great factor for the future battle.

"Trusting you are enjoying the best of health and wishing you a bright and merry Xmas, I am

Very truly yours,

H. GAGNEREAU.

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a great extent on the work of the student.

Three Years' Course.

In this school there are taught English, spelling, arithmetic, writing and other branches which will assist them in their store work. The course consists of and covers three years, and three hours a week are allowed for study.

Taught Bookkeeping, Penmanship, Etc.

Next comes the Intermediate school where girls are trained to be bill clerks, and bill clerks are taught how to do work on the ledgers. The promotion in the school from the one position to the other carries with it an increase in wages in the store. In addition to this bookkeeping training there is instruction also in English and in writing, that is, in penmanship. **All those engaged in the bookkeeping department of the store are compelled to attend this branch of the school.**

Lessons in Retail Selling.

For the general clerk lessons are given in this intermediate department in retail selling teaching them how to approach and deal with the customer and to meet the exacting requirements in a satisfactory manner. Stress is laid on the prohibition of any deceit or misrepresentation of an article, and clerks are warned not to sell a customer an article for which she has no use.

The third branch of the educational training is called the Commercial Efficiency school, in which are trained men and women in the store for positions of larger responsibility. The course extends over two years, and three and a half hours a week are allowed for study, all, of course, during the store hours, and the hours for which the clerks are paid by the firm.

Course in Merchandise.

This course includes a careful study in salesmanship, dealing with the personality of the sales clerk towards the customer, the principles underlying the selling of goods, and methods to find out and supply the customer's needs, so as to make her a permanent patron of the store. The course also includes a study in merchandise, under such headings as textiles, ready-to-wear clothing, articles for the use of adornment in dwellings, institutions, etc. In English there is teaching in spelling and grammar in order to promote correct speaking, correction of common errors, paragraph writing to obtain a clear direct style in business correspondence, etc. In arithmetic the course includes reduction in fractions, decimals, percentage, problems in estimating on carpeting and papering, business forms, receipts, cheques, bills, and a short course in bookkeeping.

"Noon-Day Club."

Among the most interesting of the activities among the employees is what is known as the Noon-Day Club. This has a membership of 300, and instruction is given in English, French, German, Latin, Italian, millinery, embroidery, music and other branches. As the name applies these talks as they are called, are given during the noon hour, and the clerks in the store give up half an hour of their time to receive instruction.

Low Rate for Vacation.

Another provision that is made for the female employees of the store is what is called the Vacation House in New Jersey where girls may spend part or all of their vacation at a very moderate rate. Those under eighteen years of age are charged $3, those over 18 years of age $5. In addition the store provides transportation to and from Wildwood, where the Vacation House is situated.

"Saving Fund."

In order to encourage the employees to save, what is called the Saving Fund was established over 30 years ago. Any employe may become a member by paying the initiation fee of 15 cents, and can subscribe from one to twenty shares. The following year after 52 weekly payments have been made each subscriber will draw out the amount to his or her credit. This yearly subscription is called the "general" account and interest at six per cent. is allowed on this. Then a "Special" account is established for those who wish to reinvest part or all of the money withdrawn from the general account at the end of the year.

Equipment of Athletic Field.

The athletic association, a very important one in connection with the store, which is instrumental in building up the store spirit should not be omitted. An athletic field covering an entire city block was purchased by the firm four years ago, and converted into a recreation centre, one of the best in the city at a cost of nearly $200,000. It is equipped for baseball, hand ball, tennis, etc., and has a fine running track with a large grandstand and bleachers with a seating capacity for 3,500. In addition there is a large dance floor and an indoor gymnasium with well equipped dressing rooms and shower baths for men and women. Basketball is also played in the gymnasium.

Personal Element—Manager and Clerk

Turnover in Town Establishments Does Not Warrant Elaborate Systems—Much Must Depend on Personal Knowledge — Store Policy May Often Have to be Altered to Meet Circumstances—Salespeople Must Take an Interest in Customers.

Some impressions gained through interviews with Ontario dry goods merchants.

AFTER making a tour of a number of the prosperous towns of the province, after calling on the dry goods houses of these towns and talking with the heads of the concerns—stores with an annual turnover in the neighborhood of seventy-five to one hundred thousand dollars—I received the emphatic impression of the important part played by what might be termed the "personal element."

The dry goods store of the town is not the merchandising machine of the city. The customers of the establishment require personal attention—and if they do not get it one place they will go where they do get it—and the handling of the departments from the internal side requires personal attention.

The salespeople must be something more than mere automatic displayers of goods and writers of sales checks; they must show an interest in the needs of these people who come to the store, for they are likely to come into contact often. They must be more than sales machines.

So also there is the personal element in the management of the store. The town establishment cannot be operated under the elaborate systems which prevail in the large city establishments—by this I mean that the system would be out of all proportion. The city system is largely built upon the idea of eliminating the personal factor; there are methods of record which work almost automatically.

The fundamental idea of a big store system is to make records of information which can be understood by others with a general understanding of the business and the system; records which can be understood as readily in the general office as by the head of the department. In the small store it is different. There is a need for careful recording of purchases, of sales and of expenses these are the fundamentals of retail business – going beyond this is an over burden of red tape for many of the retail establishments when the whole is conducted by one mind. There appears to be as little reason for the manager or proprietor as for the head of each department preparing detailed reports of information for himself as the head of the establishment. It would mean a lot of detail work which the proportions of the business would not warrant. Such systems as are employed must have the elements of simplicity and be general in their nature in stores of this size; where there are departments with individual heads these departments can be conducted to a large degree on an individual basis, but in establishments of the class I refer to the volume of business seldom warrants the employment of individual heads who may be able to conduct these departments.

The heads of such stores, then, do not operate on a red tape system which may be set out as a policy by others higher up. They depend largely upon the personal element to make the means suit the end. They must more often make the policy of the store suit the ideas of the customer than endeavor to make the customer follow the store policy.

Turnover Nine Times.

When George Miller, of Miller & Sons, Oshawa, Ont., stated to me that he had turned his ready-to-wear stock of $4,000 to $5,000 nine times in a year I naturally asked him how he had made such a record. He did not elaborate a system which could be put down in black and white. He had given the department his close personal attention. His policy was to give the people what they want, to buy close and keep up to the styles and to try to turn the stocks as often as possible.

Only Three Coats Left.

When H. Field, of Field and Bro., Cobourg, Ont., made the statement that in their mantle department they had wound up a season with only three coats left, he could not give me a cut-and-dried system of how it had been done. Buying had been judged to the needs of the community and a personal knowledge of the patrons of the store and it need hardly be remarked that there had been some good salesmanship in making the record.

When I asked F. W. Barry, of Barry & Co., Trenton, about his systems for keeping track of his departments and stocks he replied that in a general way there were separate records for men's wear, for dressmaking and millinery but these were not in detail. He stated candidly that he had no systematic way of keeping track of details. The company was a joint stock concern and the books were audited regularly. Everything was right. Explaining that he kept personally in touch with each department and superintended the buying, he admitted that he had no detailed records, he could not give any system by which he operated, but he had the information in his own mind and upon that knowledge he had to depend. Mr. Barry expressed a belief that it would be a good thing to have all the departments recorded in detail but it would require additions to the office staff, and he did not consider that his business warranted it.

Customer Decides Policy.

In another store I asked what was the custom in making alterations to ready-to-wear garments; whether a charge was made or not. The reply of the head of the concern emphasized the extent to which circumstances decide policy. This merchant stated candidly that it depended upon the customer. When possible a charge was made to cover the cost, but he did not believe in losing a sale because of the small cost of making a change.

Personal Salesmanship.

Too much emphasis cannot be put upon the personal factor in salesmanship by the heads of these town dry goods stores. Departments depend upon the personal connections of those in charge; individual sales depend upon the attitude of the clerk and the customer. The clerk must remember that the customer may view the purchase in an entirely different light to what the store may regard the sale—some of the trifling matters are those where personal attention is most required, and a good customer may be won or lost through a transaction which in itself may not involve anything more than a trifling profit.

People who are busy on the farm throughout the week and come to town on Saturday do not know what the developments of style may be; they have no time to keep in touch with these things and they do not get a chance to see what others are wearing. Yet these are points they desire to know so as not to be out of the fashion entirely. They look to the salespeople of the store to guide them along these lines; to take an interest in them; it is here often that the most important points of selling hinge. A sales clerk who can give some suggestion as to colors or materials; or a little talk on the shapes of hats being favored; or the correct length of a coat; the hang of a skirt; these things may bore some clerks, but they are very interesting to the customers, and it is for the salespeople who can talk of them without yawning in their sleeves that the merchants are searching.—J. W. T.

Which of Those Three Clerks Was Right?

A Parable

I.

Once upon a time there were three department stores all in one city. And it so happened that all three announced a great Semi-Annual Sale simultaneously.

A lady went into one store and bought a wrist bag. It was reduced in price, and—being a woman—she was curious to know why. "Was there a defect?" No, ma'am, there wasn't; it was reduced because it was semi-annual sale time. So the lady bought the wrist bag, and went home and chuckled to think that she had got it at a bargain.

But her husband, who was some thing of an Unbeliever in the matter of bargains, pointed out a scratch in the leather of the bag. Forthwith the lady hied her to the store and complained. The clerk who sold her the bag was nettled. 'The bag had been reduced,' said he. The lady knew it, and she ought to know that the department stores were not in business for their healths. The lady divined by this occult statement that the clerk would not give her a new bag and would not return her money, so she went home and vowed to the husband who was an Unbeliever that she would never buy another thing at that Department Store.

And she did not.

* * * *

II.

It so happened that another lady went into another department store, and bought a wrist bag, too. This wrist bag was reduced, and the lady wanted to know why. The clerk not tell her. Did she observe any flaw in it? No? Neither did he. And the lady bought the wrist bag at the reduced price, and chuckled thereover, just as the one in the preceding chapter chuckled.

But when she got into the street car and had to take her purse out of her newly-bought wrist bag, she noticed a slight scratch on the leather. She peered at it this way, and that. She held it up to the light, and she tried to remove the scratch with a damp handkerchief, which is what a woman might be expected to do. But the scratch was an obstinate fellow and refused to vanish. So the lady said to herself "Stung!" and spent the rest of the journey in lashing herself into a fury because of the lack of scruple of department stores and the gullibility of her own self.

The next morning she went down to the department store and found the villain who had sold her the damaged bag. He was very surprised, and very pained. Was it possible? he said. On being convinced that it was more than that, he expressed his sorrow, and said that though he could not give the lady her money back, would she not like to exchange the bag for something else. That was the best he could do, and he trusted that the lady would see her way to conciliating the store and making the best of one of those trifling misfortunes, etc., etc. ad. lib. and ad nauseam.

So the lady exchanged the wrist bag for a pair of slippers, and left the store. She was not quite decided in her opinion of the methods of the store, but she thought she would go to all the other stores in town before she went to this one again.

And she only went there as a last resort.

* * * *

III.

The third department store having a sale, another lady went in and looked around and spied—above all things!—a wrist bag. And she marveled at its cheapness, but after marveling some time and wondering why, and receiving no answer to her wondering, she decided to buy the wrist bag. And she put it on her arm and sailed out of the store to call for her daughter. As they walked home together, she showed the wrist bag to the daughter, who said, as daughters do, when they are at that age, "How perfectly scrumptious." And her mother duly looked pleased. "But," said the daughter, "look at that scratch, Mother."

"Scratch," shrieked the elderly lady, "Is it possible I have bought a pig in a poke."

And sure enough there was a scratch.

So next day, the lady took back the wrist bag to the store and complained about the presence thereon of a scratch. She couldn't understand how she had come to buy it. What did the store propose to do about it. The clerk looked grave, and was very suave and very polite. Would the lady take a chair while he consulted the manager? The lady would; and bye and bye the clerk who was most suave, came back and said that as they had not another bag in the store which was the same value, he would be pleased to let the lady have her money again. The lady was very pleased, and took the money again. And said to her daughter, "Now that's what I call decent treatment. I shall buy more things from that store."

And she did.

* * * *

Now in view of human nature, and more particularly, woman nature, which of those clerks was right?

—H. S. E.

Developing Healthy Store Spirit

Endeavor of Charles Austin Co., of Chatham, Ont., to Persuade Employees That Interests Are Mutual—Annual Picnic With Co-operative Features—Early Closing All Summer—Welfare Association Meets for Discussions—Clerks' Benefit Sale.

Written for The Review by W. E. Park.

A FEATURE prominent in the methods of the Charles Austin Company, Limited, of Chatham, Ont., which has assisted materially in developing a healthy store spirit among its employees, has been the kindly attention given by the management to the staff. In fact, there is in the practical workings of the store little distinction made between management and staff, since throughout the entire business there is evident the same whole-souled enthusiasm and the feeling among the salespeople that the store's interests are their interests.

An annual event looked forward to with keen interest is the Austin picnic, which this year was held at Erie Beach, a summer resort on Lake Erie, a few miles from Chatham. The store closed completely for the afternoon, and approximately 120 people participated in the trolley ride and the subsequent outing at the lake shore. A well-arranged programme of athletic events was held during the afternoon, the competitive spirit being stimulated by such events as a 50-yard dash between the directors of the company, in which Robert Killop, the treasurer, defeated Charles Austin and George Gray very handily and won the prize, a new straw hat.

Baseball and Tugs-of-War.

Two store baseball teams, the "Die Hards" and the "Never Quits," competed in a strenuous contest, while a tug-of-war between the upstairs and downstairs ladies was another feature. Old Countrymen and Canucks also competed in a tug-of-war, while another timely item was a ladies' baseball game between the Militants and the Suffragettes. These events illustrate the spirit of the day, which was concluded with a supper provided by the young ladies.

Early Closing in Summer.

During the Summer months early closing is in force in the Austin store. What this means to customers in the way of improved service is emphasized by a recent advertisement, in which is a large half-tone reproduction of a photograph of the staff and their families taken on the occasion of the Erie Beach outing. The advertisement says:

"One and a half hours less per day, five days per week three months of the year—what it means.

"Above we portray the members of our staff and their families. This photo was taken at Erie Beach, the occasion being the Charles Austin Company's Annual Picnic, held on June 18th last. By exact count they number 103, and each and every one of them benefits directly by this big store's policy of shorter working hours. The store opens at 8.30 a.m. every morning of the week and closes at 5 o'clock each day excepting Saturdays. This means exactly eight hours less of work and confinement each week, and eight hours less during three hot months is indeed proving a boon and a pleasure to our large staff. And the benefits the business obtains from this system are unlimited.

"Our customers appreciate this movement and work in co-operation with us.

"Our staff appears every morning bright, fresh and unfatigued and ready to take up their duties of the day with a cheerful, happy disposition, encouraged by the knowledge of less hours to work."

Mr. Austin has never favored the weekly half holiday, believing after close observation of the question that the shortening of hours on every week produces better results, alike to the clerk, the customer and the business. In addition to the shorter hours every day, each employee receives two weeks holidays every year.

Business and Social Meetings.

The employees some time ago organized a Good and Welfare Association, which holds monthly meetings, at which topics of interest from a business and social standpoint are discussed. These meetings do a great deal to stimulate the store spirit, and to unite the employees into a harmonious and enthusiastic organization.

Benefit Sale for Clerks.

Earlier in the year a very successful "Clerks' Benefit Sale" was held, when the salespeople were allowed a certain percentage upon goods sold. The sale was liberally advertised. Printed cards were used, these being furnished to the salespeople and signed by the latter and mailed by them to personal friends and acquaintances soliciting their business, and explaining the purpose of the sale. This sale was a new feature, and helped materially to stimulate business in January, when trade is usually quiet.

WHEN A STOUT LADY CUTS THE SLEEVES OFF.

(Continued from page 27.)

this case a clerk in our employ had bought a similar piece of goods, and she had worn it for months and the silk had lasted well. The only conclusion that we could come to was in this case the lady had probably used a hot iron when pressing it without being damp, and that in this way she had spoiled the silk, something for which we were not responsible. We refused any return, and she went away dissatisfied, and as far as we know did not come back again. I feel now that I probably should have made some arrangement to have that silk tested, and if it proved all right it would have been easier to convince her that the split was due to improper treatment of the silk."

Thinks Wear Should Be "Guaranteed."

A business woman in discussing this latter incident remarked: "Yes, I think the merchant is right in feeling that more consideration should have been given that complaint. But even if he had received a report of a test, the girl would hardly have been satisfied. The silk had not worn well—that was the bald fact to her. The merchant could not guarantee all silks, but—did it pay to lose a customer for ever over that silk. It costs money to gain each customer, and I think a merchant should go far towards satisfying customers, especially if, as in this case, she did not get actual wearing value out of the goods. Is is only a small percentage who would come back, anyway. It is usually the merchant who is fairly liberal in eccepting retunrs under this, and similar conditions more favorable, that builds up his business."

Here Silk Was Clearly Poor.

Just one more incident. A lady bought a silk dress, wore it for several months and brought it back, split and worn through in several places.

"We examined it," said a merchant, "and found that it had given way where there was no strain upon it, consequently the silk was at fault. We dealt very liberally with that woman."

* * *

Now that we have started, The Review would be pleased to hear of other incidents in merchandising, and to have them discussed in its columns.

Simple Business Systems That Pay Well

The Basis of Departmentalizing a Store—While Not Intricate, it is Most Valuable—Progression In Tone of "Dunning" Letters—Care in Giving Credit for Returns of Goods.

THE extent to which business system should be employed in the store is one which requires careful study on the part of the proprietor. There is always a danger in stores, particularly where the head of the firm finds a fascination in working out systems for himself or adopting those that he notices in visits to other stores, to load himself up with such a mass that it requires considerable expense in additional office help to get through with them, or else will entail on himself, as the one who understands them best and is most interested, so much of his time that he will not have sufficient to devote to the general requirements of the store, with the result that he may be found back in the office at the rear when he should be looking after what is going on in those portions where the people concentrate. As the manager of a Stratford store recently remarked to The Review. "There are cases where a merchant has failed because he devoted so much time to system that he had neither time nor energy left to spend on plans for the development of business, and after all is said the main thing is the selling of goods."

Staff members of The Review have noticed one or two stores where there appears to be an excessive amount of system, and where everything was reduced to details that would have been absolutely essential for a large department store, but it is usually true that in the majority of cases there is a lack of system rather than a surplus. From time to time during the present year articles will appear in The Review dealing with various methods employed in Canadian stores for keeping track of departments and securing what seems to be absolutely essential information as to how the business is being conducted without loading up with a number of systems which are both expensive and time-consuming. An effort will be made as far as possible to present those systems which are simple, accurate, and can be operated rapidly, but which ensure to the merchant information which will help him in conducting his business along successful lines. Particularly is this the case now, and will be for months to come, when natural conditions of business will demand a close margin of profit only, and an absolute knowledge of facts in each department, which it may be necessary to remedy in order to continue the business on a firm foundation.

One of the most important points in connection with a business of any proportion is that the proprietor should know just what his dress goods section is doing when considered as a department by itself, what profit his ready-to-wear is bringing him when a separate department; his fancy goods, his underwear and various other lines. It is a gratifying point to note that merchants are awakening to the necessity for this, and they are trying to introduce into their stores some comparatively simple system that will enable them to do this. This point is being taken up to a certain extent in an article which appears in this issue of a New Brunswick store, and will be considered at greater length and with a number of illustrations in future issues.

The basis of work is a two-fold one—that is, keeping the invoices for each department with the cost of freight, duty, etc., separate, and also analyzing the sales slips of the clerks, so that the sales in each department will be recorded by themselves, day by day.

Recording Purchases for Each Department.

The keeping separate records of purchases is not a difficult matter. All that is necessary is to have a form printed or ruled out with the letter assigned to each department above a column, and divide up the amount, such as $625 for dress goods, $275 to fancy goods, so much to staples, so much to ready-to-wear, and so forth. In the case of imported goods most merchants enter up along with the invoice the duty, freight, insurance and other charges, which mount up considerably, of course, and which are known to them as a rule at the time they receive the invoice. The total of these extra charges, "landing" charges, as they are sometimes called, is usually divided up in proportion to the amount charged to each department, so that if dress goods was one-half the total amount of the invoice, they would pay one-half the expense on the landing charges. In the case of goods bought in Canada, it is usually customary to enter the amount of the invoice as received from the manufacturer or jobber, and divide it up amongst the different departments, and allow the freight charges, which are comparatively small, to go in a general expense account under the item freight.

Stock on Hand Each Month.

If thought necessary a book could be used for the purchases made for each department, and in that case the page would start off with the stock on hand at the beginning of the year or at the end of stock-taking, the 31st of January, and each month as purchases were made they would be entered up and the amount added to this month by month. On the opposite page there would be entered the sales in each department month by month, and when these have been reduced to the cost price—a matter that a merchant if he knows his department should be able to do—fairly accurately—the balance would represent the stock on hand. This subtraction and addition process would go on month by month right through the whole year.

Total Sales of Each Clerk.

Keeping the record of the sales of each department is a simple matter if the store keeps the record of the sales of each clerk made up on the sales slip. That is, the slips of each clerk are totaled up and entered day by day on a

(Continued on page 101.)

Date.....191

CREDIT

REFUND

M .....

Items .....

.....

.....

..... Department

Clerk No..... Name.....

This slip is a useful form for a refund or credit on the return of goods. By having this made out at once mistakes are avoided.

Some Devices for Annual Inventory

After January Clearance Sale Seems Preferable to Before — At Cost Price, More Reliable and Better for Insurance Reports—Deducting Sales After Records Are Made—The Rock Bottom Prices.

THE time has arrived for the annual inventory or stocktaking of merchants. With some merchants this is already being done. For they start just after New Year's to make an inventory. Their argument is that it is better to go thoroughly over the stock the first two weeks in January, so as to be in a position after that to decide what lines should be reduced for the semi-annual sale, which will follow the last two weeks of January.

The view of those, however, who reverse the position would appear to be the stronger one. That is, of course, that the sale should clear up all the odds and ends, remnants, stock that is almost gone out of fashion and get everything brought down to the lowest possible amount before the store figures out what is really its assets in merchandise, that will stand for the year. They claim that they want to get down to the rock bottom when they make an estimate of the value of stock, and that this is more or less an uncertain question where any large quantity remains of stuff that may have to have even a further cut made before it passes out to the public. To a certain extent there is a duplication of work, in so far as it is necessary for the managers of all the departments to go over them carefully at the close of the year to find out just what they wish to move at a sacrifice in the early weeks of January, but this hardly offsets the argument in favor of reducing stock before making an estimate of the real value remaining after the operations of the past year.

Deducting Goods Sold After.

The method of stocktaking varies little in most of the stores. As a rule those held responsible for the different departments arrange at odd moments to go through the stock under their charge, a few days before the inventory is to be made up, and they mark on a slip of paper the quantity and the value in each package or bolt or box as the case may be. Nothing is done at this time in regard to setting a lower value upon the article than it held before. As a rule several days will elapse, and possibly a week or ten days between the time of measuring up stock in certain sections, and the checking of this over, and tabulating it by the head of the firm, or whoever does this work. It is usual in such a case to have a pad of paper handy in the section, for marking down a list of the goods that are sold afterwards out of each shelf, so that these may be deducted from the total when the inventory is being made up. A good many merchants neglect this, on the assumption that it is too much trouble and that the amount of sales in a few days will alter their total very little, but more careful firms, including the largest in Canada, see to it that these reductions are made before the first record is taken down.

The method of tabulating the record varies little in most stores. Few stores use special forms, but are content to rule ones to suit themselves. The columns that are ruled for this purpose usually contain one space for the number of the goods, and another wider one for the description, another for the quantity, another for the price, and another for the extension, that is the total value as compared with the cost per yard or dozen as the case may be.

Using the Cost Price.

A question that comes up always in connection with stocktaking is whether it is advisable for the merchant to take stock on the selling price or the cost price. In stores where the records are closely kept of the sales of each department, and their relation to the goods purchased, and where it is known to a fraction of 1 per cent., just about what marking up is done on the cost price of an article on an average throughout the year, taking stock according to the selling price is usually the most simple. The figures are not in cipher, and therefore, more easily tabulated, and the reductions can easily be made from the total according to the recognized percentage for that particular department. But for the average store where this information is not known definitely it would appear that taking stock according to the cost price of the article is the safer plan. Merchants often have no means of reducing the selling value to the cost value by any method of percentage, and are apt to overestimate the value of their stock.

For Insurance Purposes.

The taking of the cost price is also the more satisfactory from an insurance point of view in case of fire, and the making out of the annual inventory must always be considered from this point of view as well. A quick settlement by an insurance company in case of fire or damage by smoke or water depends very often upon the definite information which the firm can supply to them as regards the actual value of the stock on hand, fixtures, etc.

Scheme for Marking Invoice Number.

In stores where the cost price is marked plainly on the goods, and for various reasons this is inadvisable—it is as simple to make a record of the cost price as the selling price. Most stores, however, have the cost price in cipher, and this may or may not be known to the clerks themselves. This, in itself, to the manager or head of firm who is going

ASSETS.	$	c	LIABILITIES.	$	c
Stock on hand at invoice price	$15,690	80	For merchandise not due	$ 3,400	00
Store fixtures, cost price $2,000.00			Bank, overdraft	350	00
Less depreciation, 20% 400.00	1,600	00	Original investment	8,750	00
Cash on hand, and in bank	1,230	00	Accumulated surplus*	7,030	80
Back accounts receivable 880.00					
Less allowance, bad and doubtful 220.00	660	00			
Bills receivable (good)	150	00			
Sundry assets (actual valuation)	200	00			
				$19,530	80
	$19,530	80	*Difference between assets and liabilities		

An inventory form for presenting the assets and liabilities. The suggestion has been made that a copy of the inventory be sent to every creditor so as to strengthen the standing of the merchant.

over the record is going to give a little difficulty.

In some cases, however, the cost price is not marked on the ticket, and it occasions a good deal of extra work in looking up the cost price. The store of W. W. Wilkinson & Co., of Galt, Ont., have a method, which may be familiar to some merchants. Instead of having the cost price marked in cipher on the price tickets upon the goods, they mark a number on the goods, corresponding to the number in the invoice book. An example will show how this system works out. The year is divided into two parts so far as the marking is concerned, and goods marked for Spring, the first season of the year, are indicated by the figure 1. Goods for Fall are indicated by the figure 2. This divides up the goods into those bought the first months of the year, and those bought for the latter portion of the year, and is a guide to the proprietor in going over the stock, and in deciding whether goods have been too long on the shelves or not. A glance at one of the price tickets in the Wilkinson store will show a reading about as follows:—1B3-27.

What 1B3-23 Means.

The 1 in this case, of course, implies that the goods were bought for the Spring; B implies that the name of the firm from whom the goods were purchased began with B; 3 implies that this was a lot of goods received from the third firm on the "B" list of whom goods had been received up to that date during the season. This method distinguishes, of course, between the names of firms having the same initial letter. The figure 23 means that this parcel of goods was the 23rd one in shpiment from the firm known as B3.

An index book is kept starting off with A1, A2, or A3 as the case may be; B1, B2, B3, B4; C1, C2, etc., giving the page in the invoice book containing the list of shipments from each of these firms. Thus, it is a simple matter to find the name of the shipment page containing the item B3-23, and when this is looked up the cost is found marked down plainly opposite the item in that particular invoice. This gets rid of the necessity of numbering goods consecutively, say from 1 to 10,000 or 15,000, as is done in one or two stores, and also keeps the list of goods purchased from each firm separate, and more easy of reference.

Now what is done in the Wilkinson store is this: As soon as the list is taken down of goods on the shelves the heads of the departments are handed this invoice book, and they run through it and mark down after each item the cost price of the goods in their department. Then the "extension" is made, giving the total value of each package, and the manager of the store starts in to do his cutting down of the invoice price where it is found necessary and a record is then made in the inventory book.

Cutting Down Most Important.

This cutting down of the old cost price which will be followed on by a reduction in the selling price is in many senses the most important part of stocktaking. There are still a large proportion of merchants who hate to cut prices down to a real sensible basis, that is the basis of the amount which they can get for the goods at actual sales. Many merchants deceive themselves year after year as to the value of the stock on hand, and awake from a fool's paradise when it is too late.

Reductions Already Made

In some stores in January a reduction is made in a considerable percentage of the articles, but it is gratifying to be able to state that in more and more cases this reduction is not found necessary, for more and more stores are coming to see to it that goods are reduced promptly within a few weeks or months after they are taken into stock, and are not held over until the grand annual housecleaning before the prices on slow sellers are cut down to where they belong. In some stores this process of keeping the stock down to rock-bottom basis, and keeping it cleared out by reduced prices is carried on to such an extent that when the time for annual stocktaking arrives very few articles are left on which it is found necessary to reduce prices in taking a discount. Of course, after a Christmas season where goods are bought specially for this period, and may be of good value up to ten or eleven o'clock on December 24th, this cutting down will not apply to these, but in all ordinary articles there should be little in stock which should require to be cut down at the annual stocktaking. The work should have been done weeks or months before.

Reduce Selling Price, or Wait.

As a rule when the cost price is marked down for the inventory the selling price is reduced at the same, when the proprietor is there with his assistant, and so the transaction is closed up at once. This prevents any goods from being missed in the reduction if the stock is gone over later by the heads of the departments, and the manager knows at once that the goods are in stock or on sale at a price which should render them saleable. A few stores hold to the rule that, particularly in dress goods, it is not known early in January what special lines will take well in Spring, and it is advisable in such cases to wait until the opening of the season to re-mark the goods. This, of course, is optional.

In connection with this article appears a form suggested for figuring assets and liabilities.

PROBLEM OF DOWN TOWN STORE.

(Continued from page 31.)

the original order, and at the end of the day he is held responsible for the amount of money marked on the carbon slips on the file.

The difficulty of reaching the public with store announcements is felt here as in a large proportion of other stores that have not the daily newspapers to depend upon. Mr. Wallace usually sends out a circular, about 3,000 in number, covering the district where his customers come from, about once a month. At the beginning of last year he sent out a neat folder thanking the public for the trade he had had during the year, and announcing certain lines which he had in stock that were then in demand. Copies of two pages of last year's folder are reproduced in connection with this article.

A method which he feels to be effective will be tried out this month, and possibly next. He has made arrangements for a large number of samples of 12½c print of various patterns, and one of each of these will be attached to a slip or folder, containing the price and the store address, and will be enclosed in every parcel that is made up in the store; that is, one parcel for each customer. In this way he expects to dispose of several thousand of these samples which will cost him very little. He is doing this early because last year he found that women wanted their sewing material almost at the beginning of January in order to get on with it, instead of waiting until February, as is done in a great many cases.

Several departments of the store have been found to show a rapid growth. One of these is at the back of the store where there are four groups of articles, corsets, underwear, hosiery and gloves. These are gathered together in a rather exclusive part, and Mr. Wallace makes it a rule never to go back unless he is alone when a woman goes to the back of the store. His idea is that women in these lines prefer not only to go to an unexposed place while examining the goods, but prefer women to wait on them.

He has an interesting theory in regard to underwear which he is now applying, that is, to keep to one line, and to keep well stocked up in that. He has chosen one that he feels is very serviceable and will please his customers, and even allows sales to go away where other goods are asked for, and when he cannot sell the goods which he has on hand.

A necessity of uptown business appears to be the keeping open at night. Indeed some of the stores on Roncesvalles avenue, do more business at night than during the day. Mr. Wallace has passed this stage, but still night business is and will remain large.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVII. TORONTO, JANUARY 6, 1915 No. 1

Annual Spring Number

IN this Annual Spring Number The Review devotes considerable space to special articles along lines that it believes will prove particularly helpful at this time. These articles carry out the long standing policy of this paper to bring before its readers, not untried theories—however valuable these might chance to prove—but records of actual business results among merchants throughout Canada, who have in their own ways mastered difficulties that confront business men everywhere, and have generously placed the results of their experiments at the disposal of readers of The Review. To those who have so freely given information where it was requested for articles in this and many future numbers already in course of preparation, The Review extends its hearty thanks, and its staff members look forward to as cordial a reception on their visits to stores, large and small, this year in their quest for information as they have been accorded in the past.

May the year that has scarcely passed the threshhold hold in its gift many pleasurable happenings, substantial rewards and as small a measure of stressful experiences as may be.

The Department System

A CANADIAN manufacturer remarked to The Review that conditions following upon the war had given him a new insight into business methods; that he had been forced to bring his operations to a point where he would eliminate "leaks," cut down frequent changes on his machines that entailed a serious waste of time, and limit the variety of his output to certain lines that were assured of a sale. This is one manufacturer's new policy in the direction of economising and known efficiency. The retailer on his part, will work along a far different line, but his end will be the same; he must know absolutely what the different departments of his business are doing. He may decide, as the manufacturer, to limit the variety of his "output." Better he do this if he cannot make it pay. But more probably he will study its weak points and bring his experience to bear on the inefficient elements that are its weakness, and soon be in the confident position of being certain that from top to bottom of his establishment every section is earning its own way."

In the present issue a beginning is made of presenting the problem of keeping departments separate, and in succeeding ones this will be worked out in greater detail. It does not involve a large amount of extra work nor an insight into an intricate system of bookkeeping. Village stores in Canada do it with a fractional addition to the duties of the bookkeeper or cashier, and the town and city merchants—and there are many such—who still bulk receipts, sales, purchases, and expenses, and often make no allowance for rent where they own their own premises, should start planning a system of their own as soon as stock-taking is over.

Victories and War Windows

SEVERAL war windows are illustrated in this issue. The Review had a double object in this. Not only was it desirable to present examples of clever work on the part of window trimmers in the past weeks or months, but the subject, live as it was in the flush of novelty, soon will be revived, though with a different and more satisfactory significance. When Kitchener's Army begins its forward march in early Spring we all are confident that the allied advance will sweep before it—hurl back upon its own frontiers and far beyond—the long-entrenched forces of the enemy. Not only will the plan of campaign be noted as progressing favorably, "but the whole Empire will be thrilled with the news of victories that will make Waterloo with all its glorious tradition, seem dwarfed in comparison. Then in the full flood of these tremendous events in world's history so intimately related to us, there will arise on the merchant's part an opportunity for keeping his store in close touch with public sentiment by patriotic window displays, emblematic of what the Canadian and British, French, Belgian and Russian troops have accomplished. In view of this the windows herein reproduced, including the first of a series of excellent displays by The Review's silver cup winner, A. W. Murdison, of Regina, are likely to be singularly suggestive and helpful.

A Reactionary Manifesto

THE Retail Merchants' Association of Canada, Toronto Branch, participated in the municipal election contest in Toronto through a manifesto issued by the secretary, Mr. Trowern, distributed in circular form, and the most of it incorporated into a newspaper advertisement. The Review has no objections to the views of the R.M.A. being brought before candidates and the public at election

times provided no semblance of a claim for "class legislation" accompanies the announcement. But in this case we feel that Mr. Trowern has been unfortunate not only in some of the topics he has chosen, but in his method of presentation. There is room for a protest against the municipality rushing into a retail business unless there is abundant evidence of extortionate profits therein on the part of the merchant, and the "selling of electric fixtures at cost price" may justly be deemed a case of unwarranted interference.

But when the R.M.A. is faced by its secretary into a stand against farmers' markets, "civic car lines and other civic enterprises," the organization runs the risk of being set in a false light before the public, and stirring up general condemnation against it as a reactionary institution. The whole tenor of the circular—to say nothing of its venturing to attack a certain controller by name and applaud an alderman—gives an impression that the merchants' body is quite out of sympathy with the best in modern municipal utilities for the advantage of the public, in the improvement of conditions of living. This movement is one that cannot be checked, and is one with which many of the most prominent retail merchants have identified themselves and with which we believe the large body are in full accord. On that account we cannot believe that the R.M.A. circular expresses the views of any large proportion of the membership and if such is the case, steps should be taken to rectify the harmful effects of the election pronouncement. Much of the activity of Mr. Trowern has been beneficial to the R.M.A., as a body and individually, but we are convinced that the present step was a serious error, and that the sooner any misconception of its position is removed, the sooner will it regain a reputation for progressive views, and the sooner will there be restored the public confidence that is essential if its views are to receive support and exert an influence on coming legislation, Municipal, Provincial and Federal.

Canada After the War

WHAT will Canada's economic position be after the war? Business men are seeking an answer to this question, because if they could find it and be sure of its accuracy, they would be able to make plans accordingly until such time as peace is declared. Professor O. D. Skelton, of Queen's University, has some very sane words to say in the Globe's Financial Survey. He writes: "We are now in the same box with all other lands. Before the war we stood out before the world as the chief of speculative sinners, and our troubles brought little sympathy but much patronizing advice. Now the greater crash has swallowed up the lesser. All lands, warring and neutral alike, have been shaken to their economic foundations. Our troubles become fairly respectable when viewed as the result of a world cataclysm, not of our own bad judgment. When we start again we shall start more nearly on a level than if the war had not come, even though all nations will be nearer the bottom."

Professor Skelton shows that Canada's capacity as a producer is untouched and uninjured by the war, and that moreover, she has a market for all she can produce as well as credit facilities which are steadily increasing in number and value. The United States stands to gain most by this war, and Canada will reflect the period of prosperity which is felt across the border. To quote Professor Skelton: "Already the tide there (i.e. in the United States) seems to have turned, and when the war ends it will apparently be launched once more on a period of prosperity. That means much for Canada, since, for weal or woe; independently of all tariff arrangements or political sympathies, our commercial fortunes are very greatly affected by those of our great neighbor. Prosperity south of 49 will be reflected north of it. After the war, too, this continent, though perhaps particularly the United States, is going to look very good to war-rent Europe; immigration may fairly be expected on an even greater scale than before, a scale such as to compel and to permit more careful sifting than in the past."

Such sentiments, coming from a man who is eminently fitted to deal with economic situations, and who writes whereof he knows, are a New Year's message of the best kind.

Peace Before End of 1915

THAT was a most cheering message from the President of France on New Year's day for the members of the diplomatic corps: "I do not doubt," he said, "that next year at this traditional reception, we shall celebrate together the establishment of a beneficent peace, which solidly based on rectitude and respect for international treaties, will give necessary security to the nations."

The belief that the war will end before the end of the year 1915 is one that is gaining fast hold of all business men throughout the British Empire, and it is one that is beginning to influence the policies which they are preparing to carry out during the present year. It may be called a forward policy based on cautious optimism.

Editorial Notes

GET YOUR card-writer started on the series which is begun by Mr. Edwards in this issue.

* * *

IF YOU look at 1914 at all now, see that you do it over your shoulder. You are facing 1915-wards.

* * *

THE MAN who has courage not to deceive himself will turn out the most accurate inventory the last two weeks of January.

* * *

THE RETAIL merchants might be protesting now, like many of the manufacturers, if they were under the Workmen's Compensation Act.

* * *

NO RETAIL merchants' association can afford to get itself in wrong with the public by attacking great movements that are for the benefit of the people at large.

* * *

THE ILLUSTRATED article by the well-known draping expert, C. J. Nowak, should furnish a number of hints to the window dresser for his Spring opening.

* * *

ARE THERE any serious objections to the plan followed in the Briscoe store in marking the cost price on the sales slips as well as the selling price? If there are none, the advantages are overwhelming.

FOR SPRING 1915

Above all buy "money makers"—goods that will sell and bring you a good return.

Our customers are among the most successful merchants in Canada, largely because of their ability to get goods of this kind.

We can help you!

Every one of the lines listed on the next page will sell and sell quickly.

Try.

THE W. R. BROCK COMPANY, (LIMITED)
MONTREAL

S85 Men's negligee shirts at $4.80

S86 " " " " 4.80

Ladies' white lawn blouses, regular $6.00 and $6.50 for 4.50

Ladies' white lawn blouses, regular $7.50 and $9.00 for 6.50

Ladies' white lawn blouses, regular $12.00 for - - - 9.00

Job of Nottingham lace curtains, less - - - - - 20%

A few pieces of laces, insertions, artificial silk allovers and guipures, less 50%

A few pieces of vestings and spot muslins to clear, less 10%

We have a fair stock of cashmere hose and can fill orders now. Do not delay buying—there's a good reason.

THE W. R. BROCK COMPANY, (LIMITED)
MONTREAL

KNITTED GOODS

Higher or Lighter?

Manufacturers in Doubt Yet as to Whether Prices Will Advance or Less Weight Will go in Garments for Fall.

WHETHER prices for next Fall on sweater coats will be higher than for last is still not definitely known. Opinions are freely expressed, and these lean generally toward the higher prices, but manufacturers will not commit themselves. It seems obvious that with first prices of wool so high, and the rush of business that has accrued by reason of the foreign buying mentioned above, domestic supplies will be higher in price. But prices have been cheap so far, all through this last season, in fact, and many job lots have gone at considerably below their real value, which shows that there have been big stocks in the manufacturers' warehouses. How far these have been cleaned up is a problem. Certainly, if there are some still left they will go at fairly cheap prices, because they were made when wool was cheap. And, moreover, the domestic demand, while distinctly better in recent days, is not so overwhelmingly good, nor is there any guarantee that it will be as continuous as the foreign demand is.

There is one important point, however, which figures largely in any discussion of prices. It is not alone that the foreign demand upon our goods is heavy, but also our source of supply for buying wool is limited. The wool markets of Europe have been put at the disposal each of their own government alone. Canada cannot buy from Europe, or at any rate, not with any certainty of delivery, nor any reasonableness of price. And America has not enough to supply her own wants. The general feeling about prices is that the manufacturer had better buy his wool while he can get it, and that the retailer will do well to buy his stocks of knitted goods while he can get them.

There is, of course, another way out of the higher price problem. That is, to keep prices level, but to put lighter weight into the article. Knitted goods manufacturers differ with regard to this.



Smart sweater coat in crochet pattern on a specially constructed machine, worked out in various two-color combinations. Shown by Colonial Knitting Co.

Some say flatly that their quality will be the same; it will be the prices that will alter. Others, again, say that the demand will not be large enough to put on advanced prices, and that, therefore, to clear themselves, they will have to put in lighter weight. It all depends, obviously, upon supply and demand. If demand is exceptionally good, quality will remain and prices advance; if demand is but ordinary, quality will be poorer, in order that prices may remain tempting enough to catch the trade that is going.

LESSER VARIETY OF OUTPUT.

The manager of a well known Canadian knit goods firm stated to The Review that one result of the war on his factory would be that in future increased efficiency would be secured. While working in war orders with his regular trade he had come to realize the great waste there had been in the past through the constant changing around of machines to turn out different stitches or styles of garments. In future he intended to limit the variety of the output and to centralize on certain lines for which he was assured of a steady demand.

Embargo Modified

Extensions to Export From Britain That Will Make Hosiery Situation Easier—Merino Yarns May Come Over But Military Goods Forbidden.

SOME balm in Gilead is provided for woollen men in the North of England—and, therefore, to importers on this side the water—by the British Board of Trade's latest announcement The Yorkshire Observer discusses it as follows:—Under the proclamation of November 10, 1914, the exportation of the following goods was prohibited to all destinations abroad other than his Majesty's dominions, colonies not possessing responsible government, British India, territories under his Majesty's protection, Cyprus, the Channel Islands, and Egypt, namely, wool raw (sheep and lambs'), wool tops, noils and waste, woolen rags applicable to other uses than manure (pulled or not), woolen and worsted yarns, all woolen and worsted cloth suitable for uniform clothing (not including women's dress stuffs or cloth with pattern), cardigan jackets, woolen jerseys, woolen gloves, woolen socks and men's woolen underwear of all kinds. The export of khaki woolen cloth was prohibited to all destinations.

It is now announced by the Board of Trade that while it is impossible to say how long it may be necessary to continue these prohibitions, there is no intention of removing them during the next two months. Some relaxation is, however, permissible in suitable cases, and the following particulars of arrangements which have been agreed to by the trading with the enemy committee after consultation with trade representatives are published for the information of traders desirous of obtaining licenses to export the above-named goods.

Licenses will not be required for the export of the following, which are considered to be outside the terms of the prohibition:

Hair and cashmere in any form (in-

(Continued on page 46.)



Wait for the

MONARCH

1915 RANGE

OUR representatives will be on the road January 1st with the new range for 1915. It comprises entirely new and standard models in sweater coats for Men, Women, Youths, Boys, Girls and Infants. Also Men's and Boys' Pull Over Sweaters and Jerseys, Bathing Suits, Toques, Mufflers, Motor Scarfs, Senoritas, Skirts, Aviation Caps, Motor Hoods, and Children's Suits and Rompers.

IN previous seasons MONARCH KNIT goods have proved to be "the standard for Style, Quality and Workmanship." This new range sets up an entirely new standard. More than usual care and thought has been given to the production of new models. Especially we would direct attention to the improved finish of the new lines. They are a marvel of neatness.

WAIT for our travelers and see the most wonderful range of fancy knit goods ever produced in Canada.

THE

MONARCH

Knitting Company

Limited

Dunnville - Canada

MONARCH 1915 RANGE

Demonstrates that

MADE-IN-CANADA

Goods are superior to those produced anywhere.

Fall Hosiery Prices Perplexing

Summer Prices Now More or Less Determined—Advance in Cotton and Lisle Unlikely—Supplies are Forthcoming So Far—But Uneasiness Felt for Fall, Particularly in Woolen Lines—Quieter Colors in Favor.

CONDITIONS in the sweater coat branch of the knitted goods trade are partially reflected in the hosiery end. The outlook for summer trade is good; much better, indeed, than the trade supposed. Wholesalers tell The Review that hosiery orders are coming in quite nicely, and that seems to be the view of the importers themselves. Cotton and lisle goods have not been very much affected, or, at any rate, perhaps it is better to say that the harm is not irreparable. Of course, there can be no German importations in these lines, but importers are pretty well stocked. Moreover, America is proving a good supplementary buying market.

Business in these lines is good; demand is brisk, though most buyers have placed their orders some time ago for summer showing. Prices for these cannot very well advance in this connection. Fall orders is the worrying question, because it is by no means apparent, that if the war keeps up, buyers will be able to get stocks, and America has the needs of its own manufacturers to look after first, besides some heavy buying from Europe.

Woolen lines are a different proposition. On account of the growing call from Europe—a new thing for Canada—domestic buying has been to a certain extent neglected. Indeed there was not the demand at the time that the European call commenced to be so insistent, although there is a good demand just at present, particularly is this the case in children's lines. Orders are coming in in large numbers. Buyers are anxious to place their 1915 orders, and the wool situation in Europe has become so acute that it is now pretty well impossible to place orders with any likelihood of near delivery. Wholesale stocks, therefore, become the last resort, and they are very slender.

The scarcity and the prohibitive price of wool may have the tendency to boost cotton and lisle inordinately, thinks one buyer, as wool may give place, where it can, to these lines which are not so much affected in supply. Wool prices are sure to advance still further, in the opinion of importers, and it is probable that they will increase materially from the opening figures of next Fall.

There is no doubt that, where possible, buyers will do well to place their orders early, because the early bird will catch the worm of low price. Late-comers are pretty sure to have to pay higher prices. The call from Europe shows no sign of declining. It is coming right along for more and more woolen underwear, knit goods and wool hosiery.

As to Colors

The question of colors for next summer and fall stuff in hosiery is a little perplexing. The demand seems to be all for black and whites and naturals, and orders are being placed for these lines. Some colored stuff is being shown, however, and one buyer thinks that it will be taken up at the end of Summer and in the Fall. In the opinion of a manufacturer, the quieter colors are partially a result of the military tendency, which later may turn, in Canada as it has done in England, to the mourning influence. The colored lines have had a pretty good run, and it may be a question of the pendulum having swung far enough one way, simply swinging the other.

Most people seem to be pleased with the immediate situation. There is a big retail demand, and a big wholesale demand, in consequence, and the manufacturer in his turn is feeling the benefit.

EMBARGO MODIFIED.

(Continued from page 44.)

cluding yarns, tops, noils and cloth).

Shoddy containing more than one-third cotton.

Black cloth.

Fancy cloth, i.e., cloth with a distinct pattern (other than for underclothing).

Cloth for outward wear weighing under 18 ozs. or over 36 ozs. per yard, 56 inches wide, or, in the case of cloth with cotton warp or cotton weft, weighing under 20 ozs. per yard, 56 inches wide.

In the case of goods not falling within the above exceptions applications for lines will be considered, and in general will be dealt with on the following lines:

Raw wool, tops, noils, waste, rags—in the absence of convincing evidence that the wool, etc., is quite unsuitable for use in connection with military or naval requirements, applications will in general receive consideration only when the goods are destined for allied countries or for military purposes.

Yarns.—Yarns (other than hosiery yarns) which have not been manufactured for military or naval requirements, and are ascertained to be of counts not likely in present circumstances to be used for such purposes, may be exported under license. Hosiery yarns manufactured from merino wool may be exported under license.

Cloth.—Applications for licenses to export flannels will, in general, receive favorable consideration in present circumstances in the case of cloth for outward wear (other than black fancy or that falling outside the limits of weight set out above). Applications will generally be refused if there is any possibility of the cloth being used for uniform purposes by the British or allied Governments, and in this connection it should be borne in mind that in present circumstances goods may possibly be held to be suitable for such purposes which would not be so regarded in time of peace.

Hosiery, Etc.—Ladies' and children's goods are not within the terms of the prohibition, and no licenses are required to export them.

Cardigan jackets, sweaters, jerseys and woolen gloves will not be allowed to be exported unless ascertained to be clearly unsuitable for military or naval requirements.

Cashmere socks and socks of under 1 lb. 10 ozs. per dozen will be allowed to be exported freely under license.

For underwear (pants and vests) licenses will in general be refused unless the goods are finer than 24 gauge.

Mixed wool and cotton goods already in stock may be exported under license.

BUYING UP SWEATER COATS.

Manufacturers report that jobbers' demands recently are for sweater coats, and that style of knit goods has been considerably heavier. They, in turn, depend upon the demand from the retailer. This has undoubtedly improved during the last month or so. Here, then, is a curious thing. Sweater coats are a line that is always more or less popular, but there are quiet times as well as good times. This Fall looked like a quiet time. But the war came along and brightened up business by supplying a fresh outlet, and the result has been that the domestic trade has brightened too. One manufacturer gives it as his opinion that the reason of this is that the public got hold of the rumor that the wool market was going up and up and up, and, gathering from that that sweater coats would very soon be dearer, the public made a rush to buy now rather than when higher prices were prevalent.



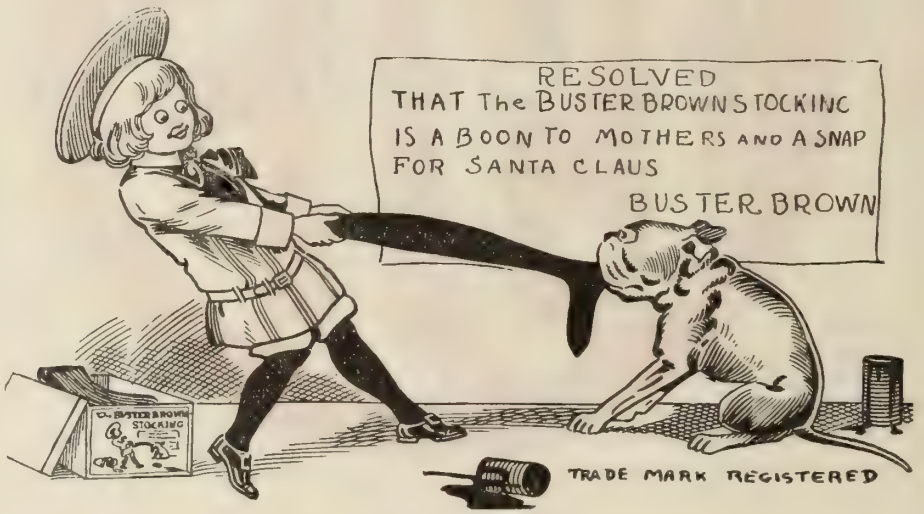
WHETHER there's peace or war one thing is certain there will be the usual demand for St. George Woolnap Underwear.

Make 1915 a St. George year in your men's department by placing your order now. St. George Woolnap is the unshrinkable pure wool underwear that's popular with discriminating men. Your wholesaler carries the full range.

SORT YOUR STOCK NOW

The Best Wearing Stocking in Canada

IN Buster Brown Stockings we offer the hardest wearing hosiery made for boys. It is a one-and-one rib, long-fibre cotton hose, and though it is widely known for its strength, it is even more popular because it is a good-looking stocking. Sells readily at a good profit.



Buster Brown's Stockings
FOR BOYS

Buster Brown's Sister's Stockings
FOR GIRLS

"Made-in-Canada"

Order from your Wholesaler

The Chipman-Holton Knitting Co., Limited

Largest Hosiery Manufacturers in Canada

Hamilton - - - - - Ontario

MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Toronto

Branch Offices:
MONTREAL AND WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE-MARK

SUNSHINE HOSIERY REGISTERED

Our travellers are now on the road with complete samples of the famous PURE WOOL

"CEETEE" UNDERCLOTHING

also Turnbull's perfect-fitting Ribbed Underwear (Vests, Drawers and Union Suits), for Ladies, Children and Infants—new trimmings and models.

Don't Buy Until You See Them

The following are big money-making specialties:—



"M" BANDS

for Infants are a garment no dealer should be without. These dainty, convenient and necessary baby garments are especially designed for the comfort of the little ones and the convenience of the mother.

Put up in attractive boxes they find instant sale. Speak to our travellers about them.



"NEW-TEX"

the new child's garment, does away with the old-fashioned and bulky waist. Tapes are sewn into the garment, which prevent stretching—buttons attached with tape are on the front, back and sides for attaching outer clothes to—tape and buckles at sides for garters.

Every dealer should handle these.



"Legging Anklet"



"ANKLET"

Our Anklet or Legging Anklet is a warm, strongly knitted, indispensable Undergaiter for men and women.

They are indispensable for Motoring or Cold Weather. They give warmth where needed and without being cumbersome.

They are easily put on or taken off—simply put on over the boot—rubbers fit perfectly over them. They can be kept clean and in good shape by washing. Will fit equally well over boots or low shoes.

SWEATER COATS

Our "CEETEE" SHAKER KNIT Sweater Coats are the finest and warmest coats on the market—full fashioned—pockets and seams are knitted together—(not sewn)—made from 6-ply Australian wool.

Manufactured only by

The C. Turnbull Co. of Galt, Limited - Galt, Ontario

MADE IN CANADA AND THE BEST THERE IS

"Bentro-Knit" Ready *for* Spring

MADE-IN-CANADA KNIT COATS



¶Live merchants appreciate the efforts of manufacturers to give them a range of knitted goods that will quickly win the approval of the buying public. That is why "Bentro-Knit" Spring announcement is sure to be of interest to you and your store.

Make a note of this or tear out this page and hand it to your knit goods buyer. *"Bentro-Knit" Spring range is ready.*

¶In making our Spring announcement to the trade we call your attention to the very large range that comes under the "Bentro-Knit" trade-mark — men's and women's knitted coats, children's overalls, knitted novelties, mittens, gloves, toques, and caps, all of which are of the high standard that has become part and parcel of the "Bentro-Knit" name.

Samples sent on request. Travellers now showing complete line.

The Williams-Trow Knitting Co., Limited

STRATFORD, ONTARIO

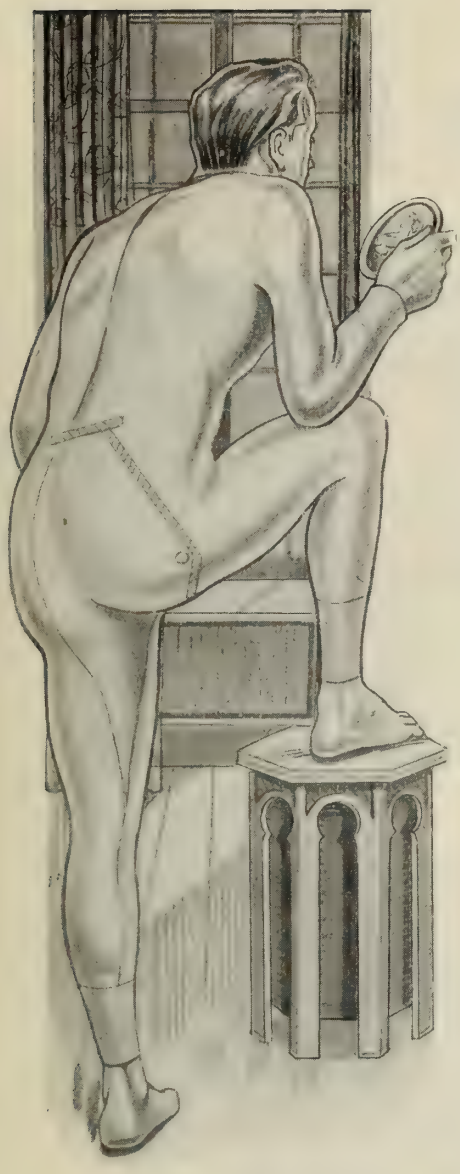
J. M. ROBERTSON & CO.
College and Markham Sts.
TORONTO

J. B. TROW & CO.
Old Birks Bldg.
MONTREAL

H. E. ROBINSON
SASKATOON

J. W. NIXON
Mercantile Bldg.
VANCOUVER

R. E. SMITH
Northern Ontario
501 Main St. East, HAMILTON



DR. NEFF'S PURE WOOL UNDERWEAR

Overcoming Every Union Suit Objection

There are several features in connection with union underwear that determine its success. The critical point is in the construction of the crotch, which should be permanently closed in such a way that it will not inconvenience its wearer. It is here that Dr. Neff's Pure Wool Underwear excels—it has a perfect one-piece closed crotch that absolutely does not bind or gape when worn.

This splendid underwear combines the warmth of pure worsted yarn with the smooth, comfortable feeling of a ball of down.

THE 1915 samples, which are now ready to be sent you on request, are vitally more convincing than anything we can say about them. A line will bring them to you.

Why Not Buy Canadian-Made Goods and Give Employment to Canadian Labor?

Thos. Waterhouse & Co., Ltd.

INGERSOLL, ONT.

Mr. W. R. Mosey, Toronto, agent for Ontario. Garneau, Ltd., Quebec, agents for Quebec and Maritime Provinces.

Great Resources in Britain!

AND ALL AT YOUR SERVICE



Interior View of one Room at St. Margaret's Works; the floor space of this room is over 36,000 sq. feet.

3,000 British Workers ask you to test their capabilities



The great St. Margaret Factory stands upon six acres of land

Interior View of another Room at St. Margaret's Works; the floor space of this room is over 27,000 sq. feet.

N. CORAH & SONS ∴

ST. MARGARET'S WORKS
LEICESTER, ENG.

TORONTO
Foy Building, 32-34 Front St. West
Mr. R. R. Stewart and Mr. E. Tarry.

CALGARY, Alta.
P. O. Box 319

VICTORIA, B.C.
P. O. Box 730

VANCOUVER, B.C.
144 Water Street

Represented by Messrs. Shallcross, Macaulay & Co. at these addresses.

Orders Received as Usual

IT IS TO YOUR INTEREST TO
BECOME ACQUAINTED WITH US



This Coat Style, No. 619, is only one of a magnificent range of Ladies' Sport Coats, a catalogue of which will be sent upon application.

We can show remarkable value in every description of Plain and Fancy Hosiery; Gents' Hose and Half Hose, Ladies' Hose (Plain, Ribbed & Emb'd.); Children's Socks and ¾ Hose; Ladies' and Gents' Underwear; Ladies' Waists and Sport Coats; Children's Jerseys, Suits and Costumes; Ladies' and Gents' Bathing Costumes; Football Jerseys and Hose; Football Knickers; Athletic Frox; Men's Coat Sweaters; Fleecy Scarves; Plain Knit Scarves in Silk, Artificial Silk, Cashmere and Cotton. Etc., etc.

WE OFFER YOU ANEXPERIENCE OF OVER 112 YEARS

If these illustrations please you, ask for a catalogue of the other goods we manufacture, but which we cannot illustrate owing to limited space.



Our illustration is the Scout Jersey, will stand any amount of hard wear and is a most serviceable garment for boy or girl.

N. CORAH & SONS ∴

ST. MARGARET'S WORKS
LEICESTER, ENG.

TORONTO	CALGARY, Alta.	VICTORIA, B.C.	VANCOUVER, B.C.
Foy Building, 32-34 Front St. West	P. O. Box 319	P. O. Box 730	144 Water Street

Mr. R. R. Stewart and Mr. E. Tarry.

Represented by Messrs. Shallcross, Macaulay & Co. at these addresses.



Made *in* Canada Knitted Goods

Quality in Yarn & Workmanship

FROM the yarn to the finished garment, the name "Beaver Brand" is always linked up with the term Quality.

"Beaver Brand" is known throughout the Dominion for its reliable quality, for its style, fit and finish.

"Beaver Brand" is the standard of all Canadian-used knitted goods.

Send for Samples.

R. M. Ballantyne, Ltd. STRATFORD ONTARIO

Manufacturers of Beaver Brand Knit Goods

REPRESENTATIVES:

T. H. Allice - - British Columbia
Thompson & Henselwood - Alberta
Thompson & Henselwood, Saskatchewan
F. G. Rumble - - - Manitoba

H. Cook - - - - - Toronto
W. Easson, C. B. Heath - - - Western Ontario

A. J. Turnbull - - Eastern Ontario
W. C. Brown, J. E. Patte — 26 Beardmore Building, Montreal

They All Know 'em



Beaver Brand Knitted Goods



ROB ROY

are the best known knitted goods worn in Canada to-day. They are well known to all classes of the trade, from the tiny child and its mother to the school boy and his father. They are the favorites of the young people whether for street or sporting wear.

The Beaver Brand range consists of knitted coats and toques, mitts, gloves, scarfs, etc., for men, women and children. We also make a good range of men's sox.

See this fine range of Made-in-Canada Knitted Goods for 1915.



SHETLAND

R. M. Ballantyne, Ltd., STRATFORD ONTARIO

Manufacturers of Beaver Brand Knit Goods

REPRESENTATIVES:

T H. Allice - - British Columbia
Thompson & Henselwood, - Alberta
Thompson & Henselwood, Saskatchewan
F. G. Rumble . - - Manitoba

H. Cook - - - - - Toronto

W. Easson, C. B. Heath - - Western Ontario

A. J. Turnbull - - Eastern Ontario
W. C. Brown, J. E. Patte - 26 Beardmore Building, Montreal



Colonial Knit Goods

for Ladies, Men and Children
Who Want Quality

Colonial has forced its way for Quality and Style. Nothing can beat our goods. Before buying, see our agents with our line, which means business to you. The coats M314 and L4851S are only 2 of the 200 we are making.

AGENTS:

Toronto—W. H. Partridge, 17 Melinda St., Toronto.
Northern Ont.—S. Shea, Room 500, 64 Wellington St. West, Toronto.
Eastern Ont.—Colin F. Stewart, 61 Marmaduke St., Toronto.
Western Ont.—W. H. Robinson, 230 Lister Bldg., Hamilton.
Montreal—A. J. Gendron, 16 McGill College Ave., Montreal.
P. Quebec—J. P. Bourget, Drummond Bldg., Montreal.
Maritime Prov.—R. S. Sime, 21 Cobourg St., St John, N.B.
Brandon—W. M. Borbridge, Brandon, Man.



The Colonial Knitting Co., Limited
GUELPH, ONTARIO

Get the men's trade for heavy natural grey working sox by selling "Better Knit."

"Better Knit" Hosiery

Has gained the popular approval of workingmen wherever sold.

Our facilities enable us to put more value in our products. Even present conditions have not affected "Better Knit" values.

Wallaceburg Knitting Co., Ltd.
WALLACEBURG, ONT.



¶ You can talk to the dry goods merchants from Halifax to Vancouver for only two cents for each word with a condensed ad. in the DRY GOODS REVIEW.

JAEGER
Fine Pure Wool



KNITTED GOODS for 1915



The year 1915 is likely to prove very difficult for makers and dealers in Knitted Goods of all kinds.

We hold considerable stocks in Montreal and have made provision for continued supplies from England of the great majority of lines in our range.

Our travellers will be well equipped with samples when they call upon you for Spring and Fall business.

Dr. Jaeger's Sanitary Woollen System Company Limited
Head Office and Warehouse
243 BLEURY ST. MONTREAL



No. 90.
Boys' or Girls'
Toque.

"AVON KNIT"

in your Knit Goods department means that

PROSPEROUS NEW YEAR



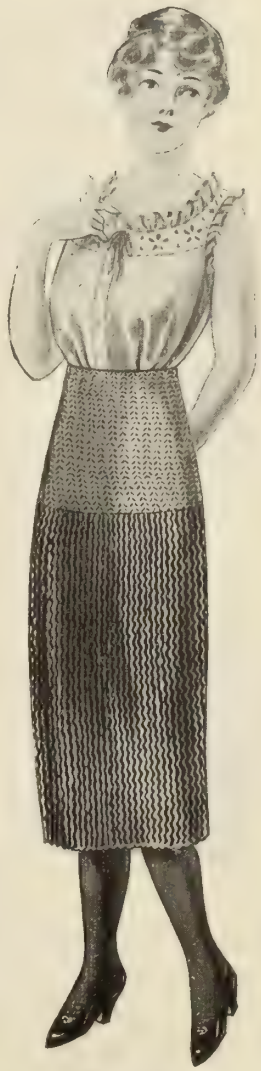
No. 75
Knitted Cap.

Shortly our representative will be out with the 1915 range of

AVON KNIT

MADE
IN
CANADA.

Hosiery, Gloves, Mitts, Toques, Caps, Mufflers, Underskirts and Children's Sets.



No. 1520.
Underskirt.



No. 1600.
Children's Suit.

During 1914 our No. 1600 Children's Suit as illustrated herewith has been a remarkable success and it will be more in demand than ever this year. Stock up on it.

"AVON KNIT" toques and knitted caps have set the standard for Canada in the past. Some new lines entirely original with us are added for 1915. Number 75 illustrated on this page is a new knitted cap in Tam O'Shanter effect—just the novelty you have been looking for. Number 90 a new knitted cap in a full range of colors for boys and girls.

You can't go wrong on "Avon Knit" underskirts. Buyers repeatedly tell us they are the best on the market because of their perfect fitting qualities.

Complete stocks of yarns have been bought for 1915 and "Avon Knit" productions will be delivered up to standard.

AVON HOSIERY Limited

STRATFORD. CANADA

Sole Agents: Richard L. Baker & Co., 100 Wellington St. West, Toronto, Ont.

Travellers out with "Tiger Brand"

TRADE MARK REGISTERED

TIGER BRAND

Samples ready—trunks packed—they're off. The Tiger Brand range for 1915 is a very fine one as you will see when you look over the line. Place your order with the Mill that furnishes the Boys at the front with their underwear.

THE GALT KNITTING CO., Limited

GALT, CANADA



The Men's Underwear That's Made in Canada

Est'd 1880

Resolve to sell only "Imperial" underwear for it's uniformly good—

The result of specializing on men's wool underwear and using only the finest grade of pure worsted wool and employing only first-class operators.

We make men's wool underwear to meet the requirements of your trade. We manufacture Natural Wool, Elastic Knit, Scotch Wool, Scotch Knit, High-Grade Imperial, Double-Thread Balbriggan.

Write for samples.

Kingston Hosiery Company

KINGSTON, ONTARIO



LADIES', MISSES' AND CHILDREN'S FINE UNDERWEAR

Zenith BRAND

Crescent BRAND REGISTERED

"Velva" BRAND

FOR SPRING

have the full approval of the Canadian Underwear trade. Don't decide on your Spring, 1915, stock until you have considered well these three popular brands of ladies', misses' and children's underwear.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents

RICHARD L. BAKER CO., 100 Wellington St. West, Toronto, Ont.

"Craftana"



THE HALL-MARK OF Registered No. 282,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

Our "Italian Silk"

Ladies' and Misses' Hose
(Made in Canada)

at a popular price
is worthy of consideration.

Ask your wholesaler about this line

Manufactured by

Thomson Knitting Co.
London, Ontario

Harvey Brand
Made-in-Canada
Knit Goods

Ladies'
Full Cardigan
Half Cardigan
Angora

Men's
Shakers
Half and
Full
Cardigan

Boys'
Knitted
and
Brushed
Suits and
Coats

IN
THE
LATEST
STYLES



Harvey Brand knitted goods stand out from all made-in-Canada goods as the brand that satisfies.

Harvey Brand knitted coats and suits are made in all the latest styles and finished with the newest reinforced iron-clad seams.

HARVEY KNITTING COMPANY, LIMITED

WOODSTOCK, ONTARIO

AGENTS: British Columbia and Alberta—H. P. Lang, 601 Welton Bldg., Vancouver. Manitoba and Saskatchewan—Harvey Bros., 313 Fort St., Winnipeg. Ontario—J. E. McClung, 33 Melinda St., Toronto. Quebec—P. DeGruchy & Son, 207 St. James Street, Montreal. Maritime Provinces—F. S. White, St. Stephen, N.B.

Will Madam 1915 find

Peerless REGISTERED

UNDERWEAR

for sale in your store?

Putting it in plain English, will you supply the modern Canadian woman with the underwear she knows—the underwear that she has proven to be all that it should be—100% value for the money she pays?

It is made in all sizes and styles for women and children.

Resolve to look into the merits of Peerless before your 1915 order is placed.

Decide now. See our samples for Fall, 1915.

Peerless Underwear Co. LIMITED

HAMILTON, CANADA

REPRESENTATIVES:

Ontario—C. & A. G. CLARK, Empire Building, Wellington Street West, Toronto.

British Columbia—J. J. MACKAY, 504 Mercantile Bldg., Vancouver.

Quebec—ERNEST HAMEL, 66 Rue de L'Eglise, Quebec, Que.

Maritime Provinces—E. R. WOODILL, 21 Roy Building, Halifax, N.S.

Manitoba and the West—The HANDLEY & McKAY CO., 139 Albert Street, Winnipeg, Man.

Penmans

Closed-Crotch UNION SUITS



The Family Man Prefers *Penmans*

What a man finds best for his own use, he naturally buys for his family. When he has found by personal experience the comfort, warmth and durability of Penmans goods, he sees that wife and the youngsters get the same make.

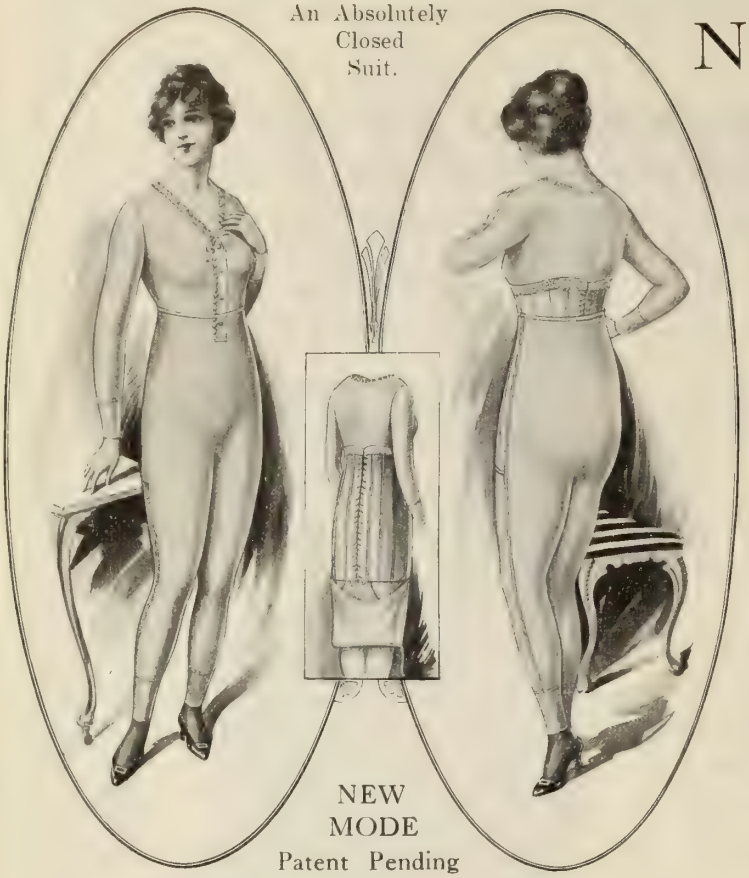
This is the trade you capture when you handle the superior Penmans lines, a solid, good-repeating class of business worth going after.

How are your stocks of Penmans Underwear, Hosiery and Sweaters?

Made in Canada by

PENMANS LIMITED, - PARIS, ONT.

WARRANTED HIGH GRADE PENMAN'S KNIT GOODS pen Angle



New Mode Drop-Seat Combinations

THE NEW-MODE REG'D PATENT PENDING

A new combination. Absolutely closed. Adapted to all styles of Corsets, yet have the advantages of ordinary drawers.
The newest idea in a combination garment. Also see the new style necks.
You will increase your sales by handling this garment.
We are also showing a range of fine and medium weight, regular style ladies', men's, and children's combinations, and two-piece suits in cotton and wool fabrics.
Samples now in the hands of our representatives.
Be sure and see them.

HARVEY KNITTING COMPANY, Limited

WOODSTOCK, - - ONTARIO

Agents—B.C. and Alberta—H. P. Lang, 600 Welton Bldg., Vancouver.
Man. and Sask.—Harvey Bros., 313 Fort St., Winnipeg.
Ontario—J. E. McClung, 33 Melinda St., Toronto.
Quebec—P. DeGruchy & Son, 207 St. James St., Montreal.
Maritime—F. S. White, St. Stephen, N.B.

TYROLEAN



Ladies' High-Class Tailor-Made Coats, Suits, Outing Garments and Sweater Coats are Unequalled.

Made of Pure Worsted Knitted Material

Tyrolean Cloth is protected by Canadian patent.

The goods combine high-class workmanship with the maximum of warmth and minimum of weight.

The range of styles, weights and colorings comprise an exclusive selection with a classic individuality.

Complete ranges shown by

Northern Ont.—S. Shea, Room 500, 64 Wellington St. W., Toronto.
Eastern Ont.—Colin F. Stewart, 61 Marmaduke St., Toronto.
Western Ont.—W. H. Robinson, 230 Lister Bldg., Hamilton.
Montreal—A. J. Gendron, 16 McGill College Ave., Montreal.
Quebec—J. P. Bourget, Room 617, Drummond Bldg., Montreal.
Maritime Prov.—W. J. Nagle, 25 Church St., St. John, N.B.
Brandon—W. M. Borbridge, Brandon, Man



TYROLEAN CLOTHING COMPANY
MANUFACTURERS OF
HIGH-GRADE LADIES' AND GENTS' CLOTHING
GUELPH, CANADA

The Hosiery Buyers of Canada

are cordially invited to visit our Salesrooms at 11 West 19th Street when in New York City.

Complete sample lines of

Gordon HOSIERY

are now ready for your inspection.

We will demonstrate to you the merits of this well-known brand of Hosiery and the many reasons for its popularity in the United States.

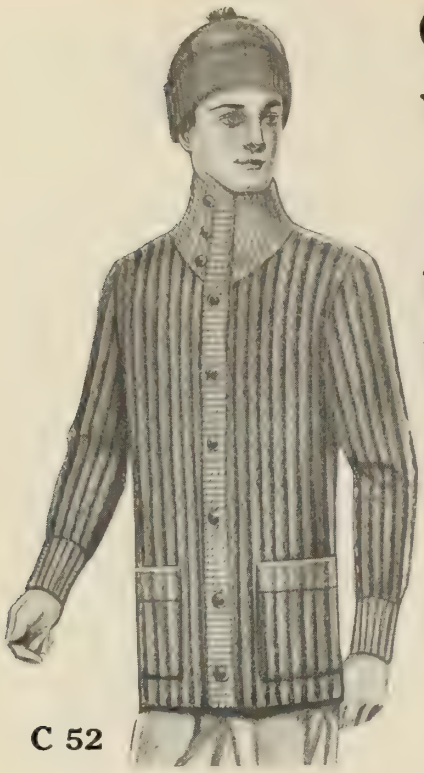
Our representative will make his usual Canadian trip during the month of February. He will show complete sample lines of "Gordon" Hosiery in Silk, Silk-Lisle, Lisle and Cotton for Men, Women and Children.

BROWN DURRELL CO.

NEW YORK
11 West 19th Street

BOSTON
106 Kingston Street

U.S.A.



C 52

Our travellers are out with the full range *of* "OUTING" tailored Knit Coats for men

—as fine a range as has ever been assembled for the inspection of the Canadian trade—snappy styles, tailored to fit, high-grade coats in every sense of the word

See our range of men's heavy wool underwear for Fall, 1915.

Drop a card to-day asking to see the complete range.

Frank W. Robinson, Limited

BATHURST & WELLINGTON STS.
TORONTO



A 50





Protected by Canadian Letters Patent No. 131,529 and Canadian Letters Patent No. 120,709

THE VISOR "4 IN 1" SWEATER

(FOUR SWEATERS IN ONE)

Note the four ways the collar can be worn. The most practical and best selling coat on the market. Made in many weights in both HALF CARDIGAN, SHAKER and JUMBO stitch.

We will make also this year the best SHAWL COLLARS on the market in all of our lines. Also V-NECK Sweaters, also double, reversible Shaker CAPS and Cardigan CAPS. All of our sweaters this year will have shaped shoulders. We have added FIVE NEW LINES. Prices $24 to $57. All with the Superior VISOR finish. Our line is equally attractive this year in Shaker, Cardigan and Jumbo Stitch.

We furnish free colored show cards, circulars, cuts, picture slides, etc. One of our representatives will call early in the season. Don't place your order until you see our complete line.

VISOR KNITTING COMPANY, LIMITED

NIAGARA FALLS, ONT. Factories also at Niagara Falls, N.Y.

Getting the Co-operation of the Retailer

Important Part the Dealer Plays in the Making or Marring of an Advertising Campaign —Trade Press Worthy of Much More Attention.

Reprinted from "Economic Advertising."

The theme expressed in an article which appeared recently in Dry Goods Review on "Ignoring the Retail Dealer" has been taken up by Economic Advertising, the official organ of the Toronto Ad. Club, and which is published by Norris-Patterson, Limited, one of the leading advertising agencies. In an article in the last issue, which is reprinted herewith, Economic Advertising goes into the subject thoroughly, pointing out the desirability and necessity—if the maximum benefit is to be derived from an advertising campaign—of getting the interest and co-operation of the retailer.

A CONDITION of affairs seems to exist, which, though perhaps over-emphasized in some quarters, yet it undoubtedly imposes a real handicap on an important section of publishers.

We refer to the policy of many advertisers and not a few agencies of either ignoring or undervaluing the big trade papers.

Far from wishing to suggest that such action is due to any wilful neglect on the part of Canadian advertisers or agencies, we suggest that it is due to lack of appreciation of the fact that, in the merchandising of any line of goods, co-operation with the retailer is a most important, nay, ever an essential factor.

The trade press holds a unique position in the modern publishing business. It is the strong connecting link between manufacturer, jobber and retailer—it is the salesman's introduction that creates good-will in advance, and with the vast improvements in editorial matter and general make-up of recent years is coming into its own.

Two instances of recent date will reveal the manner in which the logical channel through which to gain the retailers' co-operation—the Trade Press—has been overlooked.

In the campaign to advertise Canadian apples for the Canadian consumption what occurred? The total appropriation was spent in the daily press, and although we are fully agreed that in a campaign of this description, newspaper publicity is not only profitable but even indispensable, yet no effort at all was made to acquaint the retailer with the entirely new conditions that had arisen.

True there has been an abundance of apples this fall, but nothing like the minimum prices quoted have been obtainable for apples of the best quality. The consequence has been that the consumer, unable to buy prime fruit at the cost of seconds, has jumped to the conclusion that the retailer was the "villain in the piece" and that he was responsible for the high cost of living.

The Government had created the demand, and it was hard to persuade the consumer that he was not being robbed when he found he could not obtain the goods at the prices he was led by the advertising to believe were ruling.

Then, again, the campaign of the Canadian manufacturers to exploit the "Made in Canada" idea has not produced the results anticipated because the retailer, and the most effective media to reach him, have both been ignored.

One of our biggest corporations, the National Drug and Chemical Company, feel very strongly on this subject, and state they would be prepared to subscribe heavily to a further "Made in Canada" campaign, provided the retail trade is not overlooked.

As they put it pointedly, "Unless the manufacturers are successful in interesting the retail dealers and getting them to co-operate in the important movement of developing the sale of 'Made-in-Canada' goods, the money now being expended in the public press will, while creating some slight attention, be ultimately lost. To bring the present movement to a successful issue will require not only enthusiastic but continuous hard work on the part of each manufacturer with the retail dealer."

Of recent years there has been no greater expansion or extension of usefulness in any section of the publishing business than in the trade press, and its value as a connecting link and sign post to better business methods is undeniable.

The accusation has been levelled that some advertising agencies not only fail to use the trade papers, because they get no commission from them, but even go so far as to discredit them. Our experience does not fall in line with such statements, but rather, we think, if the trade press is being neglected and not given its rightful place in a merchandising campaign, it is because the agencies have not the organization, and do not feel themselves competent to advise the inclusion of this form of publicity.

We feel these advertising media are worthy of much more attention alike by advertisers and agencies, and when the importance of the trade press is better realized, its use will only serve to enhance the value of other forms of publicity.

HOUSEFURNISHINGS

Dyes and Papers

Cheaper Wall Papers Affected by Scarcity — Government to the Rescue—Trend in Future Towards Shaded Effects.

A BRITISH company, recently subsidized to the extent of millions of dollars by the British Government, has had representatives in this country picking up orders for aniline dyes. Some of the wallpaper manufacturers have placed their orders with this concern. When war broke out, because Germany controlled the supply of this dye, it became necessary to raise the price of some of the cheaper lines. Expensive papers were not affected, manufacturers here preferring to keep orders coming in, and their men at work. German firms, partly by securing aid from their Government, had monopolized the trade in aniline dyes. When the pinch came, it did not take the British Government long to agree on subsidizing a British concern. As a result, there will be no scarcity, but it is not thought that prices will be cheaper.

Quieter Effects Popular.

From orders to travelers who have been on the road lately showing new Spring lines it is seen that the tendency is towards quieter effects. Manufacturers find browns going strong for halls and dining rooms, while for parlors, creams and greys, with cut-out borders and over-print effects, seem to be popular. One of the latter consists of a colored pattern with white dots over all, to tone down the pattern.

One house has been showing a mottled effect for halls, dens, dining rooms and living rooms, which has met with success. With these are supplied a choice of cut-out borders to match.

Grass cloths put on the market by the same house are a splendid imitation of the real grass cloth. These are not new, the real Japanese grass cloth having been on the market for some time. This is a good imitation, however.

Oatmeal Situation.

Oatmeals, which are shown with cut-out borders, have been strong for the past five or six years, and are as good as ever. While the trade has good stocks of oatmeals, supplies from some Scottish mills are short, many of the factory hands being at the war. American firms are supplying the deficiency, but difficulty is experienced across the border in getting the correct shades.

The difference in patterns which each year brings is not so marked as some people imagine. They vary slightly, and it usually takes four or five years to make a radical change. Because a man is carrying big stocks of last year's stuff on his shelves, it does not follow that it is dead stock. Consequently, it is difficult for anyone to form an accurate opinion on what is likely to be shown in coming seasons. The only tendency seen at this distant date is that more shaded effects are likely to be used. These were comparatively new this year. There have been shaded stripes for two or three years, but nothing like those on the market for next Spring, with two-tone patterns.

Casement cloths come in silk and wool mixtures, and also in the cheaper mercerized weaves, but all cloths are sunfast and fadeless.



Sample of complete window designed by Mr. Hector Poste, Belleville, and shown in his department.

Curtains and Drapes

Blue, Grey and White the Leading Ground Colors, and Black Note Very Much Favored—Preference is For Large, Striking Patterns.

IN spite of the fact that the war has barred many lines from the market, there is an unusually full showing of novelties for Spring. English prints have increased their importance as the firms producing them have endeavored to extend their lines to an extent that will fully make up for the shortage in French and German upholstery fabrics.

In cretonnes preference is given to blue, grey and white, and the black note that decorators have taken to so kindly and used so freely is also well represented. Patterns and designs are so varied that all tastes may be suited, but the very evident preference of the designers at present is for the larger patterns. Many of these new designs show the liberal use of large red and yellow roses, lilac sprays, and bright colored birds. Black and white stripes are used for backgrounds, and many patterns echo the Futurist colors, and Japanese designs and colors are also in evidence. One beautiful design shows rhododendron blossoms on a background of leaves. A novelty is the impressionistic treatment of flowers on a background.

Block color prints come in highly artistic designs and rich colorings in fruit and flower motifs. One of these designs shows fruit in varied mulberry tones on a background and many new patterns show black and white stripes as the ground upon which are thrown large floral combinations in blue, red and green. These patterns are produced both in linen and in cotton materials many coming in thirty-one inch widths.

Sunfast Materials.

Sunfast materials are showing in many of new colors among which are mulberry, green, purple and gold, and the introduction of these cloths largely increases the scope of the materials at the disposal of the decorator. Other novelties show new patterns in shadow

(Continued on page 70.)

With millions of dollars' worth of European floor coverings cut off, you're going to find a big demand for CREX Grass Rugs and Carpets this spring.



And you ask, "Why CREX?" Simply because, as soon as a woman or a man either, for that matter, decides to use inexpensive and sanitary rugs the first name that comes to mind is CREX. These rugs and carpets have been so extensively advertised throughout America that the name CREX has become synonymous with floor coverings that are sanitary, durable and give satisfaction.

CREX
GRASS RUGS
TRADE MARK REG. U.S. PAT. OFF.

You will be asked for CREX. Will you supply it? You'll have a demand for floor coverings which you will be unable to supply, but whose place can be most satisfactorily filled by CREX. Will you lose sales or supply CREX? Once a CREX user no woman will ever go back to rugs of other fabrics for her living, dining and bedrooms, or for her veranda or sun parlor.

There's nothing quite so satisfactory or so sanitary as CREX. The cost, too, is very low, which is a most necessary consideration. CREX stands in a class by itself—without competition.

Our salesmen will soon be going through Canada.
Write in advance for color catalogs and price lists.

CREX CARPET COMPANY, Dept. 5, 212 Fifth Ave., N.Y.

Originators of Wire-Grass Floor Coverings

Building Up Special Drapery Orders

Most Effective Plan is to Arrange Displays of Drapes in Department Itself Showing Public Exactly What Tasty Combinations Are Possible—Descriptions of Equipment and Drapes—Triangular Stands.

Written for The Review by H. J. Poste.



This is the triangular form displayed in department and referred to in the article. These drapes are suitable for reception rooms or delicate toned bedrooms. They contain excellent suggestions and sell goods on sight.

POSSIBLY no other subject than the one mentioned above, demands keener attention in the housefurnishing department than the principle of the building up of the special order drapery department, and in general bringing about a live business in this direction.

When one travels to the smaller city or town, and studies closely their business houses, even large semi-department stores, endeavoring to build up a drapery business, from the small inadequate space set aside for this department, ill-lighted, and surrounded with everything but the proper environment, and last but not least, the manager of the department, with no love or liking for this most interesting and important phase of business of the department store, one should not blame the good lady of the house for traveling to larger centres for her requirements of interior decorations. The fault is with ourselves in not making this an important study, creating new ideas, buying materials of the latest type and demonstrating their use and adaptability.

The Right Man.

Therefore, my first suggestion in the advancement of the drapery section, is to procure the right man; one who has a love for art, one who knows color value, how to blend colors, and the important feature of judging designs, style, etc. For you so often notice in visiting the home of to-day a straight line or Colonial designed drape, in the curved effect of Louis XV. reception room, or perhaps an Adam's style piano in a distinct Colonial style drawing-room, or in other words, one article in distinct contrast with the general contour of the whole interior of the room, and therefore offsetting the desired effect.

A Very Prominent Location.

My second consideration would be to have this department given a very prominent place on the carpet and rug department floor, of course so located as to be placed in a position of good light, and surrounded by plain walls, proper shelving and display racks for displaying the different fabrics, and a number of well designed windows, in order that displays could be arranged and brought to the attention of the customer whenever she visits the department.

Triangular Display Rack.

An accompanying illustration photograph taken in the drapery department at the annual millinery opening of spring 1914, at which all departments arranged a general display of the season's latest materials, gives one of the many ideas I use to develop and make more clear to the customer the possibility of converting into use the different designs and colors of drapery fabrics.

This particular display rack is made in the form of a triangle, each face size being forty-eight inches wide, and standing eighty-four inches high, and can be so manufactured, as to have small casters or nickel slippers placed on each of the three standards, so that the fixture can be placed in any position in the department without a great deal of effort. My example shows the use of the flat-curved end, triple extension rod, the drape being made for the standard size window, the Valance to fit one fifty-four inches in width, and the side curtains ninety inches in length. This of course makes it necessary to overlap some of the material under the Valance at the top, as we find the model to give a better appearance at the height mentioned, on a medium size floor space unless the department has an extremely high ceiling.

For Three Designs and Colors.

This arrangement gives the privilege of showing three different designs and color schemes, and this treatment displays a plain rose chintz with a good style chintz galoon placed on the centre edge of the long drop curtains, and following the lines of the valance, with a pair of voile curtains to be used next to the glass.

The drape shown on the right is made of a dark ground English chintz, with a design of a small wild rose, in natural green and rose tones, and trimmed with chintz gimp to match, using ivory marquisette curtains to soften the effect, in use next to the glass.

To make this display more effective in its appearance, I suggest whenever possible, in front of each window model, a medium size floor rug to harmonize in color-tone and suitable in design, to bring forth the effect of a room complete, with its foundation, the floor covering and the window drape.

My experience has brought good success in the building up of this important department, and the sales created indirectly from this method of advertising have more than repaid for the time and effort spent in this direcion.



Window design made up by Mr. Poste and shown in his department. This was of rose shade, American shadow chintz; with long drop curtains and shirred valance of same material, with a chintz gimp to match. Marquisette curtains soften the effect. Suitable for reception room or bedroom. These give the public an idea of what can be done with chintz—and they buy!

* Mr. Poste is manager of the House Furnishings department of The Ritchie Co., Belleville, and has built up a large special order business within an area of 15 or 20 miles besides the city itself. Mr. Poste is able to give estimates of the complete cost on every sample of his work submitted.

MADE-IN-CANADA

LINOLEUMS

and

OIL CLOTHS

Plain Linoleum
Printed Linoleum
Cork Carpet
Floor Oil Cloth
Stair Oil Cloth
Carriage Oil Cloth
Prepared Decorative Burlaps
Table Oil Cloth
Enamelled Oil Cloth
Shelf Oil Cloth
Sanitile Oil Cloth

Our goods are made in Canada by Canadian workmen, and for that reason we feel justified at the present time in making an appeal to Canadian merchants to give the preference to products of Canadian factories and thus, by keeping Canadian workmen employed, help the country at large.

Samples of our various lines are in the hands of all the
WHOLESALE DRY GOODS TRADE
throughout Canada

MANUFACTURED BY

The Dominion Oil Cloth Co., Limited

MONTREAL

CURTAINS AND DRAPES.

(Continued from pge 66.)

warp prints, and jacquard shadows, the newest thing here being the outlining of the shadow patterns satin with a satin design.

Silks for Draping.

In the United States special weaves of plain and printed silks are being introduced for drapery purposes and for wall coverings. These silks are very suitable for rooms such as bedrooms, boudoirs, etc.; any room that responds to a dainty treatment should be done in these silks while the pratical advantages, over cretonnes, chintzes or tapestries, are that the silk does not collect dust so readily. In the better grades these silks are sunfast. Plain silks can be had to match the figured materials.

Yard goods come in Nottingham, cable nets, flat and ruffled muslins and in Cluny, lacet, Arabe, Marie Antoinette and Bonaz effects, and in hemstitched and bordered scrims, plain bobbinettes, plain and novelty Madras. New color effects in Madras come in Persian effects. Three colors are used in developing the pattern and the designs are conventional and show up the colors in relief effect. Green, blue and yellow forms one much used combination while green, brown and red is another. Many new designs in made up curtains some in point d' esprit, fish-net effects, and filet.



GLIMPSE OF DEPARTMENT, DRAPE IN FOREGROUND.

This window drape is in fawn and brown, made of pattern chintz with floral design motif, gimp to match, using flat valance of same material, and ivory voile curtains. Suitable for living room or bed rooms. In background glimpses of draping displays are visible.

A MUCH BETTER FEELING.

Dun's reported from Toronto late in December: "The outlook is brightening with a much better feeling as to the future."

WAR ORDER FROM FRANCE.

Canadian firms have made contracts with the French Government for large quantities of grey-blue cloth for Winter service, great-coats for the army.

We Are Now Uptown

On JANUARY 2ND, we will open our

New Showrooms

in the heart of the uptown district, where we will be prepared to show in our

Curtain Department

NEW STOCKS
NEW IDEAS
NEW ACHIEVEMENTS

under new and improved conditions.

Loeb & Schoenfeld

27-33 West 23rd Street, NEW YORK

CANADIAN REPRESENTATIVE:
H. A. Frank, P.O. Box 201, Toronto, Ont.

TO look back over the year's expenditures and to be able to say with truth that every purchase was made with wisdom, forethought and economy—

Isn't that something to be proud of—something to find satisfaction in?

The numerous ideas and information you'll find in the advertising columns of this paper will give you a sound basis on which to decide satisfactory purchases.

Look over the advertising columns **now** — while you think of it.

Selling a Vacuum Cleaner in Forty Seconds

Successful Demonstration in Simcoe Marked Opening of a Store's Campaign—Nearly All the Better Class Houses Bought—Home Proofs the Most Persuasive—A Good Line to Feature.

IT happened in the town of Simcoe, in Norfolk County, Ontario, that county whose records in apple-growing have made it famous—a second record, but in the direction not of fruit, but of the most modern of dust removers, the vacuum cleaner.

A certain manufacturer of these lines called upon that splendid tribute to commercial enterprise in this agricultural centre of 4,000 people, the H. S. Falls Co.'s store.

"Show me!" said Mr. Falls to the company's advance guard.

"Who would you suggest that I call on?"

"Try Mrs. W———."

So the advance guard aforesaid with the manager of the house furnishing department of the store, and a vacuum cleaner presented themselves at Mrs. W ———'s.

Yes, she would have them demonstrate, but though she let fall not a word of it, Mrs. W——— was skeptical, for she was deservedly—and proudly—the possessor of a reputation of being one of the most particular housewives in this town of 4,000 people.

The demonstrator started in on a rug, ran the V.C. along the central portion several times, whisked out the dust carrier and emptied it out on a paper.

Surprise or Mortification.

It is difficult to say which was the greater, Mrs. W———'s surprise or her mortification.

"And I thought that rug was clean!" she exclaimed as she started to operate it herself on the unfinished portion of the rug, that even now showed signs of a difference from the other.

The demonstrator, with a look of quiet confidence that somehow comes to be a natural condition of mind with salesmen of this article, knew the day was won.

Of course, Mrs. W——— would take a vacuum cleaner: how else could she keep her rugs clean. And just to think she had had an idea all those rugs were clean before. The work of the vacuum was almost wonderful. And a combination carpet sweeper and cleaner in one. She certainly would.

And she did.

Lasted Forty Seconds.

The demonstrator had won the test and the H. S. Falls Co's store started out a firm believer in vacuum cleaners, and a steady "booster" for the line with which this firm was stocking.

And the demonstration had lasted just 40 seconds!

Well, what was the upshot?

These machines, mostly with the combination arrangement were installed in the house furnishing department of the store, and put in charge of a bright young business man, a regular protege of Mr. Falls—in the store since a young boy—and now a members of the town council.

Supplied Most of Best Houses.

The campaign for supplying the town of Simcoe with vacuum cleaners, started thus auspiciously, went on apace. As the town was not supplied with a Hydro-electric service—the poles are now being erected—the vacuum cleaners were of hand power. Demonstrations were begun in the store and at homes, until it was not long before "the most of the better class of homes in town were supplied." This is the testimony given The Review. But let the manager tell his story.

Best Shown in Homes.

"We have pushed these machines in various ways, by advertising as well as showing how they work in our housefurnishing department. But the most convincing proof of their good qualities we have found came from a demonstration in a private house.

"You know how the public are liable to think you may be putting up a job on them if you show off the cleaner on a special piece of carpet in the store. You can scatter all the dust and dirt you like on it, making it a harder piece of work to clean it than an ordinary house rug, but the people are apt to imagine that that rug is treated in some way to show it off. Much the same as a fakir at the street corner, demonstrating his wares on specially prepared goods.

Not One Returned.

"No, when you take a cleaner up to the house, and go over the rugs just as they are in actual use, and show people how much dust your cleaner has taken out of carpets they themselves were counting clean, then you give them an argument they cannot get over.

And They Do Not Try.

"Sometimes we do not sell a cleaner at the moment but make it a point to leave it for a day or two at the house, and let the people test it for themselves. This, sometimes, proves more satisfactory. Then they see how easy it is to operate and nothing can be more convincing than to exhibit a big pile of dirt that they have taken out of a "clean" rug in a few minutes' work. **This method of having the cleaner sent to the home on approval has never failed: in our experience not a single one has been sent back."**

Hand and Electric Machines.

Both hand and electric machines have their own measure of popularity. The former of course, are the only ones that can be used in a large number of communities: the latter come more expensive but bring a "keen satisfaction for the money.

The demonstration of the electric can be done in the store or the home without trouble, just as in the case of the hand machines. Some stores limit themselves to one; others handle both. Murray-Kay, Limited, of Toronto, carry the electric, and besides demonstrating them in the housefurnishing department, make it a practice at any time of sending one to a home, demonstrating it for a short time, and then leaving it, often for several days.

Some Arguments.

The "beauty" of vacuum cleaners, if one may use the word, is that they sell themselves automatically. The housewife can find out for herself their good qualities and the proof of them clinches the sale in the large proportion of cases. Where people do not buy it is in the vast majority of cases merely a matter of not being able to afford to pay the price asked. When that time is reached, the persuasive powers of the salesman must be trained in another direction, that of the saving to the rugs from the semi-annual, or more "beatings" to which they are subjected by the ordinary clothes-line process; the impossibility—as has been shown by the test—of keeping the rugs clean any other way, and the unsanitary condition if they are filled with bacterial dust. All these arguments combined seldom fail to turn out.

Extra Attachments.

The vacuum cleaners of late are being equipped with additional fixtures that often offer an additional bait for buying. There are those that are both carpet sweeper and vacuum: there are those that have equipment for housecleaning the walls and ceiling and furniture.

All these carry weight in advising purchase, and a department that carries these should endeavor to show as many other of the additional fixtures as they can.

FUR DEPARTMENT

Next Year's Fur Prices Low

Because, Unless Peace is Declared, Public Purse Must Be Considered—More Furs for Canada —But Less Will Come From Trappers—Persian Lamb Supplies Sufficient at Present, But Little More Coming Forward.

Written for The Review after interview with buyers

THE wholesale fur market for next year is to be—in brief—a paradox. For, while there will not be anything like the number of skins produced by trappers, the merchants will have considerably heavier supplies. It comes about on this wise. Prices of skins have shown a tendency to decrease in this country for some time, even before the outbreak of the war. This tendency crystalllized when war was actually declared. Self-evidently a line of goods like furs will suffer in times of forced economy sooner than something which is more of a necessity.

To the consumer the price of furs has declined markedly. A walk down any city street will prove that. Practically all the stores have had, or are having, or will have, a fur sale, and these sales are at really bargain prices. In many cases the retailer is selling his goods to the consumer for the price he paid to the wholesaler, and is glad to get that rather than be unable to make any sale at all .

Trappers Getting Less.

Moreover, he is not buying as extensively from the wholesaler, who, in his turn, finds that to get the business he will have to cut prices. All this reacts, in the last resort, upon the traffic, for since the wholesaler has to cut his price, the merchant has to cut his price, and, therefore, where a trapper up north made $9 by a night's work two years ago, he can only make $2.50 or $3 now. So he figures that it is not worth his while to bother with trapping. The skins don't fetch him anything, comparatively speaking. Hence there is not going to be three-quarters of the amount of trapping done this season that there has been heretofore. That seems to be the general opinion. On the other hand, some fur men think that there will be a number of people who are new to the game, who will go in for it, just because they cannot find any other employment. Still, the fact of decreased prices seems to be established, so that the probability is fewer skins.

Canadian Firms Will Pile Up.

Then here comes the paradox. Although there are to be fewer skins trapped in the Dominion, there will be more skins here. Usually, of late years, quite 50 per cent. of the Canadian furs have been exported to Europe. This will not be the case this year. There will be little exporting done. The markets will not be open to any appreciable extent—that is, they won't if the war continues any length of time. Canada, therefore, will have double her usual supply of furs on hand. She will be faced with the problem of selling those furs somewhere. Mink, muskrat, skunk, beaver—all will be plentiful, even though the actual supply coming from the trappers is not as large as it was a year ago. Prices are likely to drop considerably more. There is one remark to make apropos of a decline in fur prices. It is this: There is a very large profit on furs, as any fur man will tell you, and while cutting prices is not a desirable thing, at a time like this it is a case of "pro bono publico." And the fur man can better afford to cut his prices than some other merchants in other lines.

The War and Foreign Markets.

It must be borne in mind when considering the question of foreign markets that this last five or six years have shown a marked decline in the quantities bought in London, Berlin and St. Petersburg—I suppose we should call it Petrograd—by Canadian importers. This, of course, is a corollary to the immense increase in the traffic of Canadian pelts.

"Probably," said one dealer to The Review, "there is not above 20 per cent. of the total fur stocks sold in Canada which comes from foreign markets." Five or six years ago 80 per cent. came from Europe and the balance was domestic stuff. Now it is vice versa. So that the Canadian fur trade, while it is affected by the war, is not showing the influence so noticeably as might have been thought.

Seal skins, of course, are imported from London, where they are dressed and dyed and sorted. So far, these continue to come forward, though whether the Spring and early Summer ordering will result in deliveries here is not a certainty. Prices on seals have, therefore, not advanced, and it is not probable that they will. For, while there is the possibility of higher and slower express to be taken into consideration, seal is an expensive fur. It is thought that merchants generally in England will be glad to sell stocks at present, if not at lower prices, rather than endanger the getting of the business by prohibitive prices.

Persian Lamb May Not Go Up.

The same applies, too, to Persian lamb—that is, for the present. The case is somewhat different, however, because this is actually produced in Russia, and demands at once considerable care and expense. All the lambs, virtually, are herded in Russia, and this industry is, of course, paralyzed temporarily. Moreover, it will take a good deal of time and money to bring it back to its present value as a business. Against this, however, must be offset the fact that Persian lamb is not as popular as it was: it is giving place in public favor to Canadian furs, which are cheaper and just as efficacious, except in the case of the moneyed person. And, also, it is to be remembered that importers had good stocks of this fur before the war broke out. It is not thought that the 1915 prices will be higher. Better a sale at a low margin than no sale at all.

(Continued on page 74.)

Laberge, Chevalier Furs

Set the standard for Canadian Furs

and no one can deny that Canada is noted for her fine furs, for her unusually attractive fur styles, following of course the trend of Paris and New York.

¶ We specialize on smart fur coats and small furs and carry a very complete range of the most popular kinds. Notwithstanding the extreme difficulties surrounding the obtaining of imported pelts we are showing a most complete assortment, and at prices that make selling this year very easy. This is the year for furs. (When real estate is not being sold then furs are in demand).

¶ We will be glad of the opportunity of sending a range of samples for your selection. Place your order for Fall, 1915. Sort your stock for Winter, 1914.



MADE IN CANADA

Have you a copy of "PELTS"?

The first issue of this smart little house organ is off the press and being mailed to our many patrons —have you seen it yet? It contains much valuable information pertaining to furs. Drop a card to-day and have your name put on our mailing list to receive "Pelts" whenever it appears.

Compare our values with others

LABERGE, CHEVALIER & CO.

Makers of Stylish Furs

509 St. Paul Street MONTREAL

Gratifying Results of Early Fur Sales

"Bigger and Better Than Ever" Was the Experience of One Large Fur House for the Last Three Months of 1914—Cash Business Surpassed all Records—Prices at Sales 20 to 40 Per Cent. Below Last Year—Some Words as to Genuineness of "Bargains."

Authorized interview with Mr. R. P. Gough, of Sellers, Gough, Limited.

THE average person—particularly if she be feminine—when she reads in the paper the news of an approaching sale, details of which are set forth with all the arts of which capable advertisers are possessed, immediately begins to wonder whether or no the sales are genuine. Fur sales are a very much insulted quantity. Few people believe in their sincerity. They think the advertisements of sales are so many syrens, wooing people on to some rock, only to be broken in more senses than one.

Mr. R. P. Gough, of Sellers, Gough, Ltd., discussed the question with a representative of The Review. In his opinion, these sales are genuine opportunities for the public. "It is not this year alone," said he, "that prices are attractive, and the stuff is distinctly worth while, though there are chances for the woman who wants a set of furs this year that there were not last year. But every year we actually sell a good many sets and coats at under cost price. It is a matter of getting rid of our old stock simply to make room for newer. Chiefly the reductions are in furs and coats for younger people who insist on having up-to-the-minute styles. The fur is just as good as the new stuff in that particular line which we get in, but the style is probably last year's. These are positively goods sold at less than cost."

Doubtless it is a matter of good merchandising, to get rid of last year's stock at any price, and the public benefits in consequence.

Prices This Year and Last.

With regard to the matter of comparative prices, this sale-time and sale-time last year, Mr. Gough thought that the average disparity was a matter of anywhere from 20 to 40 per cent. The woman who wants a set of black fox, or a Hudson seal coat, can get it this year for 20 to 40 per cent. less money than she paid for it last year. The skins are that much cheaper. The reason is, of course, that all, or practically all, the fur coming from Canada and America which would, in the ordinry way, be shipped to Europe, has been left on the hands of the dealers this season, and the surfeit is forcing prices down. It is an ill wind that blows nobody any good. The public benefit by the shippers' inability to get their usual export trade.

Of course, this does not apply to some European furs. Persian lamb, for instance, while it does show a reduction from last year's prices, has certainly not been on the togoggan as some other skins have, simply because there is comparatively little in the country. It comes from Russia, and Russians are too busy hovering round Warsaw just now to be herding lambs for the Canadian public.

Many of the imported furs, however, show a decrease. The Leipzig and London markets are neglected. Certainly Continental buyers are not going to the London market these days, and consequently the stocks they would buy ordinarily are shipped across to this side at attractive prices to the importer on this continent.

Cause for Optimism.

Mr. Gough, at any rate, has a good deal of optimism. "We had larger cash sales for October, November and December this year," said he, "than for any corresponding period in our history. Despite the reduced prices—and doubtless they were the thing that did it—we made more money in those three months than for a long time." That is good hearing. Several other fur stores corroborated this from their own experience. Of course, the weather has helped considerably. The long snap of cold, real cold, came at the psychological moment—Christmas. People looker around for some gift that would be useful, and the cold weather suggested, in a number of cases, a set of furs or a fur coat, and the fur delers reaped the benefit. People in thousands who had given articles of jewelry or knick-knacks of no particular value from a utilitarian standpoint, turned round in their policy and gave useful presents. Every fur store in Toronto did a big Christmas business, and it has not stopped at—just as it did not begin with—Christmas.

"We have less money on our books than for sixty years," said Mr. Gough, somewhat reluctantly, for no man wants to appear over-weening at such a time as this, "and this, notwithstanding that the cash receipts were much larger too. People are paying down for what they want. This Christmas turned out a Christmas for the furrier, rather than for the jeweler."

Mr. Gough spoke optimistically of the outlook. Naturally, this should be the harvest for the fur man. The busy time is between the end of November and February, and if money is not made then it certainly will not be made in the Summer. Fur men generally, however, agree that the last two or three months have given them cause for thankfulness. The cut in prices has been an unfortunate necessity, but they have been helped by the weather and there is—so the weather-man says—a good deal more of it to come.

—⚙—

Most of the capes are long and full. Some are of the Florentine shape and extremely picturesque when correctly worn. Some are set into a round yoke after the manner of the long cloth coats worn by the Irish peasants.

Fashion never demanded the use of fur to such an extent before as she has done for the present season. There is practically nothing in the range that has been overlooked for trimmings and there is fur in greater and less proportions on the costumes for morning, afternoon and even evening wear.

—⚙—

NEXT YEAR'S FUR PRICES.

(Continued from page 72.)

So far as Germany is concerned, it is rather a big market than a big producing country. The effect of the war, so far as Germany is concerned, upon the fur trade is, therefore, that of the stoppage of an exchange and mart rather than of a neglected industry, although considerable dyeing has been done there.

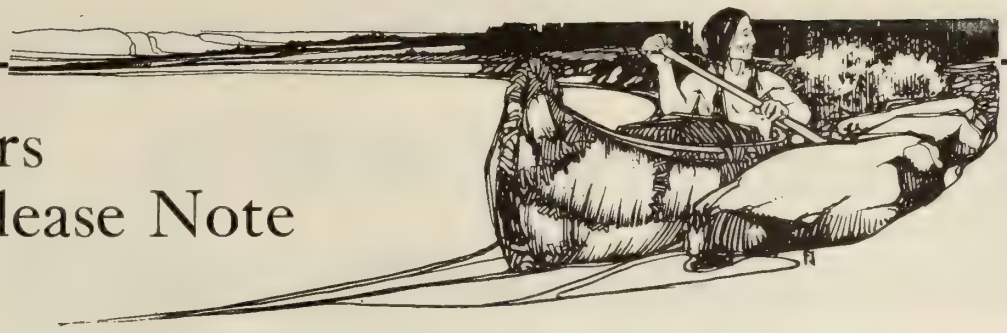
Generally, this price will rule low. Necessity is the mother of—low prices!

—⚙—

BUSINESS OUTLOOK FOR THE NEW YEAR.

(Continued from page 29.)

care of our business from day to day. Without external aid we cannot go on building railways and all their incidental equipment in the form of depots and terminals, nor canals, new buildings on the same scale as during the last decade, and other forms of capital outlay. Many of our industries are dependent on this class of work. They have ahead of them a very lean period unless their plant, or their fixed capital, can be adapted to other purposes. Much of it can but in the meantime they will be "slack."



Buyers
Please Note

The best market for furs and fur garments

J. & H. CREAMER

Manufacturing Furriers and Skin Merchants

5 and 6, WATLING ST., LONDON, ENGLAND

THE BEST DESIGNS THE BEST FINISH THE BEST VALUE

NORTH-WEST COAST SEAL SKINS, ORIGINAL LOTS AND BUNDLES

Cables "Nepomac" London Established 1840 Code A.B.C., 5th Edition

TRADE MARK
SOVEREEN
BRAND
REGISTERED

Popular-Priced Heavy Furs
Real Canadian Winter Furs

FUR COATS, MITTS, ROBES

Never in the history of this firm have our fur values excelled those we are now showing the Canadian trade; in fact, our 1914-15 values in Fur Coats, Mitts and Robes are the best we have offered the trade in years.

With the cold weather coming on you are sure to have call for the heavy furs, driving and auto robes, etc.

We will be pleased to submit our samples and let them speak for themselves in a way we couldn't do in printers' ink.

A card to-day will get our prompt attention.

Sovereen Mitt, Glove & Robe Co., Ltd.

Delhi, Ontario

DRESS ACCESSORIES

Spring Neckwear

Outlook Very Bright—Early Samples Are Modifications of Present Styles—Sand Shade Prominent.

ONE of the outstanding features of the present situation is the continued interest taken in ladies' neckwear. This line is one of the most active, if it is not the most active one there is in the store at the present time. After the busy time experienced in the retail departments during the past holiday weeks, a period of quietness might naturally be expected.

Designers and heads of departments visited New York during the latter part of December. Prospects, they found, were considered very encouraging for the coming Spring but there was no new style development to record. Therefore for the early season at any rate neckwear styles will be based upon modifications of the shape of the neck of the waist and coat. This means that the high neck idea will receive more attention and that military and stock effect buttoning right up under the chin will be the most generally accepted type. This type will be subject to modifications that make the models more wearable in the shape of tiny revers, points giving a small and becoming V under the chin. The high stock is also divided and a space left in front which is filled in with bars of narrow ribbon or velvet fastened with tiny buttons, bows, etc.

For the time being lace is taking the place of organdie, and the lighter, softer and more filmy it is, the better it is liked. Very fine, light nets are also used, particularly for guimpes and chemisettes.

Ecru in neckwear is coming into greater prominence, only it is called sand shade this season. Sand and white is a very favored combination.

All pleated forms are in high favor, and the high Medici set into a band of velvet or net, and ornamented with a tiny bow or a bunch of silk flowers, continues to sell.

High-necked Styles.

The high military stock is ornamented with pleatings, turnovers and various shaped tabs, and following the same idea come dog collars of satin or velvet with turnbacks and pleatings of lace or net. These high-necked styles are expected to be good right through the cold weather, but the general expectation is that the open V neck will be back again with the advent of warmer weather.

Chemisettes are in great demand and exhibit all the new neck finishes. Tiny pearl and bone buttons and covered buttons are taking the place of the crystal and other fancies.

Sand Shade Should Sell.

For present selling and for the early Spring, ecru laces under the name of sand shade should sell. This tendency is already manifesting itself in the laces used for neckwear. Gold color and metal laces are also on the market.



Military ruching. Shown by Flett, Lowndes & Co., Limited.

Laces for Spring

Little Coming From the Continent—More Demand For Insertion—Sand and Gold Shades For Neckwear — Embroideries More Popular?

BUYERS are expected in from European and American markets early this month, and will bring new samples, if there are any, and what is more important, news from the lace towns, giving an idea of what may be expected next Spring.

Nottingham manufacturers, while they have made several noteworthy attempts to secure former German trade, do not seem especially inclined to go to the expense of designing where expensive machinery would be required. American manufacturers are prevented from getting business for good laces for the simple reason that they have not got the machinery.

It is expected that embroideries will be used next Spring on account of the scarcity of laces, but owing to the quietness prevailing at present, it is almost impossible to predict anything. A few shipments of Valenciennes are coming from Calais, but this again was made early last year. While the latter is selling better now, it seems that the demand is more due to stocks having run out than an increased call.

Fashion producers are working upon the tendencies leading in Paris last August, and are emphasizing flouncings in light laces in widths from 6 inches to 27 inches. It cannot be said that anything new is on the market, but for the better trade fine light Chantilly in 1830 patterns are in request. Net laces are showing in a wide range of fine patterns on extremely soft finished nets. Filet laces are being shown and buyers are interested, as this is somewhat of a departure from the usual line. Patterns are as a rule clustered on the edge, leaving the net space free, and the scalloping of the edge is very pronounced.

(Continued on page 78.)

"That Something Different"

LADIES' WEAR LIMITED TORONTO



New models of Neckwear in high favor

LADIES' WEAR, LIMITED, TORONTO

W. F. GOFORTH, President

Branch Offices—Arts and Crafts Building, Vancouver, B.C.; Hammond Building, Winnipeg, Man.

December Visit to France and Switzerland

Factories and Lace Houses at Calais Used as Hospitals, Though This Place Alone is Still Producing Novelties—In Lyons Little Manufacturing Going on—All Swiss Goods Up Rhine Valley to Rotterdam—Very Few Back in Factories Yet.

*Written for The Review by E. C. Thompson.

CONDITIONS in England are almost normal, and factories in districts, engaged in manufacturing war supplies, are working night and day. If it were not for the numbers of soldiers on the streets, it would almost be impossible to tell that England was engaged in war. Of course, London is a very dismal place after dark, as practically all lights are out. No store windows or illuminated signs are allowed; about four out of every five street lights are out, and the remaining light is so darkened with black paint that all light shines directly downward. All railway trains must have all blinds drawn tight at night, but outside these few instances business is "as usual."

Eight Hospitals in Lyons.

Conditions are entirely different in France, however. The French train service has been very badly disorganized, and only in the last two or three weeks have any dining or sleeping cars been running on through trains—that is, when through trains run at all. All trains that have been running are carrying troops and war supplies and returning with wounded soldiers, and all traffic has been sidetracked for these trains. The bulk of the wounded are being taken to the South of France, which is practically one immense hospital. In Lyons alone there are eight hospitals, including two converted hotels and the City Hall.

20 Per Cent. Busy in Calais.

Calais, more than any other market, is in bad shape. The city is filled with wounded, and some of the largest factories and lace houses are being used as hospitals, and these firms are doing their business from temporary offices in hotels. The wounded here are mostly French, as unless severely wounded the British soldiers are taken twenty miles further to Boulogne, where the British base hospital is established, and at which place there were eight hospital ships and 500 motor ambulances when the writer passed through early in December.

In Calais, about 20 per cent. of the factories are operating in a limited way, and strangely this seems to be the only market that is endeavoring to produce much in the way of novelties.

In Lyons, conditions are not good. Some of the largest manufacturers are closed, owing to the heads of these firms being called to the front. In some cases these heads have managed to be employed in staff offices stationed in Lyons and get to their offices, in uniform, for several hours a day, mostly at noon hour and in the evenings.

*Mr. Thompson returned on Dec. 24 from a visit to Europe for the Thompson Lace & Veiling Co.



Chemisette of fine light net lace in sand shade and white crepe de chine. The high military collar buttons up high at the throat, but the comfortable V outline is maintained by turnback wing points. There is a pleated frill of lace, giving the high effect at the back, and the front is closed by tiny pearl button. Shown by R. D. Fairbairn & Co.

Most of Swiss Mobilized.

Regarding conditions in Switzerland, the entire male population from 18 years to 45, was mobilized on August 1st, and only in the last few weeks have they been allowed to return to their business. At present there are still 150,000 men under arms and the cost daily to Switzerland, while not actually engaged in the war, is estimated at one million francs ($200,000).

Naturally, with the consequent demoralization of trade and the difficulties of getting shipments out of Switzerland, this will make deliveries very slow. At present all Swiss goods are being shipped up the Rhine Valley, through Germany, to Rotterdam, which route is getting more and more difficult as the war gets nearer to German territory. Shipments via Genoa are very unsatisfactory and expensive, and via Marseilles or Bordeaux are very slow, taking from five to seven weeks to get to salt water.

Few Buyers Have Ventured in.

Both in France and Switzerland there is a remarkable lack of buyers. Some firms in Lyons and St. Gall have not seen an American or Canadian buyer since August 1st. It took four days from London to St. Gall, a trip usually taking 36 hours, and the usual seven-hour trip from London to Paris took eighteen hours—about six of which was spent on side tracks while 40 train loads of wounded passed—without dining cars, and three examinations of baggage, passports, credentials, etc., at Victoria Station, London, at Folkestone and at Boulogne.

LACES FOR SPRING.

(Continued from page 76.)

With the revival of organdies, lawns and kindred cotton fabrics, is expected to come a corresponding revival in the use of insertion and band laces for trimming and heading flounces. This idea is bringing Valenciennes into more prominence, and this interest is extending to Cluny and filet.

Though little real business has been done in embroideries, prospects are held to be more promising. This is due to the wider skirt, and to its flaring outline. When Summer comes and dresses are made of cotton materials, under-petticoats will become a necessity, and embroideries will form the most suitable trimming. Already there has been a revival in the sales of the princess slip, and whitewear manufacturers are looking forward to selling white skirts during the coming Summer.

DRY GOODS MAN CORRESPONDENT.

Mr. E. W. Waldron, of the firm of R. Waldron, of Kingston, has left for England to make purchases of dry goods for his firm, after which he will go to the Continent, acting as the correspondent of the Kingston "Standard."

LEATHER HAND-BAGS

OUR
LEATHER GOODS
FACTORY
SPECIALIZES ON
LADIES' HAND-BAGS
EXCLUSIVELY



No. 1006 **$9.00** dozen.
5% 30 days.
Fine Grained Leather in
Black and all Colors.

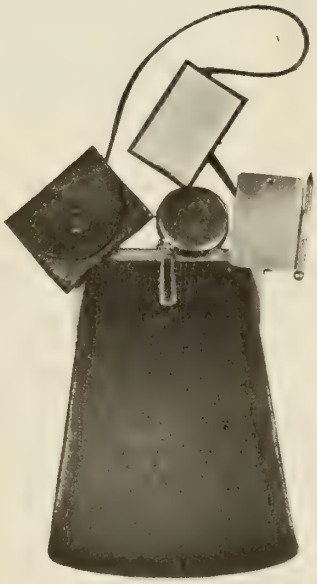
WE CAN GIVE YOU
NOT ONLY A
HIGHER GRADE
ARTICLE
BUT ALSO A
LOWER PRICE



No. 1020—**$8.00** dozen.
5% 30 days.
Fine Morocco Grain Leather
in Black and all Colors.



No. 1005 **$9.00** dozen.
Net 30 days.
Fine Grained Leather in
Black and all Colors.



No. 1003 **$15.00** dozen.
5% 30 days.
Fine Pin Morocco Leather in
Black and all Colors.

MANUFACTURED BY

FLETT, LOWNDES & CO.

LIMITED

142-144 Front Street West
TORONTO

No Dollar Kid Glove in 1915

Little Hope of Supply From France—New Type of Glace Lamb on the Market—Silks Likely to be Higher—Good Demand for White Chamois.

EXCEPT in cases where houses have been fortunate enough to buy in large quantities prior to the war, it is safe to say that the dollar kid glove has made its exit. The best prices being offered now range around $9.50 to $10.50, which cannot be called a dollar glove unless merchants are willing to sacrifice their profits. Supplies, even at these prices, are rapidly giving out, and before Spring it is apparent that the dollar glove will be a thing of the past —or, more properly speaking—a thing of the future.

A Glace Lamb Instead.

What is to take its place at this popular price? Some manufacturers have definitely decided to replace it with a fine glace lamb, while others are not yet sure what they will do. These are being made in Italy, and are considered in many quarters among the most attractive lines ever put on the market. Some of the manufacturers are already offering these, whereas others will not have them ready for delivery until February. The reason for this delay is that all manufacturers did not handle lamb, and when this difficulty arose, special arrangements had to be made for their manufacture.

Just at present, then, except where glace lamb is already available, French kid is still being sold at increased prices, with further advances bound to come. There is no regular source of French kid just now. The trappers are serving with the colors in France. Furthermore, it is feared the cannonading which has been going on in the vicinity of the Alps will seriously affect breeding, thus shortening supplies for some time to come. Attention has also been drawn to the fact—if indeed it is true—that the British Government is feeding the Indian troops on goats, and using the skins for mats in the trenches and camps, thus ruining thousands of skins weekly—another factor in the shortage of supply.

Lined Goods Higher.

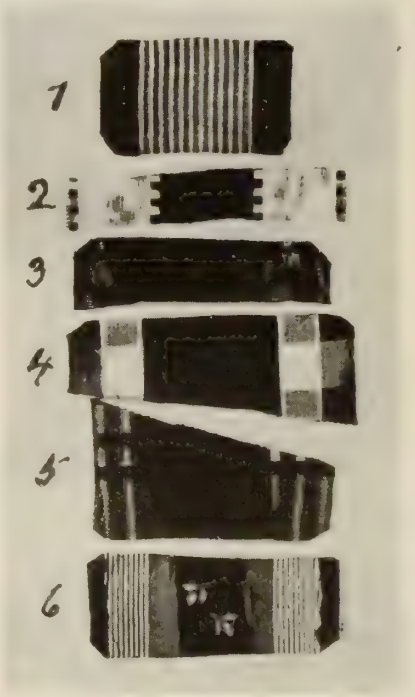
Prices of lined goods particularly will show considerable advances for next Fall, while unlined goods will be less affected. Increased cost of linings has brought this about. Shortage of kids will most likely influence the suede trade, which glove is made from the same leather as the kid glove, only treated by a different process.

Supplies of duplex fabric gloves will be small for 1915, and no idea can be formed when they will be on the market again, as the manufacture of this material is almost entirely in the hands of Germans, although English makers are beginning to take it up.

The cheap silk glove came chiefly from Chemnitz, Saxony. The British product is made from more expensive Italian and French silks, and will consequently be higher in price during the war. American manufacturers are expected to enter this field strongly, and Canadian makers may make an effort to get established firmly in the silk glove trade.

Demand for White Chamois.

Wholesalers and retailers have found that the duplex fabric trade eats into the demand for leather gloves, but with supplies of the latter curtailed, there is bound to be a bigger demand for both white and natural chamois, particularly the white washable. The men's walking and driving glove, while the price may not be increased on some lines, are bound to be affected, as the majority of the skins are from the Kazan goat, a native of Russia.



NARROW FANCIES.

1. Line striped center in black and white edge of black satin. 2. Black satin center, chine edge, narrow separating stripes in black and white. 3. Black satin centre, warp print edge, in new art colors. 4. Black satin centre block stripes on each edge, inner white and grey, outer black and gun-metal. 5. Black satin centre with dull orange and green striped edge divided by pin stripes in white and mauves with black bars across at intervals. 6. Black satin gold embroidered centre with gunmetal and black and white pin stripes, black and satin edges. Shown by Walter H. Barry & Co.

Spring Ribbons

Promise of Popularity of Narrow Widths in Fancies—Blacks and Whites Good—Good Season Predicted.

RIBBONS have been selling particularly freely for the holiday trade, even perhaps better than in ordinary years. Jobbers give as the reason for this that many ladies, formerly accustomed to giving more expensive presents, could not see their way clear to do so this year, and as a substitute gave many useful articles of their own making, such as bags, sashes, etc. All reports seem to indicate that a considerable increase in ribbons used for this purpose has taken place.

Ribbons for millinery uses during the past Fall have certainly been a big disappointment, but all the latest information leads us to think that the coming Spring season will once more find ribbons of all kinds used for the trimming of millinery, and of course also for sashes and girdles. The season should be just as good, and even better than last year.

The latest information seems to call for quite a lot of narrow widths in fancies, especially black and whites. The samples shown in this issue of The Review are direct from Basle, Switzerland, and give a good idea of the tendency.

Large houses also have confidence in blacks and whites of all kinds, in wider widths. In addition to these, of course, there will be worn plain satins, failles and moires. What effect the embargo placed by the Canadian Government against the importation of certain wild birds will have on the use of ribbons remains to be seen. In some quarters it is believed that more ribbons and more flowers will be used, whereas others believe the effect will be to increase the demand for feathers, even for those birds, or imitations, which have been prohibited.

A Canadian manufacturer informed The Review that the assumption that the coming Spring ribbon season will be one of extraordinary activity seems to be based largely upon the freedom with which manufacturers of women's dresses and costumes are employing ribbons.

THIS IS THE HOME OF CLARK'S SILK GLOVES AT SARATOGA SPRINGS, N.Y., "WHERE HEALTH AND FASHION MEET"



Every inch of space in this vast building is given over to the making of

CLARK'S SILK GLOVES

The combined ability of man and the bounty of nature made this the largest and best equipped mill of its kind on the American continent. Its work-rooms are light and bright—all corners "sun swept" every day.

In such pleasant and sanitary surroundings our army of operatives is able to keep health and ability keyed up to the task of making

"America's Best Silk Gloves"

CLARK'S Silk Gloves are packed in boxes of the utmost daintiness and attractiveness—boxes that actually help to sell the gloves and which can be used in making wonderfully effective window displays.

The Clark Stamp in the Hem of a Silk Glove is the most eloquent selling argument in Glovedom.

Clark's Silk Gloves can be obtained from most of the Leading Jobbers in the Dominion.

Get this big Plant behind your Glove Department—the mill that has specialized on Ladies' and Men's silk gloves for more than a quarter of a century.

A copy of the "Clark Book of Silk Glove Merchandising," full of Original Selling Helps, will be mailed free on request.

CLARK TEXTILE COMPANY, SARATOGA SPRINGS, N.Y.

New York Office - - 366 BROADWAY

Running Water for Sellers of Gloves

Methods That Have Built Up Immense Business in Murphy's Glove Department—The policy of Returning Goods—Special Counter for Fitting—A Cleaning Department.

IT does not require more than half an eye to see that The John Murphy Co. Ltd., Montreal, are doing an unusual business in gloves, and it is not necessary to look far to find the reason why. Firstly, they advertise extensively. Recently there appeared in the Montreal newspapers a full page ad. devoted almost entirely to gloves. The page was reproduced, and mailed to prospective customers. Then again, it is merely necessary to take a walk along St. Catherine Street to find out the glove store. Murphy's have almost a perpetual glove display in their window—displays arranged with consummate taste. One week they are displayed to attract attention; the next week they are displayed for direct selling.

"Kid Glove Policy."

With each pair of gloves, a slip of paper is given, which contains Murphy's Kid Glove Policy. It reads: "The first time of wearing gives any glove its greatest test. If any imperfections appear, return the gloves at once without wearing again. If you cannot come, phone. We simply cannot accept soiled gloves, nor those which have had, in our opinion, hard usage."

It will be seen at once that this is more than a manufacturer's guarantee. The word "guarantee" is never used, but the above slip accepts all responsibility, which is broader than a guarantee. The latter applies only to the first time of wearing. Murphy's insist that every pair of gloves they sell is satisfactory.

Save Gloves by Good Fitting.

Fitting gloves has become almost a science, and to be successful, a store must be strong on this point. Girls are employed in this store who can tell by a glance at the shape of the hand what glove is going to fit best; and a knowledge of this kind goes a long way in selling. Few people are able to fit their own gloves, and by having expert fitters in the store, many gloves are saved which would, under the firm's promise as outlined above, be returned as damaged. The number of gloves saved in this way more than counterbalances the number returned by uncharitable customers. It is not only a saving, but means comfort and satisfaction to the customer.

Narrower Fitting Counter.

The fitting counter has several features which can be profitably turned to account by stores who are contemplating adding this section. It is narrower than the average, measuring only 15 inches, which permits a much wider space between the counter and stock boxes. In most stores this space does not exceed 30 inches. In Murphy's it is 41 inches wide. This is important, for it allows the girls to pass behind one another without bumping, and thus annoying the customer. Stock boxes may be pulled out without inconvenience.

Another important advantage in this narrow counter is that the lady, seated with her elbow on the counter, holds her hand in a position directly over the inner edge of the counter, thus allowing the saleswoman to perform the work without leaning over and straining her back. The tendency to-day is to use a padded counter, covered with plush. Murphys use American leather on their counters, chiefly because it can be easily cleaned.

Hot and Cold Water.

The fitting counter is provided with hot and cold running water to permit the girls to keep their hands clean, which is necessary in these days when so many white gloves are being worn. This prevents a lot of gloves from being soiled, and is more hygienic.

A Cleaning Department

The use of white gloves has made another department essential to every up-to-date glove store—a cleaning department. In the Murphy store, one of the clerks is employed much of her time receiving gloves to be cleaned, and returning them. Each person is given a check, a duplicate being kept in the book for future reference. The accompanying illustration shows the slip on the left which is retained. The perforated slip on the right is the customer's check.

The former bears the name and address of customer, the invoice number, date received, and date returned, number of long and short gloves, the total number, and their colors. The girl has several rubber stamps. If the customer is to call for her gloves, both slips are stamped to this effect. If the gloves are to be delivered, the slips are stamped C.O.D.. A woman who has failed to receive her gloves has only to look at her slip to find that she promised to call for them.

Colored Gloves under Protest.

There is another interesting stamp, which informs the customer that colored gloves are accepted only under protest. Colored gloves are often made of inferior skins, which dye satisfactorily, but are spoiled in the cleaner's hands. This applies especially to suede stuff, and cleaners have, therefore, to be on the safe side, and accept no responsibility. This check system was designed by the firm, and has been found very satisfactory. On the back of the customer's check is an ad., which reads: "The Best Leather Cape. The best leather glove sold in Canada at $1.00." The gloves are sent out to a cleaner, as insurance companies will not permit this work to be done on the premises. Murphy's do not call for gloves, but they deliver them, which is more than most cleaners do.

There is nothing exceptional about the way this company displays gloves inside the store. Small stands are used, carrying only one or two pairs. On the counter they are shown in packages, with angle boards to separate the sizes. Sales stuff, however, is displayed in quantities, and in sizes.

Colors Rather Than Sizes

In the stock boxes, gloves are ranged according to colors first, so that if a clerk strikes a black, she can get any price she likes by continuing along the cabinet. Sizes are a secondary consideration.

During the Christmas season, Murphys adopted a system wich overcame many difficulties—although this service might not be practicable in smaller stores. The sale of gloves as gifts during the Christmas season suffers much on account of the donor not knowing the size of the recipients hand. Many stores have adopted the system of giving certificates at Christmas, which entitles the person to whom it is given, to a pair of gloves at whatever price has been paid. It is not entirely satisfactory, as a slip of paper, entitling the bearer to a dollar pair of gloves, lacks the Christmas spirit. Furthermore, it necessarily permits the recipient to know the price paid for the gloves.

Slip Announcing Exchange.

Murphy's would rather sell the gloves, as in eight cases out of ten, the size is right. If it is not, the difficulty is overcome by placing a neat slip in the box, announcing in simple language that if the size or color is not right, they will be gladly exchanged. A lady receiving such a gift will see in a minute whether the gloves were the right size or not. Furthermore, she is able to go to the store and be fitted, even though she delay the visit until next March. At the same time the gift fulfills the Christmas spirit.

Kitchener

Concentrated on Military Matters

AND who is there who will gainsay the success he is making in the handling of the European situation? He has studied war and is now bringing success to the British arms by putting his knowledge into practice.

THIS is a day of specialization, not in military matters alone, nor yet in professional matters, but in every-day merchandising—the buying and selling of the daily requirements of the public.

BARRY'S is the Specialty Ribbon House of Canada.

Every bit of our energy, time and experience goes into the designing, buying and selling of all kinds of Ribbons, from the tiny baby ribbon to the widest sash.

WALTER H. BARRY & CO.

6 St. Helen Street
MONTREAL

Winnipeg Branch:
222 McDermott Avenue

"THE SPECIALTY RIBBON HOUSE"



V. 108.—Vestee (*pique*).....$4.00



$4.00



V. 109.—Vestee (*pique*).....$4.00

FOR

NECKWEAR

SEND YOUR ORDERS TO

C. W. Ferguson Collar Co.

TROY, N. Y.

U. S. A.

IMMEDIATE DELIVERY ON ALL ORDERS.



Antoinette collar $2.00



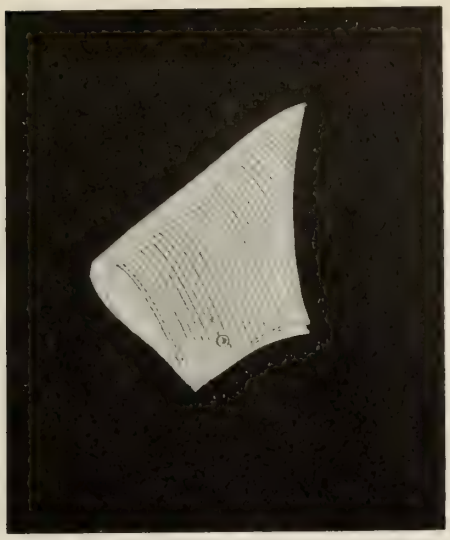
$4.00



Antoinette cuff $2.00



Mae collar (*pique*).....$2.00



Mae cuff (*pique*) (*width* 7 *inches*) $2.00



No. 2123 collar (*assorted patterns*) $4.00



Corrinne cuff (*width* 6 *inches*)....$2.00



Corrinne collar $2.00



Delphine cuff (*width* 7 *inches*).....$2.00



Thekla cuff (*width* 5 *inches*).....$2.00



Thekla collar $2.00



Belvidera cuff (*width* 6 *inches*)....$2.00

Terms on all, 6/10—5/30

C. W. Ferguson Collar Co.

Troy, N.Y., U.S.A.

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Ferguson introduces "Round Robin" Brand in original and exclusive designs



BELVIDERA—A positive hit	$2.00	**ROMOLA**—With lace insertion	$4.00
ROSALIND	2.00	**ISABELLA**—Embroidery effects	2.00
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THERESA—With lace insertion	4.00	**CYNTHIA**—Embroidery effects	4.00

Terms, 6/10—5/30

Order at once from the

"Round Robin" Brand

C. W. FERGUSON COLLAR CO.

New York Office, 381 Fourth Ave. TROY, N.Y.

U. S. A.

Ferguson Collars have individuality; are classy and attractive



MINERVA—A soft collar of pique } Very popular	$2.00
MINERVA—A different cuff } Coat or waist set	2.00
EUGENIA—A soft collar of poplin, cuffs to match, each at	2.00
CLAUDIA—Collar and cuffs, each at	2.00
CLARISSA—Collar and cuffs, each at	2.00
DELPHINE	2.00
JESSIE	1.10
LEONORA	4.00

AMELIA—Embroidery and hemstitched	$4.00
SILVIA—Embroidery and scalloped edge	4.00
DEBORAH—Embroidery and hemstitched reveres	4.00
JOANNA—Embroidery and scalloped edge	4.00
HORTENSE—Embroidery and fagoting	4.00
PORTIA—Embroidery and lace	2.00
LYDIA—Embroidery and scalloped edge	2.12½
FLORA—Embroidery and coup edge	4.00

Terms, 6/10—5/30

Order at once from the

"Round Robin" Brand

C. W. FERGUSON COLLAR CO.

New York Office, 381 Fourth Ave. TROY, N.Y.

U. S. A.

Made-in-Canada

Save commissions and middlemen's profits by buying

YOUR RIBBONS

direct from the makers



Ribbons *of all kinds are popular*

and will be sold in large quantities this coming season. Dame Fashion is calling for them — the demand will exceed any previous season.

We are the only manufacturers of ribbons in Canada.

We can supply your needs at once for Fancy Dresden Ribbons, which are much in demand.

Soft satins in all the new colors for the Spring season.

Black and colored moires in all widths. Taffetas in black and colored. Our range of qualities and prices is the largest in the trade.

Ribbon girdle lengths—the newest fashion out, in plain and fancies.

Our representatives will soon call upon you with new samples for Spring trade. Values better than ever. Wait and see our samples.

Narrow Ribbons, widths from 3 to 16 inches, will be largely used for Spring for Bows on Hats, Waists and Skirts.

Belding Paul Corticelli Limited

Montreal Toronto Winnipeg Vancouver

Embroidery Cottons

Made In Canada

Buy direct from the makers



Article 19 0—Cordonnet

German Embroidery Cotton Threads are now excluded from the Canadian market and we believe we are the first Canadian manufacturers to perfect a line of similar goods suitable for the Canadian trade.

We are now ready to deliver the

BPC Embroidery Cottons

in the different styles of thread mostly used for Embroidery, Crocheting, Knitting, etc.



Article 1155—Pearl Cotton

For brilliancy, evenness of thread and adaptability to any style of work they are unexcelled.

We shall be glad to have orders for sample shipments.

Belding Paul Corticelli Limited

MONTREAL

TORONTO WINNIPEG VANCOUVER



Following the tremendous demand for a popular-priced umbrella, we are this Spring featuring the above line. The **DOLLARSWIRTH UMBRELLA** is priced so that the merchant can make a good profit on his biggest selling umbrella. Stock the only **BRANDED** and **ADVERTISED** dollar umbrella, which will increase your umbrella sales.

Handles: Large assortment of all latest styles.
Cover: Good cotton taffeta, tape edge.
Frame: Bulb runner, eight Paragon ribs.
Style: Ladies' and Men's.

BROPHEY UMBRELLA CO., LIMITED

266 King Street West, Toronto, Ont.

UMBRELLAS SUNSHADES CANES SUSPENDERS BELTS

Don't think you can jump in when trade begins to boom and head off the man who stuck to his advertising guns. It cannot be done, the other fellow has too big a handicap.



REGISTERED

1,000 YEARS

before the Christian Era, mailed Gauntlets were used by the Greeks and Persians as offensive weapons and tokens of defiance.

For over

200 YEARS "DENT'S"

have been the strategic key to success in the Glove Departments of the World's most famous Stores.

More strongly entrenched in public favor than any other line,

DENT'S GLOVES

will continue to lead.

Our travellers are on the road and will shortly lay before you the most convincing proofs that they have the range.

Fine gloves are produced in Europe only, and Dent's own factories, located in friendly countries, Britain, France, Belgium and Italy, are meeting Canada's demands;

"And though now bent on this high embassy,
Yet stoop we to take up our Cousin's glove."
—SHAKESPEARE.

Keep your orders sealed until our ambassador arrives, or mail your commands direct.

DENT, ALLCROFT & CO.

MONTREAL

London Paris Grenoble Brussels Naples New York Melbourne Montreal

CLOTH COVERED BUTTONS

will be more popular than ever during 1915. Your customers will demand buttons made of same materials as their dresses and cloaks. Supply this demand; accommodate them, and make a large profit for yourself.

To make high-class buttons — the kind you can guarantee against coming apart or tufts pulling out — you must have a "HANDY" Button Machine and Dies, and use only "HANDY" Moulds. If you are using an antiquated swinging-head machine or old-fashioned two-piece dies, it will pay you to throw them away and get a "HANDY" and outfit of three-piece dies.

"The 'HANDY' is by far the most rapid, easily operated and accurately made button machine on the market."

"HANDY" Dies are the best that expert workmanship and fine steel can produce. Made for covering buttons of all shapes and sizes with any kind of goods.

"HANDY" Moulds are **standard** in **size** and **style**. Furnished in both black (japanned backs) and white metal (guaranteed non-rustable).

All leading jobbers carry a stock of "HANDY" Machines, Dies, Moulds and Ivory Rims.

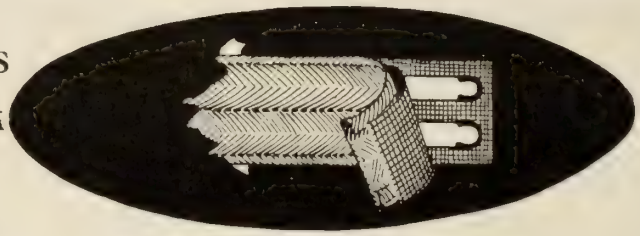
Write to-day for catalog and new style card of covered buttons. Ask us about our **new foot-power machines.**

(Please give us the name of your nearest jobber.)

Independent Button & Machine Company

3934-3942 Ravenswood Avenue
CHICAGO, U.S.A.

The Encased Steels



The P.C. Feature



Canadian Made Corsets

the choice of discriminating women

P. C. Corsets have that thorough and through quality for which Canadian and British-made goods are noted and which, when combined with the leading style features that comply with the rigid requirements of the fair sex, stem the tide of popular demand.

P. C. Corsets not only reach the women, but satisfy them with their superior service—long wear and absolute comfort. All P. C. Corsets have their steels encased in a double canvas interlining which prevents them breaking through the corset covering and causing annoyance.

Send for sample of the Canadian-Made Corset—P. C.



Parisian Corset Mfg. Co., Ltd., Quebec

Ontario Branch: TORONTO STOCK EXCHANGE BLDG., 84 BAY ST., TORONTO

MADE IN CANADA



MADE IN CANADA

MERCHANDISE favorably known is half sold.

Into 300,000 Canadian homes—the homes of your customers—have been going, each year, magazines carrying "Niagara Maid" advertising.

Each "ad" has helped to more firmly entrench in the minds of the women the fact that in the hem of a Silk Glove, or on Silk Underwear and Hosiery, "Niagara Maid" means perfect fit, beautiful appearance, and long wear.

A heavy investment of Canadian capital in a new mill and improved machinery makes it possible for us to maintain these qualities.

Good profit and quick sales are two reasons why you will want to sell "Niagara Maid" Silk Products.

Write to-day to McIntyre, Son & Co., Ltd., of Montreal, asking their representative to call.

NIAGARA SILK CO., LIMITED

BRANTFORD, CANADA









Big Leaders in

New Neckwear

Note the prices on these popular sellers.
Note especially No. 1011 Laundered Collar, one of twenty shapes—entirely new.

ORDER A FEW DOZEN

of each and see the crowd gather around your Neckwear tables.





E. J. Conlin Co.

TROY, N. Y.

MADE IN CANADA

Queen Quality

Silk Gloves

double tipped, both long and short

Silk Underwear and Petticoats

Nets and Veilings

¶ As the manufacturers of first Silk Gloves in Canada, we shall make Queen Quality the standard by which a silk glove will be judged.

The guarantee ticket in every pair assures you of finest materials, excellent workmanship, and beauty of sty e and fit.

Queen Quality and "Made in Canada" stamped in gold in every pair.

Silk Underwear and Petticoats, Nets and Veilings have the same high standard as the gloves.

We are to-day producing and shipping these goods, and are pleased to say that women of Canada have already purchased the same from retailers. Why not from you also?

St. Catharines Silk Mills, Limited

ST. CATHARINES, ONT.

Sole Selling Agents:

Richard L. Baker & Co., 100 Wellington St. W., Toronto, Ont.

THE MILITARY "BOBBY" VEIL. "Made in America"



VAN RAALTE VEILS

THE ABOVE SHOWS ONE OF OUR NEWEST AND ORIGINAL 1915 CREATIONS.

WRITE FOR SAMPLES OF ***THE*** NEWEST IN VEILINGS.

E. & Z. VAN RAALTE, 100 Fifth Avenue, NEW YORK

FACTORY AT PATERSON, N.J. THE LARGEST VEILING MANUFACTURERS IN THE WORLD



Your customers are demanding new Neckwear.
Be ready for them with a range that will ensure the sale.

R. D. Fairbairn & Co., Limited

107 Simcoe Street - - - - TORONTO

are ready with new goods and designs, a splendid assortment that should be shown in every neckwear collection.

Some Simple Business Systems That Pay for the Trouble

(Continued from page 37.)

NAME .....

ADDRESS .....

NOT RESPONSIBLE for COLORED GLOVES

No. ..... 5521 Long 2

Rec'd. 17/12/14 Short 1

Ret'd. 26/12/14 Total ..... 3 .....

TO CALL

COLOR white Tan

The John Murphy Company Limited

No. 5521 LONG 2 SHORT 1 COLOR White Tan

Rec'd. 17/12/14

Gloves to be cleaned.

This check must be returned.

TO CALL

Form used by John Murphy Co., of Montreal, for glove cleaning, right-hand half being the customer's. If customer is to call, this is stamped on both slips; if to be delivered, C.O.D. is stamped. See page 84.

leaf or page ruled out containing the numbers for each clerk, 1, 2, 3, 4, 5, 6, etc., at the top of the column, and running horizontally the days of the month, 1, 2, 3, 4, 5, and so on. When securing the totals for each department it is only necessary for a clerk to mark down the name of the department—usually a letter of the alphabet—opposite the goods which she sells, and the cashier or bookkeeper will separate these to the different departments, if there is more than one, and have the amount totaled up and entered for the day under the heading of the department.

Has He Too Much Stock?

In this way the keeping track of the sales of the department and the purchases for the department the proprietor is able to know at any time whether he is carrying too much stock, whether the stock on hand has increased at any time as compared with the previous year, and if it has, whether there are additional sales to warrant the increase in stock.

This is merely a rough draft of the ordinary system of departmentalizing, and it will be illustrated in the next issue. The idea of giving this now merely is to present to some merchants something they may be working on themselves, and any points that may not be clear may become so later.

* * *

Graded Messages in Credit.

Here is a form that is used by a Toronto merchant in a Canadian city for sending out his monthly accounts. When the account is sent out first, it merely goes out in the form it is taken from the books. If he finds it necessary, as is often the case, to send the account out the second time he has a rubber stamp, which is stamped on the account and reads as follows:

"Accounts should be promptly settled, to ensure good service monthly."

If this little reminder fails, and he has to send it out another time, he adds a wording slightly stronger, which reads as follows:

"And we must request an immediate settlement. The above account is now past due."

Should this stronger reminder fail, he then considers that it is best to send a personal letter to the delinquent reminding him or her that the account has been long due, and they would like it settled. This, of course, is usually more influential than the general notice which is fixed to the invoice.

In order to keep a record of what notices have been stamped on the bill, he has No. 1 or No. 2, as the case may be, entered up against the name of the creditor in his ledger.

* * *

Bill Sent if "Approbation" Lingers.

A number of firms are troubled with goods sent on approbation which are retained for considerable length of time. One store stopped the method of allowing a certain number of days to elapse after the goods had been sent out on approval, and if they are not returned they send a bill of the goods with a note stating that they presumed that as the goods were not sent back they had been retained, and they are enclosing the bill. This has the result of either clinching the sale or having the goods returned at once, and is considered much more effective than an ordinary request for the return of the goods without any bill .

Delivery Sheet No ____ — Dr. P. C.—2602

No. of Sheets ____ Delivery ____ o'clock. Date ____ Route ____ Driver ____

No. of Boxes, 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

No. of Baskets, 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 10 20

Clerk's No.	BK.&CK. No.	NAME	ADDRESS	Bskts	Boxes	Paid	Charged		C. O. D.
		1							
		2							
		34							
		35							
		36							
		37							
		38							

This is the top and bottom portion of a driver's delivery sheet that is used in a Canadian department store, with names, addresses, and "paid," "charged" or "C.O.D." marked on it in each case. These are made out in duplicate, and the driver signs one as a receipt for the store.

NOTICE—Drivers must check and return this sheet immediately after each delivery. All losses or shortages must be reported at once to shipping clerk. Note remarks on reverse side, referring to line number.

Driver's Signature





Spring Novelties

in

Filet Veilings

Novelty Laces

Fancy Nets

Embroideries

also

Organdie Collars and Edgings

MAIL ORDERS PROMPTLY ATTENDED TO

The Thompson Lace & Veiling Company
LIMITED
59 Wellington St. West, Toronto, Ont

Giving Corsets Place of Honor in the Store

St. Thomas Store, Where These are Located, Just Inside Front Entrance and Whitewear and Underwear Adjoin—Good Fitter and Fitting Room Essentials of Success in High-Grade Lines—Hints on Running First-Class Department.

THERE are merchants who give very little attention to the corset department. They find it a hard one to run, but the store has to have one, so they locate it in any spot not taken up by what they consider more profitable merchandise. Usually the service given in such a case matches the location so there is small wonder that trade passes them by, and growth is absent.

Women look upon this department with very different eyes. To them the corset is the secret of style; it is the foundation of the all important silhouette and if it were not for the corset it would be impossible for the average woman to follow so closely the varying style changes.

Style and Comfort.

It is not too much to state that the whole corset business both manufacturing and retail is built upon this basis. This, and the comfort given by the lines upon which a well designed corset is built. Style and comfort must be present in a successful corset model. The woman of to-day demands the corset that is comfortable to wear, and that also gives her the figure the style of the moment calls for. To give all women whether tall or short, slender or stout, the same type of figure is a pretty large order but modern corset manufacturing is down to an exact science and produces this effect by putting out a large number of models designed carefully to meet the needs of every kind of figure.

Failure to Fit.

A glance over the catalogue of any manufacturer shows how thoroughly he has done his work; but where the service so often breaks down lies in the failure in the retail department to fit the right model on to the type of figure for which it was designed. Therefore it cannot be too strongly emphasized that the selling of the right model to the right woman is the most important point in corset retailing, and the department which performs this service is going to grow—nothing can stop it, while the department which fails here must of necessity prove a failure.

In stores where the department is a flourishing one there is always some personality behind it that counts, where there is a successful department there will also be found a keen buyer, who has made a study of the goods, and who knows at a glance the model that is best adapted to bring out the best points of a woman's figure. She has her selling staff trained and will see that all her customers are given the right model so for as in her power lies.

A CLEAR VIEW.

One of the most successful corset departments in Western Ontario is located in the Anderson Co.'s store, St. Thomas.

It catches the eye at once: just inside the main entrance, along the front wall: truly a place of honor.

When surprise is expressed at the prominence, there is a shrug.

"What else will we put there? You'd be surprised at the business we do in our corset department."

And when one asks the secret: the fitter and the location. A fitter who has won the confidence of the women of the city and surrounding district: a woman who has studied the art of fitting and who serves her customers year after year.

The fitting is done in a room reserved for the purpose upstairs: here women go who are buying the higher-priced corsets. Satisfied, they come again, and with them their friends.

The location of this department deserves another word. It is visible from far back in the store; no high shelving in the quarter in front of it obscures the view. This was removed and tables took its place: tables on which are displayed other "underwear" than corsets—white goods, knitted goods, etc. All adjacent to the corsets, all working in with it. An idea that has borne fruit in extra sales: a wise relation of accessory departments. And over the tables the corset section is visible.

Near the Ready-to-Wear.

Though there are many successful corset departments in various locations in the store, the ideal location is with the ready-to-wear stock preferably where the department is easily accessible both to the whitewear and the cloak, suit and dress sections. If so located, and space is at a premium, the ready-to-wear fitting rooms can be used by all the departments.

Its Own Fittting Rooms.

If possible the corset department should have its own fitting room, or rooms according to the size of the department and the business done. Fitting rooms in the department mean a saving of time and mean that the salesperson fitting is not away from the department for so long a period of time. This is of importance as her advice will be sought by all regular customers.

Special Fitters Visit Stores.

Does it pay to fit corsets? Well, let the man with just an ordinary department, who is in doubt ask the merchant who insists upon customers buying corsets above a certain price being carefully fitted, or better still let him ask the wholesale corset salesman about the bill he sells the competitor who fits, and compare the sales in the department where fitting comes in the ordinary routine with those in his own, and if he has an open mind he will be convinced. So important do corset manufacturers regard fitting that they pay special fitters to visit their customers' stores. They well know that these visits from an experienced corsetiere mean a large increase in sales which of course comes to them in the form of increased orders.

Two Models of Each.

Certain numbers must be kept in stock and there should always be at least two models of a particular size and shape in stocks; which of course must be increased when the model is a quick seller.

Saleswomen should watch sales and note which numbers have a tendency to drop, because some new model is on the market that is taking their place either because it is cut on newer lines or has some feature which makes it more comfortable to wear.

Slow moving stock must be watched for and brought under the notice of the head of the department. Lines of this class together with models that have been soiled by handling and because they have been used for display purposes all furnish material for attractive bargain sales.

Fill in Sizes Daily.

Stock should be carefully dusted every morning, and after this is done it should be gone over and all the sizes should be filled in. The sizes should go in rotation and the stock should be so arranged that when the selling begins for the day the saleswoman knows just where to lay her hands on each model and no time will be lost by having to make a search for it in the reserve stock.

Corset Announcement

Extraordinary!



THE uncertainty in styles in almost every line of woman's wearing apparel has caused not a few buyers much uneasiness. What to buy—where to buy—and just how much is the dominant question to-day.

Since divorcing curselves—almost two years ago—from the foreign influence, manufacturers and buyers have watched with interest our "next step." The women of this country and the most prominent buyers can tell you how we have succeeded.

Three Factories Have Been Added in Two and a Half Years

An Authoritative Word on Corset Styles

BUYERS can eliminate their doubts and fears regarding corset styles for Spring and Summer, 1915, by a careful examination of the complete Gossard line. Certain definite changes have been made—which will have much to do with a very large increase in Gossard sales wherever Gossard Corsets and Brassieres are sold.

The pre-eminence of Gossard priority in style and the superiority of materials and designing were never so evident as they are this season.

We freely predict an increase of 100 per cent. this year in the thousands of stores where Gossards are sold. Not in many seasons has the style tendency been so much on the side of the corset which shows the figure lines quite plainly, and never have we supplied a line of corsets and brassieres that so completely covered every demand of the buyer and retail customer.

The reduction of "other lines" carried by Gossard dealers goes on steadily and with ever-increasing profit to our trade. Not one, two or a dozen stores are eliminating the slow turn-overs and adding more Gossard models. Hundreds are doing this.

The dealer who hitched his wagon to the Gossard front-lacing star a few years ago was fortunate. To-day he is more fortunate because of the wonderful progress made by us in exploiting the front-lacing idea. Any store selling Gossard corsets to-day has a style asset which cannot be too highly estimated. It amounts to a money asset for Gossard dealers.

Gossard Corsets will sell faster, at a higher average retail sale price and show a larger net profit than any line of corsets in the world.

Ask any Gossard dealer who is carrying a representative line of models and who is employing our dealer's service and who is fitting each corset sold. A great year in corsets is ahead of every store selling Gossard Corsets.

Wear GOSSARD CORSETS
They Lace In Front

The H. W. GOSSARD Co.
Largest Makers of Fine Corsets
Gossard Building - Chicago, U.S.A.

MILLINERY

Lid on Tight

Against Importation of Aigrettes — No Penalty, However, For Wearing Them — Devices For Brides Crossing Border.

ON the first of the year a law came into effect which will have serious bearing on the millinery business in Canada, the prohibition of the importation to Canada of "aigrettes or osprey plumes, and the feathers, quills, heads, tails, skins, or parts of skins of wild birds, either raw or manufactured."

The following are exceptions:—Feathers or plumes of ostriches, plumage of the English pheasant, and the Indian peacock, the plumage of wild birds ordinarily used for food, and specimens imported for museums or educational purposes with the special permission of the customs authorities.

Aigrettes, as is well known, are taken from the living egret or lesser white heron, at the time when the mother bird is caring for her young, being at that time in full plumage. Further it is difficult to catch her at any other time. This operation often results in the death of the mother, as well as her young.

The importation of feathers into Canada is around $2,000.000, of which aigrettes account for a large proportion. The following figures give some idea of the value of imported feathers, the prices being wholesale valuation: Artificial feathers and flowers for trimming hats, $785,296; fancy feathers, dressed, $406,162; ostrich feathers, $71,620.

Making a Substitute.

As soon as it became known in France that this bill had passed the Canadian House of Commons, a start was made to produce a very close imitation, using the pheasant. By laying the feather flat, the flues around the centre were burned, and something approaching the plumes of the bird of Paradise was produced. The aigrette is more difficult to imitate, the remarkable softness in this feather being lacking in the burned product.

The Canadian trade will be hit worst by the prohibition of aigrettes and birds of Paradise, especially this year, when the trade was expecting a big run on the latter bird. It is a very profitable trimming as it can be re-made according to the fashion prevailing. It is difficult to destroy. Should it become thin, it can easily be made normal again by a process of steaming.

As a result of all this, hats trimmed with imitation bird of Paradise will be considerably cheaper, costing $2.50 where the genuine article brought figures around $35. This is very appropriate now that times are inclined to be a little hard. Yet, despite hard times, wholesalers, who found difficulty in disposing of these hats last Spring, have cleaned out their aigrette stocks at prices up to $80.

Dangerous to Wear.

The question might be asked. What will happen to wearers of these hats

(Continued on page 105.)

PARIS AND FASHION.

The leadership that Paris has obtained in the world of fashion is not taken from her, and it is entirely unlikely that any individual designer, or association of manufacturers will be able to launch any distinctive style that has not had its first origin in Paris. What Paris lacks at the present time is the means of launching her new styles: theatres, restaurants, race tracks and all the centres which the devotees of fashion used to frequent are closed. Parisian modistes are still producing, but the world at large is having to make its own choice. With the return of the Government to Paris, conditions should improve, and already there are signs that point in that direction. The Comedie Francaise held matinees in December, and other theatres are expected to open shortly. Ciro's restaurant, noted for its smart afternoon tea saloon, is already open.

Spring Business

With right styles and proper variety of shape Spring should be almost average—Must prices be cut?

COMPARED with normal seasons very little advance buying has been done for the coming Spring. For many seasons past buying has been closer, and this season will serve to increase the tendency. Style means so much in millinery, and styles at this time of the year are always more or less uncertain, but this year the conditions created by the war make them more uncertain than ever, for the trade does not know from which style centre are to come the predominating models. It looks as though it would be Paris via New York. New York's influence will be strong, but it must be remembered that many houses there are working even now on Paris ideas, from models and information that come direct for their own use.

What Paris lacks at the present time is the usual means of launching her new ideas. Up to the present the theatres and restaurants are all closed, though it is said that with the new year a change in this respect will come about.

It is not going to be an easy season in which to operate, but nevertheless there is plenty of encouragement ahead for the milliner able to plan her buying so that she can give both style and value. Millinery is always classed as a luxury, but the majority of women when called upon to economize are always loath to cut out the new hat, and there have been seasons before when financial conditions were fully as stringent that have been remarkably good millinery seasons — very much better than others when some freak style swept all before it and left the trade with a big stock of unsaleable materials on hand at the end of the season.

From past experience it would seem as though style has more to do with making a good season even than financial conditions, unless they are so bad that money is unobtainable, and given the right styles and the proper amount of variety

(Continued on page 108.)

Fiskhats and **Fisk Millinery Merchandise**

on display in Markets convenient for Canadian Buyers



Exclusiveness and Individuality are distinguishing attributes of all Fisk creations.

STYLE QUALITY

A cordial invitation is extended you to visit our Exhibitions of Correct Spring Styles in the following Markets

CHICAGO—225 North Wabash Ave. Formal Opening January 11th
NEW YORK—29 West 38th St. Opens for Season January 18th
CLEVELAND—414 Superior Ave. N.W. Opens for Season February 1st

D. B. Fisk & Co. Chicago



IMPORTED FRENCH SHAPE.

The turned up capeline is one of the latest shapes. This model is developed in hemp in one of the new burnt shades. Photographed in New York for this article.

What's What in

Choice for Easter Hat Promises to Be Tan—Hats and Toques of "Barnyard" or "Lemonade Straw" Braids—Wide Brimmed Capelines of Hemp, Milan or Tagel.

Written for The Review

NEW York, January 2 (Special)—If indications may be relied upon the chosen color for the Easter hat will be tan. Not the dull, slightly pinkish tones seen so frequently at present and termed "sand," but a very light, very clear champagne tint, very faintly greenish, which will blend excellently with practically every other tone and will be splendid for a basic color. For garnitures a light, very soft green on the Empire order but lighter will be frequently employed, and will be found particularly effective when used on a champagne-colored foundation. Another tone frequently employed in the garniture of the Spring hat is a vivid regimental blue; poinsettia and currant reds, though prominently featured in the advance designs, threaten to be passe by the time Easter arrives. At present they are so popular that exclusive dressers are shunning them already, requiring something less generally worn.

NOVELTY IS SUEDE; HEAVY FOR SPRING.

The great novelty in millinery materials is suede; extremely chic to be sure, but in my opinion much too heavy for actual Spring wear. Suede covered models are shown in a great variety of tones, such as beige, gunmetal grey, cerise and sage green, and are generally finished with contrasting hemp or milan facings.

A very unusual model shaped like an antique helmet was covered with slate grey suede, having no other trimming than a series of large, dark blue, grey rimmed buttons, covered with the same material and posed over the edge of the narrow, close brim.

TUDOR TOQUE.

Another very effective model showed the becoming contours of the Tudor toque: the evenly wide, rigid brim revers was smoothly draped with suede in dull bronze-like tan, while the crown was developed of glossy fancy braid in the same tone, showing diamond shape. The simple but unusually chic trimming was placed at the left side, connecting crown and brim revers—a carelessly tied bow made of suede strips in beige and Russian green, supporting a small drooping pompon of lustrous silk in the tone of the foundation.

"BARNYARD" BRAID POPULAR.

Hats and toques made of the new rough braids prosaically termed "barnyard" or "lemonade straw" are shown in a profusion of designs, and promise very well, indeed. These braids are conspicuous by great lightness, and make up very prettily, their glossy surface making a very handsome setting for trimming of almost any kind. One sees them trimmed with flower or fruit wreaths, with bands of ostrich closed either at the front, back or side over a long single plume or a cluster of long tips, with huge fluffy pompons of Malines, or jauntily trimmed with a large ribbon arrangement fastened with a pair of ornamental pins with club, pear or ball-shaped heads.

FOR BETWEEN-SEASON WEAR.

The present vogue for hand-made hats has never been exceeded and seldom been equalled. Faille, satin, French crepe and Malines are the fabrics entering most prominently in the making of these, being used either in conjunction with straw or other braid, or independently employed. A style which is greatly in demand for between-season wear is a moderately large sailor, the crown of which is usually round and medium-high, while the brim may be rolled up in any of the new modified versions of famous old portrait styles, or else may droop front and back, shepherdess fashion, or have any other kind of treatment. The crown (and sometimes the brim as well), is

NEW TRIMMING IDEAS.

Large, flat wing bows fastened with large ornamental pins.

Narrow crown bands of velvet or taffeta ribbon drawn through linked chains of beads or spun glass.

Greatly magnified begonia blossoms of velvet, kid lined.

Cockade motifs of pleated ribbon bound with metallic flowers.

Wing-loops of Malines (wired), edged with flowers or ostrich fronds.

Solid bands of variegated flowers for outlining crowns and brims.

Brim finishes showing Vandyck points of silk or ribbon over a background of braid.

Spring Millinery

Malines Will Be General Favorite for Warm Weather—Scotch Foraging Cap Leads Military Styles—Floral Garnitures More Prominent Than Feathers—Drooping Pompoms Good

by a New York expert.

covered with the silk, rarely smoothly applied, but generally shirred or arranged in fine plaits, and the brim is in almost every instance faced with straw in a contrasting tone.

MALINES FOR WARM WEATHER.

For warm weather wear Malines will prove a great general favorite, all indications pointing to a colossal vogue for this truly Summery fabric. Crepe will be used much in the same manner as Malines, either applied layer upon layer, or else shirred to form one compact though fluffy mass of little puffs.

As concerns Spring trimmings, every conceivable form of it is shown in the new models, floral garnitures a little more prominently than those of plumage. Among the most fetching novelties are fine wreaths composed of small fruits and flowers, all in soft pastel tones, interrupted here and there by a small velvet ribbon bow. Wreaths and cabochon motifs made of little blossoms cut from kid or from glazed patent leather are among the most exclusive imported trimming effects, as are little cluster bouquets with silk flowers with opalescent foliage of varnished leather or spun glass.

DROOPING POMPONS A BIG SUCCESS.

Ostrich will be used in bands, in exquisite fancy arrangements, and above all in the shape of pompons. Pompons, by the way are sure of a tremendous success; in spite of the fact that they have been popular for quite a few months pompons have made their appearance on Spring millinery of all descriptions, and hats thus trimmed are proving extremely good sellers. Besides those made of clipped ostrich unusually smart novelties are displayed in drooping tassel effects of soft or heavy silk thread, of fibre or of long, full ostrich fronds. These drooping pompons have not only the advantage of newness, they may also be made quite ornamental by finishing the tall stem that supports them with a fancy beaded motif, a jet ornament or a little bunch of small flowers.

RIBBONS IN GREAT VARIETY.

Ribbon is used in all widths and all tones. Moire ribbon of the heavily corded belting variety is shown in smart two-toned effects, finding employment on chic-tailored and semi-dress models.

A clever little Glengarry toque of Russian green horsehair braid has the edge of its brim revers overlaid with strips of inch-wide moire ribbon, cerise on one side, black on the other, and so arranged that the two tones alternate. The end of each ribbon strip is mitred, producing a delightfully chic effect and introducing a unique new idea in brim finish. The crown, which is oval and sharply creased from front to back, is trimmed with six pairs of small Mercury wings in cerise and black.

LID ON TIGHT ON AIGRETTES.

(Continued from page 102.)

now that this law has come into force? The same law has been on the statutes of the United States for about a year, and in the State of New York, the wearer runs the risk of being stopped on the street, and fined heavily. Only recently, a lady left Montreal on her wedding trip, wearing an aigrette, and as soon as she stepped into New York, she was stopped, and compelled to hand the feather over to the authorities. Despite this fact, women in the American metropolis insist all the more on wearing these hats, and are willing to take chances.



BARNYARD SHAPE—FLOWING VEIL.

This model is full of new suggestions. The shape is new, and so is the backward pose of the hat on the head. The flaring drape veil is finding great favor with the smartly dressed women in the United States. The straw is of the barnyard variety, and fruit and foliage forms the latest note in millinery trimmings. Photographed in New York for this article.

SHAPE NOVELTIES.

Among the countless military styles, copies of the Scotch foraging cap are preferred.

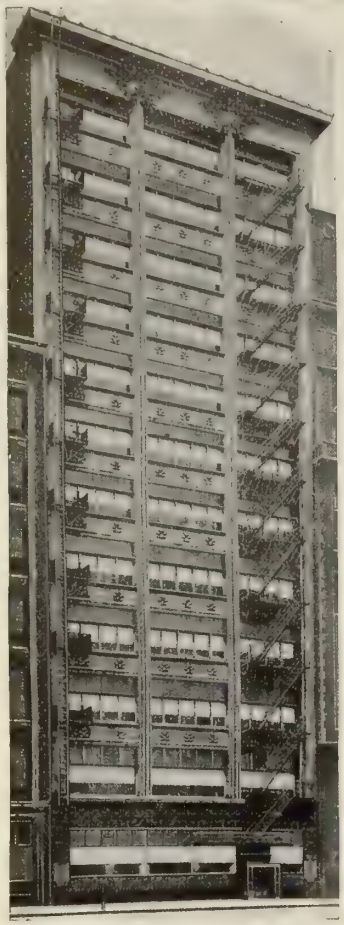
High-crowned hats with narrow Eugenie brims are considered ultra-chic for tailored millinery.

Wide-brimmed capelines of hemp, Milan and tagel are raised high at the back and trimmed at that point.

The long profile line is accentuated in many of the smartest shape novelties.

A promising novelty in dress shapes shows the modified outlines of the Quaker hat.

GAGE MILLINERY



OUR CHICAGO BUILDING
18 S. Michigan Avenue
11 *floors devoted exclusively to Millinery.*

The business of Gage Brothers and Company has been built up on the theory that the people are interested in *Original Ideas*, and may be depended upon to show this interest at every opportunity.

No one can have a monopoly of merchandise, but there is always a demand for ORIGINALITY.

THIS DOMINANT THOUGHT is the foundation upon which this business has been built, and the solidity of this foundation has never been so well attested as during the last six months, when in spite of so-called unfavorable conditions our business has not only maintained its usual volume, but in both the city of Chicago, and in the country at large, has shown a material increase over the business of previous years.

In announcing the opening Monday, Jan. 4th, 1915, of our

New Establishment in NEW YORK CITY

and in calling attention to the increased space devoted to it, we but emphasize our enlarged facilities for meeting the requirements of a *National Trade*. We will maintain designing forces in New York City, working in collaboration with our Chicago staff, so that the Gage Organization will be in immediate touch with fashion tendencies wherever developed, and be able to utilize greatly increased resources in handling.

Our Growing Eastern Business

We will occupy in New York two entire floors in the splendid new structure at the South-west Corner of Fifth Avenue and 37th Street, and will offer the trade

Throughout the Entire Year

those products of the Gage Organization whose increased popularity has made our enlarged quarters in New York City a necessity.

Gage Merchandise Delivered direct from New York.

Gage Brothers & Company

CHICAGO
NEW YORK



OUR NEW YORK ESTABLISHMENT
S. W. Corner 5th Avenue and 37th Street
Entrance on 37th Street

GAGE

Preparedness *for* Spring

A condition unprecedented in the world's history exists to-day, with respect to the accustomed sources of Fashion, and the foreign manufacturing centers of merchandise. Production abroad is curtailed, and transportation limited.

Only the best equipped firms in this country can offer their customers uninterrupted Fashion service. Now is the time when well established foreign connections, when strongly intrenched domestic resources, when integrity, ability, and originality count.

How well Gage Brothers and Company has stood the test is evidenced by our greatly increased business, the adequate handling of which has compelled us to establish enlarged quarters *in New York,* a permanent office *in San Francisco,* and to provide *in Chicago* added facilities for the sale and distribution of merchandise, thus offering to the trade a

Fashion Service from Coast to Coast Which Has No Equal

In Chicago we have made important changes in the physical arrangement of our building. All offices, including those of our salesmen, are now on the 2nd floor—grouped in such a way as to afford increased efficiency. Our ribbon and yard goods departments occupy the entire 3rd floor. Gage Untrimmed Shapes will be displayed in newly fitted quarters on the 8th floor and the department devoted to street and outing hats will be able, by utilizing the space of the entire 9th floor, to handle its greatly increased business to better advantage. Our spring lines of flowers, ostrich, ornaments, novelties and other millinery merchandise will occupy as heretofore the 4th and 5th floors.

Gage Hats—Dress and Tailored, will be shown, as in previous seasons, in our Pattern Hat Display Rooms on floors 6 and 7. No detail of equipment, either in personnel or service, has been overlooked in the recognition of the fact, that

The Millinery Trade looks to Gage Brothers and Company for its INSPIRATION as well as for the MERCHANDISE necessary to put the NEW IDEAS to practical use.

Gage Ideas
Gage Exclusive Millinery
Gage Authoritative Merchandise
Gage Service

The Mark of Originality

Gage Brothers & Co.

Established 1856

Chicago New York



TO INSURE OUR IDEAS reaching our trade in their absolute integrity we have found it necessary to equip ourselves with two large factories, where, under our absolute control, Gage Hats are designed for our customers at the lowest cost consistent with the quality given.



¶The Gage Hat Manufactory, 1241-1247 Indiana Avenue, Chicago.

Altogether the situation demands careful consideration and buying generally will be closer than ever before—Miss Leary.

A Flower Season Predicted

Colors Popular as a Change From Severe Black and White—Shapes Worn Higher on the Head —Possible Substitute for Scarcity of Velvet.

After an interview with Miss Leary, millinery buyer for Goodwins Limited, Montreal.

PRACTICALLY nothing has come from Paris since the gloom of war came over the gay French capital. people at war can hardly be expected to give attention to such frivolous matters as designing gowns and hats. Even if they did, there would not be the people to wear them, and a style does not become officially such until it has been worn and approved by public opinion. Then, too, it must be expected that Paris creations for French people to be worn in these days of gloom are hardly likely to suit the tastes of the American people who are not at war, or of Canadians who are more likely to follow the New York fashions than those of any other city.

However, considering all these things and taking New York as the likely source of millinery inspiration for next Spring, Paris should not be eliminated. In fact, we are likely to see in the Spring situation the anomaly that in New York and Canada we will have what are practically styles, but styles which will not be worn in Paris. In other words, New York houses which have designers in Paris are likely to get models forward which will show the handiwork of the Parisian creators and which at the same time will not be suitable to the French attitude and sentiment at this time.

A Flower Season Logical.

Under these conditions there is nothing definite to be said at the moment regarding the Spring styles and buyers generally are holding off until the situation has taken form. At the same time there are certain tendencies which may be expected to have an influence.

Flowers seem likely to be in favor. Following a season of severe colors and trimmings such as last Spring and Summer with its black and white and wings, flowers should be popular as a change, even though the war sentiment would tend to continue the use of the plainer colors. Besides flowers can be made in the United States and Canada and there appears to be a probability that imported trimmings will be hard to secure as the result of the lack of production

EARLY SPRING MODEL.



Black satin sailor with stitched band of grey satin. The hat is faced with cabbage straw, and the ostrich fancy is grey and white.

in Europe and difficulties of getting shipments.

The Tendency In Shapes.

The fashions in vogue in Paris at the time of the outbreak of the war showed the small hat becoming smaller and at the same time the large shape coming back to popularity. This condition still prevails to a large extent and seems likely to. There probably will be the change, however, that with the wider skirts which are to be in vogue, all shapes will be worn higher on the head.

The large shape and the probability of the popularity of flowers lead to the opinion that we are to again see picture hats, such as were worn some years ago before the skirts began to tighten. At the same time the small shape with high trimming will likely continue to share the popular taste.

The question of materials is not defined. Velvets are continuing strong, but there is likely to be a shortage which will bring some other material forward; what this material may be does not yet seem to have been decided.

Altogether the situation demands careful consideration and buying will generally be closer than ever before—and it has been getting very close now for some seasons. There are too many elements to be considered to forecast what influence they may have.

Canadian-Made Flowers.

Regarding the reference made to the possibilities of the use of flowers for trimmings, it is interesting to note that a very good product is being turned out in Montreal at the present time both by millinery concerns and by people from Europe who are manufacturing in their own homes. And not only are these flowers being made in the Canadian city, but they are also being dyed here. For all practical purposes they serve as well as the imported varieties but on close inspection they reveal certain little faults with regard to some of the smaller details, such as the coloring of the back of the outer petals.

SPRING BUSINESS.

(Continued from page 102.)

in shapes and materials. and no concentration on just a few lines, there is no reason why the coming Spring should not be just up to the average.

There is no question that it is going to be harder to bring out the business, and that it is going to be the milliner who is the best style buyer and the best profit bringer that is going to be ahead of the game. Complaint has been made in the season now past of the extra good values that had to be given to bring business, and milliners are well up against the same condition during the Spring that is coming. The $10 hat was the popular limit in the big city stores, $6 or $7 was the popular price in outside centres. Therefore, it is the milliner who can show the most style and the best values in hats of this type that will get the cream of the business.

To do this will require skilful merchandising, a quicker turnover, and a more careful watching of your stock.

Short Season and Quick Profits

Secret Behind Wonderful Success of Millinery Department in Barry's, Trenton — Buying Lightly and Frequently—Cutting Down Prices to Clear After Two Months.

After an interview by a staff correspondent.

TO get in quick and get out quick is the success of the millinery business; to follow the styles closely and sacrifice as soon as these styles change—that is the policy which is behind the millinery establishment which supplies the women of this town and other towns in the district. The department of the store of Barry & Co., where hats are made and sold, is one of the features of this old reliable business. F. W. Barry has great faith in it both as a money maker and as a drawing factor in relation to other departments of the store; to it he has always given his close personal attention and he has built up a business which is known throughout a large section of country.

Style the Main Feature

That the hat of one season has a worth that has practically disappeared by the next, is appreciated by Mr. Barry. The great asset in millinery is style, and to get style his milliners follow the market as closely as possible. Regular visits are made to the city openings and close touch is kept with conditions through the trade journals.

Hold Prices Two Months Only.

A short season and quick profits—or losses if necessary—is the Barry policy. "I do not believe in holding my prices more than eight or ten weeks," stated the head of the establishment. "I believe in early openings, and here the Fall season usually starts about the 1st of September, practically at the same time as the openings in the cities. But by the second or third week of November I believe in sacrificing what hats are left and taking my losses at once rather than have the money tied up until the following Spring."

"To what extent would you cut prices to clear in the same season rather than holding over," was asked.

"I would sell a $2 hat or a $2.50 hat for 50c if necessary," was the reply. "I would rather do that than take chances on holding for six months or so."

Buying Lightly and Often.

Mr. Barry follows the more modern buying policy of keeping close to the market where style is such an important element as in millinery; he buys close and closes no large orders early.

"The situation is this," he summed up. "I may be able to buy a $1.25 line for $1.10 by giving my order ahead of the season, but what is that 10c or 15c to me in relation to selling that same article at $2.50 or $2.75—when the sale will depend almost altogether on whether or not that hat has the style."

Mr. Barry states that his experience is that after the opening of the season the business will define itself into six or eight favorite lines. There may be all sorts of trimmings and finishings but the foundations will be much the same. Until these lines are defined to some extent by public opinion he thinks that there is a big element of chance in taking heavy stocks.

Dressmaking Strong Department.

The house of Barry also makes a specialty of making dresses, costumes and mantles. This department like the millinery, receives a large share of the personal attention of the head of the concern and he has great faith in them as factors in the development of the business. In conjunction with a well-stocked ready-to-wear department, the store is in a position to supply practically every demand and this is a considerable advantage. Here, too, it is very important to keep in touch with the styles.

Mr. Barry does not believe that it is actually necessary to make a revenue out of his dressmaking to put it on a basis of being an asset to the store. For instance, even if at the end of the year he found that in the dressmaking there had been an outlay of $50 or $100 more than the actual receipts he would not consider that there had been an actual loss for in addition to the sales of goods there would be the profits of all the findings and trimmings. The extra business brought to the store by having a department of this kind in his opinion warrants it being carried.

In the Barry store there are eight to nine milliners employed in the busy season and ten to twelve in the dressmaking department. The latter staff he considers the most efficient for the department. It forms the proper complement for a cutter and fitter—more would be too many, and less not sufficient to sustain the higher-priced employees.

In connection with the sale of hats or costumes Mr. Barry believes that the great factor is to give personal attention to the customers, to make them feel that an interest is being taken in them. To the customer with ten dollars to spend the selection is just as important to the individual as it is to the person with five times the amount. For this reason he believes that these departments should have particular attention and that the salespeople should be encouraged to give the customers a feeling that their needs are having personal consideration.

MONEY for MEALS and MILLINERY

The wife of the proprietor of the leading hotel of Trenton, Ont., met the head of the dry goods house which makes a specialty of millinery for the town and district. It was in the millinery department.

"Well I guess we are all right, no matter how long the war lasts," she remarked." People must eat and women will have millinery."

"And she was right," said the dry goods merchant. "No matter what else a woman may have to do without—or what other members of the family may have to do without — she will have a new hat. I have heard women in this store tell their husbands straight to the point that they are going to have just as many hats as ever even if there are other things they have to go without. The same coat or dress might be fixed over—but the hat, "never."

MILITARY MODELS IN NEW YORK.

Military models have made a great hit, says one leading New York milliner. The instant appreciation of New York was expected, but that the natty military hats produced from the descriptions of the models worn in Europe should be ordered from all over the country was not expected. Orders for military models have come from all the leading American cities, and you will see them worn in the smartest 5th avenue restaurants, and the leading hotels. There is the Tipperary, the Belge cap, the Franco, the Scottie, and the Cossack.

Hello, Canada!

This is to announce to the millinery trade the introducing into Canada of a new patented process for the manufacturing of hats—the process that has revolutionized the hat industry in the U. S. and promises to put Made-in-Canada hats on a high level—it's

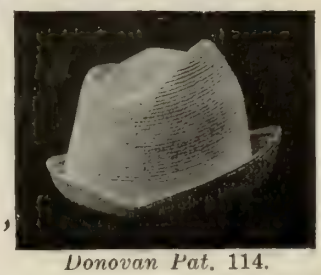


Highland Pat. 151.

The new patent Vacuum Process for the manufacture of high lustre finish Straw and Felt Hats.

This new process gives a bright finish and the light, mellow feeling so necessary to straw hats of the best quality.

Besides supplying the trade with high quality hats we obtain our styles direct from European fashion centres, and are constantly adding to our line of latest New York styles.



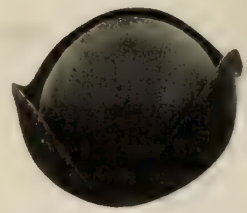
Donovan Pat. 114.

Vogue Hats

A few of our leading styles for the Spring Season, 1915

Our initial showing is very extensive and exclusive—the values are above competition from either side of the line. Ask your wholesale millinery for the range or drop a card to us.

Manufactured only by



Caprice Pat. 103.

Vogue

Hat Manufacturing Co.
of Canada,
35-45 St. Alexander Street
MONTREAL



Majesty Pat. 147.

We have the best facilities in the world for producing hats—both straw and felt—of the best quality

Our well-equipped factory is in charge of experts from New York—men of long and successful practical experience, who are also equipping the factory for the making of

High Lustre, Bright Finish Felt Hats

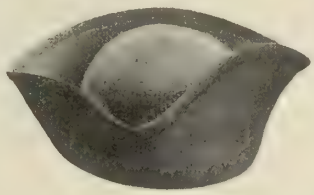
for the coming Fall season. These are made only in Canada by the Vogue Hat Co.

The Vogue Hats will meet every requirement of the Canadian trade for strictly high-grade hats and will save the duty.

This latter feature is a big consideration this year in the face of existing conditions.

Buy Made-in-Canada hats and increase the earnings of your department.

Vogue Hats



Plymouth Pat. 103.



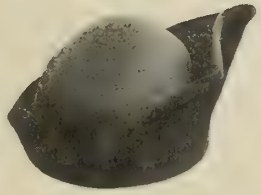
Empire Pat. 152.



Plaza Pat. 105.

See the Vogue range before placing your Spring and Fall orders.

Our line is carried by all leading wholesale millinery houses in Canada. Be sure you see this new line as early as possible—it's a money-maker.



Baltic Pat. 104.

Vogue

Hat Manufacturing Co.
of Canada,
35-45 St. Alexander Street
MONTREAL

Spring Color Card

Claude Freres card is out—War's Influence on colors—Names and ideas come from war sources —Grey to be largely used in Parisian fashions—No sand or putty

THOUGH a little late the Claude Freres color card for Spring, 1914, has arrived. There are 83 shades on the card, and they are all practical shades. The first point that strikes is the absence of the sand and putty shades that are so much talked off on this market for Spring. This absence is partly explained by the fact that sand and putty were brought out in Paris before the war broke out and are looked upon in Paris as belonging to last year.

The influence of the war is seen in the introduction of colors having a national bearing, and also in chosing of various grey shades on steel and gunmetal order.

The first place on the card is given to six shades named "Violette Russe." These colors shade from fresh clear purple to dull faded tones. The next set is very important when the position of grey is considered. This set also consists of six colors and is named "Mitraille," the meaning of which is cannon or iron grey.

Numbers 5013 to 5018 consist of three shades of yellow and three shades of tabac brown. This set has received the name of "aureole." Next comes a set of three Delft blues which are called "Nancy" from the French town of that name which has been so much mentioned in the news of the war.

Numbers 5023 to 5027 show six popular blues ranging from National blue to corbeau, and are named "torpilleur," torpedo boat. "Japonais" shows three shades of yellow of a decidedly orange cast. Elizabeth is the name given to six shades ranging from Bishop's purple to dark prune color.

EARLY 19TH CENTURY TYPE.



Picturesque white horsehair capeline trimmed with white lace and natural-colored velvet pink. The sash is of black ribbon velvet.

Three light delicate greens come next, the best of which is almost the color of dead grass, and is called "printemps" —springtime. A set of six shades of mulatto browns ending in tete de negre is listed under the name of Indoo. Then come three beautiful light shades of rose pinks given the name of "Jeunesse."

The set named "Britannique" shows three dull rose pinks, two bright pinks, and a medium deep wine shade.

"Orage" means storm, and shows three shades of slatey blues taken from the clouds of the stormy sky.

"France" consists of a set of blues running from light to dark. "Serbe" is the name given to three bright shades of green. Three shades of blue green on the peacock order are named Izarine. Patrouille is the name given to three deep khaki shades. "Cramoise," meaning crimson sufficiently indicates the nature of the colors contained in this set. The name "palme" is given to three very unusual blue shades.

Some Early Models

THE early models seen in New York are either large capelines or various sailor shapes and military models rather larger than those now worn. The newest sailor shapes are quite large, the smartest being almost of Merry Widow proportions. Rough straws under the name of cabbage, barnyard, lemonade, etc., are the novelties, and for the present are being used to face models made of satin or faille. Malines is being used and also Valenciennes lace. Fruit has come to the front for trimmings and frosted grapes, satin apples, and berries and cherries are new. With the beginning of the New Year floral novelties from Paris are promised and the outlook is good for a flower season. The new ribbons come chiefly in narrow widths. Ostrich is the high class trimming and the large picture shapes will be massed with bandeaux and plumes.

A typical model is a large hat of black satin faced with putty straw. The brim droops and then rolls all round, but higher at the sides than at the back. In the centre front, laid on the brim, is a bunch of frosted green and red grapes and leaves.

A small round sailor shape has the crown of red satin with a bias fold at the base and top, and the brim is of red straw. Three clusters of red and green strawberries and black berries and leaves are placed on the brim and there is a flat bow of red satin ribbon at the back.

Another sailor is of white chip with a very narrow straight brim and a high square crown. The trimming consists of a band of taffeta ribbon with bow and loops at the back and a wreath of tiny bell shaped yellow flowers at the base.

I can supply your requirements in

OSTRICH PLUMES, NOVELTIES, FANCY FEATHERS AND ARTIFICIAL FLOWERS

PROMPT SERVICE — EXCELLENT VALUES

New 1915 Military Effects Ready for Inspection.

I specialize in all kinds of ostrich feather novelties and fancy feathers. To see and compare them with others is to appreciate the excellence of my values. Quality and workmanship is of a high standard. **Write for sample range.**

JOSEPH LEONE JR.

MANUFACTURER

314 NOTRE DAME ST. W. MONTREAL

Advertising

"Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service."—Elbert Hubbard.



THE ORB MAKE TRADE MARK

Established 1765

The "Orb" brand of ladies' and children's headwear and millinery accessories represents the most distinctive and smartest style features —the latest productions of the world's leading fashion artists.

It pays to sell Canada's live millinery and fancy goods line—the "Orb" brand. Inspect it before placing your Spring orders.

Samples submitted on request.

VYSE, SONS & CO., LIMITED

MILLINERY AND STRAW GOODS MANUFACTURERS

229 NOTRE DAME ST. WEST

MONTREAL

READY-TO-WEAR

Separate Coats

Fewer Style Changes Than in Suit Coats—Shorter and More Inclined to Flare—Military Types on Bloused Russian Order.

THE separate coats shown are rather shorter and more inclined to flare, but there is less change in type in separate coats than in suits. Many models are belted and semi-belted, either low down or just below the arms, and the fad for pleats finds strong expression. Military types are on the Russian order, buttoned up from the waist to the neck and with the collar high at the back and low in front. A wide belt joins the straight cut waist portion with the moderately flaring skirt, and patch pockets often give an additional military touch. The sleeves on all models are straight cut, but they are looser and more roomy than those put into the suit coat.

Models of the type last described are of serge or gabardine, while those first described are made of soft woolen materials very often in checked materials. No garments made for Spring have kimona sleeves, and the popular raglan cut promises to follow them into the discard. All the new Spring models have set-in sleeves.

SEPARATE SKIRTS.

It looks as though separate skirts would be good again in the coming Spring—they always are when women are economically minded. Separate skirt styles are always conservative, and it is not expected that the full flared circular model will score any success. The styles that buyers are taking are the narrower models in pleated effects which give comparative straight lines. These skirts are both side and box-pleated and are mounted on various shaped yokes. Yokes are treated in many novel ways and form one of the most attractive style features in the new Spring models.

A totally new cut shows a deep back yoke that extends to the front in the shape of pockets on either side. Combinations of pleats and circular cut sections are also interesting buyers.

SUMMER FASHIONS.

It is more and more evident that the tendencies developed in Paris during August openings will rule during the coming Spring and Summer. Many of the leading model houses were going to the Restoration and Second Empire for style inspiration, while others were advocating the peasant type of the near East. Military ideas also were creeping in so that there was a rich variety to choose from. These influences are so well established that there is no room for a profitable change, and besides there is no single influence strong enough to change the present trend of the mode. The figure change is total and shows waist and skirt in an entirely novel relation based upon the full flaring, short skirt, and the fitting bodice with the high waistline. The coat has to follow the outline of the dress, and therefore it will have to be very short or have the lower portion cut in flares and ripples below the waist.

Military fashions are influencing the neck finish at the present time for the high-buttoned neck is entirely in line with cold weather comfort. Due to 1830 and to peasant styles the V finish that has had such a long vogue will have to compete during the coming Summer with the round and drop shoulder outline as well as the square neck.

Broadcloths are shown in high-class skirts and these and skirts of kindred cloths are braid trimmed, great use being made of binding braids. This also applies to gabardines and serges. Gabardines, serges and men's suiting effects in black and white and Oxford greys are the leading cloths for the popular-priced line, and this is where the selling emphasis is placed to-day

Styles in Waists

Long Sleeves and High-Buttoned Collars to Begin Season—Habutai, Crepe de Chine and Other Crepes the Best Liked Materials—Satins in Colors Good.

SEMI-TAILORED and semi-military styles are highly regarded for the Spring season, and in the working out of the Spring line, the application of these terms will be found to cover a wide ground, for everything with a high backed collar and with buttons or frogging up the front is classed as "military." Semi-tailored is, as buyers well know, a very elastic term. For the early season, military collars button up high under the chin, but the collars which fit high at the back and form a narrow V in front are most favored.

Collars both high and of the Medici type, and buttons, are to be used extensively in the production of the semi-tailored waists. The buttons indicated chiefly are pearl, bone and crochet buttons, and they will be used in close set rows fastening the blouse from the waist-line to the top of the collar. This applies to the lingerie as well as to the waists of silk materials.

Yokes are featured and are often put on with a cord, and are placed both back and front. While sufficiently loose, waists are not nearly so full, and do not blouse over so much as last year.

All early Spring models carry the full length sleeve, and though unobtrusive, the variety of pretty cuff finishes is large.

Net and shadow lace in combination with crepe is used to some extent in the production of the line. Net and lace waists are always wanted, but the favored materials are habutai, crepe de chine and Georgette.

The habutai used is of good quality, as the manufacturer is not willing to risk the effect of putting out waists made of cheap grades. No doubt they will arrive if habutai silk waists attain the success that is promised, and with the usual result of killing off the business. There has been trouble of this kind experienced lately because low quality crepe de chine has been made up

(Continued on page 116.)

"That Something Different"

LADIES' WEAR, LIMITED TORONTO



FANCY WAISTS

A leading feature for this year will be Japanese Silk Waists. We are showing a great number of novelty designs in Japanese Silks as well as Crepe de Chenes, Crepes, and plain Silks.

SEE SALESMEN NOW ON THE ROAD

LADIES' WEAR, LIMITED, TORONTO

W. F. GOFORTH, President

Branch Offices—Arts and Crafts Building, Vancouver, B.C.; Hammond Building, Winnipeg, Man.

Covert Suits the Spring Novelty

Skirts Flare and Jackets Are Short, With Etons Indicated When the Season Fully Opens Up —Military Type Following More the Soldier's Uniform Than the Befrogged Type Collar High in Back, and V-Shaped in Front.

THE newest idea for Spring is contained in the suit of covert cloth. Covert suits should take with the Canadian trade, as the cloth is one that the domestic mills can easily produce, and one on which, when fashionable before, they have always had good business. With import supply in woolens uncertain, this will lend definiteness to the season.

The colors come in the light greenish tans that are so closely akin to the new sand and putty shades, and are also in line with the military khaki colors. Nor have they had their full force as a novelty discounted by too previous showing, as has been the case in the States.

A covert suit made by a leading 5th Avenue store had the skirt fitted close about the hips and the flare at the sides and back with the front plain. The skirt flared out at the feet but not to an extreme extent, and the foot was finished with a narrow band of fur. This skirt was 2¼ yards round and about 6 in. from the ground in length. The coat was waist length and had the new high waist line that so many term "Empire," simply because it comes under the arms. The front fitted flat but commenced to flare at the under-arm and flared also across the back. The collar was of the high choker type, as well as the wrists of the long, tight sleeves. This suit embodies many ideas that promise to be good for Spring.

Military styles are much in favor, and are so much talked about that it should be made plain that the type favored is not of the much-braided, befrogged type, but the one built upon the war time uniform of Tommy Atkins and those of his allies. Everything with this kind of military touch is considered the thing. The coats button up to the throat and finish with a high stock collar often also buttoned, but for Spring wear this kind of collar will have to be modified and it looks as though the collar that would win out would be high at the back and cut in V shape in front. It looks as though collars would be high and shoulders narrow, and sleeves would be on the tailored order and rather tight. There is a tendency, however, to use an elongated armhole that is more comfortable than the regulation armhole that usually goes with the coat-sleeve. This arm-hole is cut so that the sleeve fits very close on the shoulder and at the sides, and the sleeve is set in with a plain flat sleeve.

There is just as much change in the skirt as in the coat all skirts flare, and the widths very considerably. Skirts four and five yards wide are talked about but the skirts that have the best selling chance are from 1¾ to 2¼ yards round.

Another feature is the length, and extreme models are 5 or 6 inches short of the ground. Many plain circular skirts are seen while another good model is three-piece, a circular piece at the back, and flaring gores in front. Variations from this skirt show circular sections in combination and yokes and pleats.

AT TOLEDO CONVENTION.



Covert suit in sand shade, showing gored circular skirt and short semi-belted coat. A stitched band on the skirt and covered and pearl buttons form the trimmings. From photograph taken for The Review at Toledo.

Coat lengths again vary and about from 20 to 26 inches seems to be the proper length for the early Spring. These coats will be belted both at the waist and at the raised waist line under the arms. Later suits will show shorter coats very much on the Eton order. They will be full and straight cut in front and fitted to the figure with belts and straps behind.

The materials used will be coverts, gabardines, serges and poplins in the new sand and putty shades and light tans; also in gunmetal and battleship grey. Black will be good and navy will be staple, and Copenhagen and military blues will head the list of novelty colors.

Buttons will head the list of trimmings. Pearl and bone buttons, in the pierced rimmed shape similar to the buttons used on men's suits will be very much used and covered buttons in the various numerous novelty shapes will also be in favor. Striped silks and silks and satins matching the color of the suit will be used for collars and facings.

STYLES IN WAISTS.

(Continued from page 114.)

into blouses. In the new lines for Spring selling more care has been exercised, and this trouble has been eliminated by the use of better quality crepe de chines.

White will predominate in the coming season and for military and semi-tailored waists white satin is coming into vogue. A new satin for waist purposes is of Japanese production; it has a surface similar in appearance to charmeuse and has the added merit of washing perfectly

Sand and Putty Shades.

The latest waists come in the new sand and putty shades and these colors will be shown in the Spring line. Models may sell for the city trade, but these colored waists will be of very little value outside of a few centres. The latest imported come in taffeta, and crepe de chine combined with shadow lace in the same shade. These waists show the high cut close collar, and the long sleeve with the flare cuff. The cut is the short blouse, the sleeves are set in, and the yoke is flat. Many of the seams are hemstitched with white, and small covered buttons of the silk are used. The crepe de chine blouses are more fancy in type, and are either inset with shadow lace exactly matching, or have vest, collar and cuffs of the lace.

Children's and Misses' Garments

Spring, 1915

STYLE AND WORKMANSHIP
BEST IN CANADA



An inspection of our line will give you correct ideas on Spring Styles.

FLETT, LOWNDES & CO.

LIMITED

142-144 FRONT STREET WEST

TORONTO

What New York is Showing for Spring



The full skirt is shirred and corded so as to give a yoke effect. The waist is shirred on to the skirt and again at the rounded neck opening. This opening is filled in with a ruffled net tucker, and the wide sleeves are finished with puffs and pleatings of net.—From photograph taken for The Review.



This coat is in the popular sand shade and is cut with flaring skirt and with a high belt embroidered with soutache cord in the same color.—From photograph taken for The Review.

HOME & WATTS

MADE IN CANADA

Infants' and Children's Dresses

INFANTS', CHILDREN'S AND MISSES'

Smart Styles for Spring

Infants' Slips

Infants' Long Skirts

M. H. Dresses

French Dresses

Fancy Tea Aprons

Bathing Caps



One of our New Models
6 to 14 years. **$18.00**
Samples on request

Girls' Dresses

Junior Dresses

Misses' Dresses

Bathing Suits for Children

Girls

Ladies

WE EXTEND A CORDIAL INVITATION TO OUR FRIENDS TO VISIT OUR SAMPLE ROOM.

Home & Watts, Limited ∴ 19 Duncan Street, Toronto

Many New Ideas in Children's Models

The High Waist Line Introduced in Both Dresses and Coats — Dutch, Military and Russian Tendencies New—New Models Will Be Issued More Frequently.

MANUFACTURERS are fully appreciating the fact that merchants, if they do anything like the usual amount of business in the coming Spring, will have to take full advantage of the selling possibilities of the new style ideas as they come along; the experience of the past season has amply demonstrated this. Therefore the proportion of large orders will be less, and there will be more buying of models from time to time after the season opens. Merchants last year who bought in this manner are entirely satisfied with the result. They had Oliver Twists and all the new models in stock when wanted; moreover, stocks did not have to be so large to do business and the turnover was greater. Progressive manufacturers are making preparations to meet this change in buying; travellers will make more numerous trips and new models will be submitted at more frequent intervals.

In dresses the military, Russian and Dutch styles are all in favor and as well there is a decided tendency to feature high-waisted dresses in place of the low-belted models so much liked. This idea will not come into the actual selling line over night, but it is in accordance with what is doing in women's fashions, and as it is new, and pretty and becoming children's models of this type can be designed, it is looked upon as a possibility to be taken into consideration.

The Dutch dress falls in with this new tendency and is made with full skirts, girdle and suspenders. Generally a combination of materials is used; the skirt girdle and suspenders being in plain color and the waist of lawn organdie or voile.

Military fashions are emphasized by the use of tan and red and trimmings of loops and cotton wash braids. Belts with the flag and other military ornaments are also freely used. The low-belted Russian blouse models are just as popular as ever, and will be very prominent in the earlier models.

The high waist line that is coming into prominence in women's fashions has been taken up by the manufacturers of children's coats and when the high waist line is combined with the flare effect some very smart models are being produced. In some models the high waist takes the form of a yoke with the skirt of the coat rippling below.

The majority of the models come in the low-belted styles and no doubt they will be the best sellers, as the models above indicated form such a radical change in style.

Straight cut military models trimmed with buttons and braid in gilt, or gunmetal, or with black braid used in military fashion promise well. The colors are navy, Belgian blue, grey and Russian green, and the cloths are serge and gabardine. Covert is the newest cloth for children's wear and very smart box coats with patch pockets and full flaring skirts are showing.

Adapting Corsets

Higher Above the Waist With a Slight Curve at the Waistline—Shorter Front Steels—All Towards Comfort and More Natural Figure.

THE importance of the corset is very clearly recognized, for women know that it is the foundation of the perfectly-fitting gown, and the woman who has been accustomed to buying a good corset will be very unlikely to economize on this garment, though the woman who has usually two or three pairs in wear at the same time will get along with fewer.

Customers also will be more exacting and will demand the utmost service from the corset, therefore it will be the more practical models that will be the best sellers. Manufacturers are optimistic and are putting out the usual ranges of models for the coming season, the only change being that they will not go to the trade until early this month.

Changes have been made in the latest models to conform with the new figure tendencies, the chief change being the introduction of a slight curve at the waist line. This does not mean that the waist has decreased in size, but it is the increased height of the corset and the addition of fullness sufficient to grasp the base of the bust that is responsible for the change. From 4 to 4½ inches is the height of the majority of models though for the tall figure 5 inches is allowed. The new models are flat both back and front, but are not quite so close fitting over the hip; that is, the hip curve is no longer so rigidly compressed. In short, the changes made are along the lines that make for comfort and the more natural figure.

Another change in the direction of naturalness and comfort is the use of the shorter front steels with the soft skirt of the corset lacing or hooking below. The skirt is very long and elastic gores are introduced to make corset encase the figure closely and to give greater ease when sitting or moving. Certain types of figures can be perfectly taken care of by the low-cut corsets and the best numbers among the models of this type are still retained.

Of late years the corsets that lace in front have been brought out in less expensive styles and their sales have been largely increased, as many women give preference to corsets that lace in front because of the beautiful smooth fit of the back. The boning of all models is as light as is consistent with strength, and the uncomfortable bone over the hip is avoided.

The stout figure is always the problem and besides the various reducing features



SMART SPRING WAIST OF JAP. SILK.
This semi-tailored waist is made up in white Habutai. It has the new semi-military collar high at the back, and the regulation full length sleeves. Shown by Ladies' Wear, Ltd.

NATIONAL

Raincoats and Utility Coats

are Canadian-Made Coats built to fit the Canadian requirements

The Mark of Quality



We are coat specialists

This is a day of specialties—the day when specializing on one line places you head and shoulders above your competitor who divides his attention among several lines.

We manufacture coats only, from the rainy-day variety to the utility coat.

Our operators are coat experts, our factory is equipped for the manufacture of coats only—we know Coats through and through. **We're coat specialists.**

See the National Spring range

The finest range of coats we have ever offered the trade is now being assembled. It consists of a very wide range of styles and cloths, all finished in the National high-grade way.

If you're in search of something a little better than usual—better styles, better fabrics, better tailoring and better fit, with price attachments that make for better values, get in touch with the National line.

Our new raincoat catalogue, in which we include a good showing of GABARDINES, will soon be ready for mailing

National Rubber Co. of Canada

Head Office and Factory

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WINNIPEG
286 Bannatyne Ave.
CHAS. COPPLEMAN, Rep.

Salesrooms at:

TORONTO
60 Front St. West
S. M. HANSHER, Rep.

below the waist introduced many corsets cut with the back higher so as to control the flesh over the shoulder blades, and are curved down in the front to prevent the raising of the bust, and this curving top line is also featured in the models designed for slighter figures.

Dress in London

Dark and Quiet in General—Few Evening Gowns, But Afternoon Ones More Popular—Khaki For Younger Set.

LONDON women, while they are dressing in quiet and conservative colors, have not gone into mourning, in the usual sense of the word. Most people have a relative or a friend at the front, and are feeling the casualty lists to be very personal, but their way of showing regret is by a band of ecclesiastical purple or black over the arm rather than a black costume altogether. Few black gowns are being ordered.

All kinds of dress lines are lower than they have been for many years, and the average woman has, therefore, no excuse for wearing last year's things, but this is being done to a surprising extent, notwithstanding the appeals that women give their old things away to refugees and order a complete new rig-out. Fur coats, furs, hats, all sorts of coats, frocks and dresses of every kind are displayed at most attractive figures. Latterly there has been a perceptibly better demand, and trade has recovered somewhat, but there is nothing like the business that one would imagine from the low prices.

Dressing Practically.

The outstanding feature is that London is dressing practically this year. Necessities and useful garments are being worn, and only those. Tailor-mades and afternoon dresses are the principal lines. In tailor-mades many models have been designed in England, and, to the surprise of a good many "grandes dames," the creations are worthy of the Paris designers. The models show a greater plainness than for several seasons, which gives an air of general smartness which was unobtainable with last year's styles, which looked—as someone put it—"as if the wearer had been poured into the costume."



KNITTED GOLFING JACKET

This is made in a new knitted material, in grey and white, and other combination stripes, patch pockets, belted effect. Shown by Tyrolean Clothing Co., Guelph.

Evening Dresses Slow.

It is the small, private firms, rather than the bigger shops, that find business slow. True, they have their ordinary clientele, but this is not buying as extensively and expensively as heretofore, unless the lady of the shop can beguile the shopper into spending more than she set out to do. The dressmaking businesses have been affected more than the tailoring, because there are few evening frocks being ordered this year. The loss of business from this line is, of course, quite considerable.

Afternoon Gowns.

The afternoon gown is making up for it to some extent. It is being shown in many charming styles, and for the lady who has committee or club or organization meetings to attend—and there are an astonishing number nowadays, because of the various pariotic interests—it is a necessity. In these models the tunic of chiffon, or of the fabric itself—charmeuse, chiffon, velvet, or "liberty"—is an almost constant feature, and the sleeves are fashioned generally of ninon or of several thicknesses of chiffon. Fur trimmings, too, are having a good vogue, and on some models Brussels lace is being used with effect.

Boom in Khaki for Ladies.

There is quite a boom in khaki again, as there was in the time of the South African war. It does not suit everyone, but some of the smartest young girls may be seen in a long, loose khaki gabardine tunic-coat, braided in the same color, and belted in or tied parcel-fashion over the wide flare under which a narrow skirt shows. Fine English serges are very popular for walking costumes, as are pony cloth and broadtail cloth. Generally, the colors are pronouncedly dark and quiet.

THE LATE R. NORMAN SMITH.

It was announced recently that Mr. R. Norman Smith, of Lunenburg, N.S., had passed away. Mr. Smith had a gent.'s furnishing business in the town for some time, and had become universally respected, as well as being one of the most popular men in the town.

Tidswells

MANUFACTURERS OF HIGHEST-GRADE

Tidswells

BLOUSES and SHIRT-WAISTS

"SOMERSET" Special Finish BLOUSE-SHIRTS
"VIYELLA" and "SPUNELLA" SHIRT-WAISTS

Tidswells

FANCY NECKWEAR

3, WOOD STREET, LONDON, ENG.

Tidswells

A Prosperous 1915

is our wish to the trade

TO make the year as prosperous as possible has been our aim in designing our new line of styles which we offer for Spring delivery. If you have held off buying until after the New Year do not fail to see these new lines before placing.

Prepare for a good January Whitewear Sale by filling in from our stock—immediate shipments.

Star Whitewear Limited

BERLIN, - ONTARIO



La Mode

Uniforms and House Dresses *for* Maids and Nurses

embody unusual style features which place them far apart from the ordinary uniform and house dress.

GIVE YOUR CUSTOMERS SATISFACTION!

Offer them La Mode the constant choice of Madam, Maid and Nurse **everywhere.** If they cannot purchase at your store, they will go to the store where they can. The low collar which La Mode we introduced on our Uniforms has met with great success. It fits comfortably and neatly and Maids and Nurses like it Every garment produced by us is smartly tailored, neatly trimmed and sensibly priced. We are starting out on a campaign for 1915 that will tell our story in a clear, convincing manner. Women everywhere will learn about UNIFORMS AND HOUSE DRESSES. La Mode Send for sample order to-day and "liven up" sales in your Uniform and House Dress Department.

HAYS & GREEN, *ORIGINATORS and CREATORS*
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The Largest Children's Dress House in America

Everything in Dresses, ranging in ages from

2 to 6	- -	from	$4.50	to	$18.00	per dozen
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Our Spring Line is now complete and consists of the Latest Novelties both in material and styles

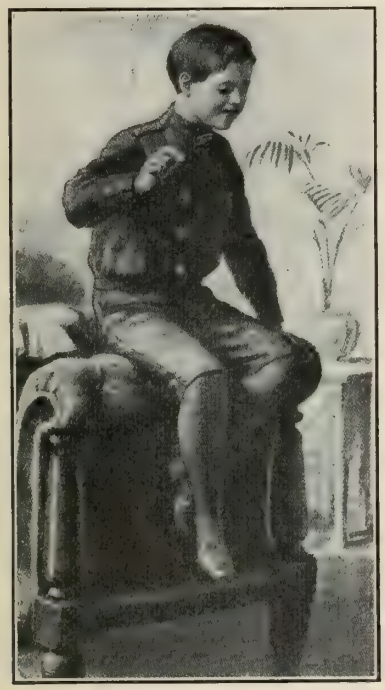
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REGISTERED DESIGN

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We are Specialists in

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Our goods are the Standard of all that makes for Individuality and Daintiness. Not appreciably higher in price than slop-made garments.

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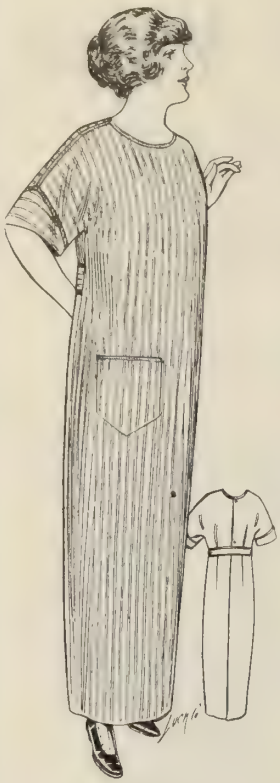
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Representatives

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"Liberty" Aprons

are the most generously made garments on the market to-day

SMART STYLES FOR AMERICA'S THRIFTY HOUSEWIVES

Made from one quality of fine American percale, in light, dark and shepherd's plaids, in absolutely fast colors, these garments form the concentration point of our large and well-organized institution We make aprons only and specialize on the famous "Liberty" all-over aprons. Every garment is of generous proportions, nothing skimped, nothing lacking, in the make and finish—the great apron value of the times. Samples and prices on request from our agents.

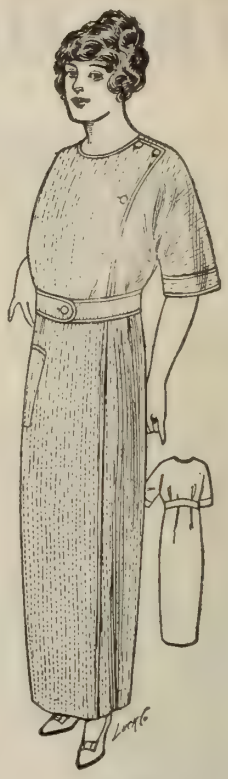
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Style 516. Ladies' only — a complete dress, opened in front to waist, all round belt, bound edges, French seams. This is an extremely smart model in all the best patterns and shadings.

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No. 516

Dorothy BRAND Whitewear

Special Leaders only

While most firms are taking for their motto "Business as Usual," we are taking for our slogan "More Business Than Usual." And we are getting it too, our sales for the past four months being **away ahead** of last year.

There must be a reason for this most **"unusual business,"** and you will find it in the wonderful values of our **Specials.**

There never was a time when customers demanded such extra values, and making **specials only,** we are able to meet this demand. Why should you be satisfied with **ordinary** values? Start the New Year right.

THE F. G. HAYWARD CO.

THE CORSET COVER HOUSE OF CANADA

77 York Street TORONTO

WE frequently have requests from Merchants asking if they can secure cuts shown in the Editorial section of "The Review."

These cuts can be secured at less than actual cost if applied for immediately after each issue to

Engraving Dept.
DRY GOODS REVIEW
Toronto

DRESSES

"Better Merchandise for Less Money"

LOUIS STECHER

Manikins

versus

The Average Woman

The Science of Fitting

The average woman, as you know, is not the manikin used by the manufacturer, where you first get your impression of the garments you buy, to sell.

How much does it cost you to sell a garment not shaped in conformity with the average woman's lines?

By this we mean: **How much more does it cost you in your alteration room?**

How much can you save there?

Have you ever really gone seriously into the matter of comparing this item of store expense as it should be applied to each of the various manufacturers from whom you buy?

From actual experience of **retailers handling Stecher-made dresses,** we have heard most gratifying reports of shrinkage in alteration expenses.

This, of course, means **added profits.**

These do not show in the original mark up.

This satisfactory condition prevails by reason of the **efficient Stecher organization.**

It is one of its important features, explaining the nation-wide demand and popularity of Stecher-made dresses.

This means that judged from the standpoint of selling cost alone, **we are cheaper and better than many lines which do not provide our scientific method of fitting the average woman.**

We have for immediate delivery dresses of silk that you can sell. Dresses for January sales.

LOUIS STECHER

"Better Merchandise for Less Money"

33 West 34th Street, - New York

420-424 Market Street, Philadelphia

Drop In And Inspect Our Lines When In Town

We Extend to You the Compliments of the Season

WE appreciate the liberal patronage accorded us in 1914, and hope that we have merited your favors.

As a forerunner of our enterprise in 1915, we have prepared a

Booklet of Advanced Spring Dress Styles

which we will be pleased to send you. It will be a fashion guide for you—an attractive presentation of popular-priced dresses.

Write for it.

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"HOOKING UP THE CUSTOMER"

A LITTLE TALK ON THE VALUE
OF SIMPLICITY IN CONSTRUCTION

Did you ever watch your saleslady try to hook up a dress that you bought from the average manufacturer, only to find that it is a Chinese puzzle before she can get it together, exasperating the prospective buyer and probably losing the sale?

And then try on a garment made by Stecher, embodying the same style features and note the simplicity of construction, and ease of putting on?

This is a feature to which not many buyers have paid attention when looking at dresses, but you will find that the average customer appreciates a garment that she can get into and out of quickly, and not one which tries her patience.

Unless you can keep your customer at all times favorably impressed, nine times out of ten you are going to lose the sale. The designing department of Louis Stecher carries out one very important function in its operations, and that is to blend the latest expressions of the correct fashions with a simplicity of construction of each garment, so that there is a pleasing combination of style and practicability.

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"BETTER MERCHANDISE FOR LESS MONEY"

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UNEXCELLED CHILDREN'S DRESSES

with style and value combined at prices that will bring and hold your customers

We have the cutest and prettiest designs in the market, made and trimmed in the best fashion

No. 350B — Made of fine crisp finished Lawn; front, back and yoke trimmed with fine Venice band, yoke of fine Madero Medalion, Satin belt, and fine Val. Lace.

Ages, 6 to 14.

Price.....**$1.50**

No. 359B — Made of fine French organdie. Front, sleeve and skirt of fine French organdie embroidery trimmed with fine Val. Lace.

Ages, 6 to 14.

Price.....**$2.00**

NOTICE: Buyers should drop in to see our lines when in New York.



SAMPLES SENT ON REQUEST
EXPRESS PREPAID

Unexcelled Dress M'f'g Co.

143-145 WEST 29th ST. NEW YORK

CONSIDER THE QUESTION OF INSURANCE.

(Continued from page 28.)

Obviously the eighty per cent. co-insurance clause is a splendid thing if your property never burns up. In return for such a clause the insurance company makes the concession of a lower rate, so that the man who has the co-insurance clause is able to reflect that he is getting cheaper insurance than his neighbor who has not the co-insurance clause. But if he is getting cheaper insurance he is not getting the same protective power, as has been shown.



Busy men, as soon as they get their policy, jam it on their file with a nonchalance that brings its own dire consequence.

The insurance companies have two good lines of defence because of this clause. They can try to prove that the amount of the damage is less than the amount claimed by the assured: secondly, they can seek to prove that the value of the property before the fire was more than the assured had figured it, and hence—as we showed by an example above—that the retailer was not insured for 80 per cent., and so did not comply.

Furthermore, not one insurance agent in twenty, nor one merchant in more than that, understands the co-insurance clause, and the wise man doesn't dabble in things he doesn't understand.

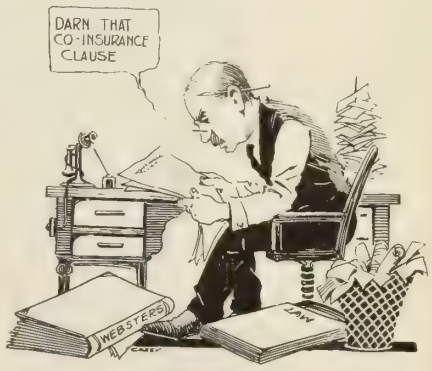
Stock and Property Separate.

Many merchants think that their insurance policy covers their property, stock and everything they have. Most companies insure stock separate from the property, such as fixtures and so forth. The retailer should be careful to see that his policy or policies cover all his belongings. The co-insurance clause, for instance, treats each item separately. When the retailer describes his stock he should not say "stock consisting of" but "stock of merchandise consisting principally of," and in this clause should be included "supplies used in packing, shipping and delivering." No loop-hole should be left. Some insurance companies are adepts for discovering them for themselves, anyway.

Get Hold of An Expert.

When trouble comes along it is natural for us to go to someone who can help. When you are ill you go to a doctor. If you have a fire, go to an insurance expert, an adjuster. This is a point which should be noted. In case of a fire it is a certainty that the insurance company concerned will hire adjusters, and at such a time an adjuster for the assured is a necessity. The inexpert retailer cannot hope to win out against a professional insurance

(Continued on page 131.)



After the fire, the retail merchant gets out his policy and very heartily "darns" that co-insurance clause, which proved an easy way out for the company.

HOLMES, TERRY & CO.,
(LIMITED)

HIGH STREET

MANCHESTER

Cablegrams "TERRYS"



Manufacturers of

COATS SUITS SKIRTS

in Ladies, Misses, and Juniors

Our specialty:—the "Terres" Showerproof

AGENTS IN CANADA

WALLACE & WALLACE

CORISTINE BUILDINGS
MONTREAL

410 EMPIRE BUILDING
TORONTO

¶ Buyers when over should call and ask for Mr. Anderton, who conducts the Canadian department and visits the Dominion annually

Headed the Poll

CONGRATULATIONS are due to one of the leading dry goods men of Edmonton, Alberta—James Ramsey. In the municipal elections held in December in the Western city Mr. Ramsey headed the list of aldermen for the year 1915 with a total vote of 7,527, which was a majority of nearly 1,500 over the one who ran second. The Edmonton Journal, in speaking of the results, said: "James Ramsey, head of one of the largest departmental stores in the city, ran the highest in all polls. He did not receive one reverse in the 26 polls, and to his credit he has 7,527 votes, some 7,078 votes higher than the lowest vote polled."

The election of Mr. Ramsey is the more significant from the fact that he was one of the leaders in a movement for the cleaning up of the city government following an investigation which took place last year, resulting in the disqualification of the mayor and several aldermen. The upheaval was of a tremendous character, as indicated by the fact that Mr. W. T. Henry, the mayor-elect, ran for the remaining two weeks of 1914 as well as for 1915. In the former case he ran against the late mayor and received 7,850 votes, as against 2,024, a majority of 5,826. In his contest with his rival for 1915 he received a still greater majority, 6,202 in a vote, over 4 to 1 in his favor. Several other aldermen who were disqualified were defeated in the election for the balance of the two weeks to the end of the year.

CONSIDER THE QUESTION OF FIRE INSURANCE.

(Continued from page 129.)

man, and he will lose if he tries. It is worth while paying an adjuster his fee. That fee will probably be stiff, because adjusting is an expert's game, but it will be money well spent, for with the adjuster's help you will at least know that the information you give the insurance people will not be used against you. Don't try to do your own fighting with the company, if there is going to be a fight. Pay the adjuster to do the fighting. He is an old hand at the game, and he knows how to get under and over the adversary's guard.

Richard McPeak, general merchant, Uffington, has sold his business to Thos. Buckler.

The Public Be Pleased

A new idea has been infused into the handling of corporations which serve the public directly, a weird idea too—The Public be Pleased.

A gas company looks after complaints promptly at all hours of the day and night. An automobile manufacturer calls on purchasers of cars to see what satisfaction has been obtained from the machine bought and to remedy complaints. A large departmental store refunds money cheerfully on all returned goods. A bank manager throws open his office door and greets the public cheerfully.

All this in pursuance of the new idea—to increase business by pleasing the public.

This new idea is well handled in an article in the January issue of MacLean's Magazine. No business man can afford to miss this article. And it's only one of a dozen others in

MacLean's Magazine

January Number on Sale Dec. 15

$2.00 a year 20 cents a copy

If your Newsdealer does not carry it, write for sample copy



FOOTWEAR DEPT.

Leather Supply

This is the Question, Rather Than the Price—Scarcity of Dyes and Chemicals as Well as Hides—Hence, Trial of the Fabric Shoe.

LEATHER men in general and shoemen in particular are now pretty well reconciled to the idea that certainly prices will not drop even if they do not go any higher. Soon after the outbreak of hostilities in Europe, the leather market automatically advanced on the strength of predicted scarcity of leather from Russia. This prediction has materialised. So far as Russia is concerned, supplies are virtually stopped. Little is filtering through. Buyers therefore had to turn to another market, the Argentine and buy from there. Meanwhile prices had advanced, and the wholesaler was paying about fifteen cents more for his pair of shoes. So far this remains. Whether it will obtain in the Spring, when Fall buying is in progress is a moot point. The public are not buying shoes very much just now. Children's lines are the only ones that are going well, and it was conjectured that much of the buying on this account was for Christmas, and would therefore not continue after New Year's.

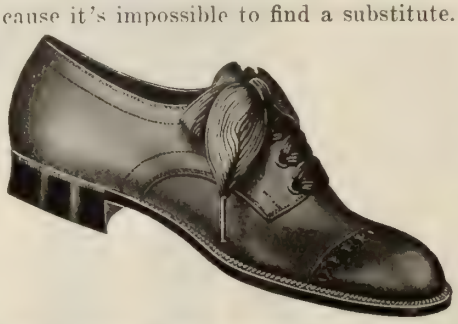
Dies and Chemicals.

The great point about the leather market is not so much a matter of what the wholesaler is going to pay, but whether or no he can get the leather. There is a real scarcity. Leather is such a composite thing that there are several counts on which it may be held up. Not only are actual hides not to be had from Russia, but dies and chemicals are not to be had from Germany. There are simply none coming forward. This is well illustrated by the view that the paint and color trade is taking of the question. They use chemicals in their business, of which seventy-five to eighty per cent. come from Germany. All these supplies are cut off, and so hard up are the paint people for these dyes that they are spending almost day and night experimenting in New York, with a view to replacing the German dye and chemical by one of American manufacture. Very obviously, as one leather man said, if the paint people can't get dyes, whose business would simply stagnate without them, the leatherman cannot.

Forcing to Fabric Shoes.

The scarcity of leather is having the effect of forcing the shoe manufacturer to the trial of fabric shoes, that is, so far as the tops go. But they are having little success. They do not stand the wear and tear of everyday life as leather does. It's as the Yorkshireman said, "There's nowt like leather:"

But at a time like this it's a pity, because it's impossible to find a substitute.



Men's gunmetal pall quarter, Blucher Oxford tip, single.
Shown by Ames, Holden & McCready.

VIVID TOPS COMING?

The short skirt for 1915 is already an assured success, and fashion is talking of skirts that clear the ground by fully 8 inches. This fashion is going to affect footwear for the coming season, for the foot covering will be even more in evidence than when the tight slit skirt was worn. Designers are turning to the high boot vogue, and the high novelties in footwear are based upon the boot worn by the French cuirassier. Buttons are inseparable from military dress, and not only are the high boots buttoned up in close set rows but the boots are trimmed with braid and tassels.

With the high buttoned boot have come colored leathers and colored fabrics—and some of the color effects are vivid. Already sand shade, modes greys, and light browns are accepted in high class foot wear as the best sellers in the new gaiter top boots and this may be a step on the way to the general adoption of more vivid colors and more fanciful designs in footwear.

Men's Dark Tans

About the Only New Thing Comes from St. Louis, the "Bump" Toe —White Shoes Show a Decline in Popularity—Cloth Tops Big Line—English Lasts Easily First.

NEW YORK, Jan. 2.—There is little new in men's lines for Spring. In the main they follow pretty closely those of the present selling. A really new tendency—and about the only one—comes from St. Louis. It is the short-vamp effect in a round, medium low toe, drafted on the lines of the stage last for women. This new idea is supposed to have come from a demand in and around St. Louis for a man's fashion to match the character and popularity of the stage design. Some models have a gun metal calf vamp, a gray cloth top and a black suede eyelet facing. Shoemen here are watching this style, because the freakish lasts and the bump toes came originally from St. Louis.

The Decline in White.

White buckskin and white shoes generally will have little representation in the east and not much more in the west this approaching Summer. Of course, to a certain extent, they were on the wane last Summer, but I think next Summer will see their demise, until their resurrection some few seasons hence. Shoemen generally seem to think that it is quite understandable. The average man cannot be bothered with white shoes. They take too much looking after.

Dark Shades in Tan.

The darker shades in tan would appear to have come to stay. It is part of the conservative movement which has been sweeping through men's footwear for some time now. They will be featured next Summer. In this shade there are some very nice fancy shoes, which, while they are fancy, avoid being freakish. One is a low shoe, the uppers of which are of fawn soft cloth, which contrasts well, but not too pronouncedly, with the tan lower part of the shoe. The blind eyelet, and unobtrusive thin lac-

(Continued on page 134.)

Here is the foundation for a far-reaching and profitable shoe dept.



The "Doctor's" Shoe

the sensible shoe for country roads or for city streets.

As the foundation for a new shoe department or a reinforcement for an established one there is no line that will take the place of the "Doctor" and the "Professor" shoes.

You will find that the more educated of your patrons are sensible in the matter of footwear. They like something neat and dressy, but always comfortable.

Either of these shoes promote foot ease and comfort on all kinds of roads. They are dressy even to verging on smartness, yet they are solid.

ORDER A SAMPLE PAIR OF EACH TO-DAY
BEFORE YOU DECIDE ON STOCKING THEM

The Tebbutt Shoe & Leather Co.
Limited

Three Rivers, Quebec

FOR SALE BY ALL LEADING BOOT AND SHOE WHOLESALERS

Women's Lace Boots Feature for Fall

Although There is Some Difference of Opinion Among Shoe Men, Majority Intend to Feature It—Strap Fasteners in Colonials — A White Shoe Summer — Black and White Novelties—Military Boots for Men.

WHEN the lace boot for women was talked about two or three months ago, it was forecast by many style experts that any predilection in favor of lace boots was merely a fad of fashion. It would be carried by shoe merchants not so much as a staple, but rather as a novelty, which might happen to attract Her Bored Ladyship who wanted something new and extreme. One buyer for a big retail store told The Review that such was his opinion two months ago, but he was now willing to admit he had misjudged, for once.

Beginning to Take It Up.

The lace boot for women will be popular in the Fall and Winter of next year, though it probably won't make much of a showing among the masses of women in the Spring. The best women, says one shoe man, are just beginning to take it up. Apparently there is still considerable discussion among retailers as to whether they should carry heavy stocks, because they are not all agreed that the lace boot will be in big demand. But the majority of them think so—at any rate, for next Fall's showing.

A buyer who has just come back from New York gives it as his opinion that American women will certainly wear the lace boot next Spring and Fall, though American shoe men generally are by no means sure of it. The style of the lace boot will be much the same as the button—quietly colored tops, greys, nigger-head blacks, and fawns predominating; patent or dull vamps in the spat effect.

Colored Tops Only a Necessity.

The colored top would not last much longer, it is thought in some quarters, were it not a case of necessity. Certainly, the cheaper shoes have the colored top, and that would ordinarily be reason enough why better grade shoes should abandon it, but the cloth top is better for the manufacturer under the existing leather market conditions.

The Ever Popular Colonial.

So far as low shoes go, the Colonial is to continue in favor. The spat effect will be reproduced in the low shoes, and it is thought that this style will have a large vogue. The cloth top in boots has certainly had a big vogue, and the low shoe in the same material is very dressy.

The strap fastener will be popular, particularly with the woman who can afford six or eight dollars. The buyers for one or two houses say they have seen some very nice models along this line; one was a long cross-over strap.

A White Shoe Summer.

More than ever, the Summer of 1915 will be a white canvas Summer. Here, again, it is partially a case of necessity —to save leather. Some white and black effects in buck and canvas are good, though they are somewhat novel, and will probably not be popular except in the better grade of shoe. A buyer, talking to The Review, told of a boot of white buck, of which the eyelets were edged with black, and a thin black line braided the vamp. He said it looked mighty effective, and prophesied a big run if it were well displayed. Some models with rubber soles—these are, of course, in the low shoe—are featured for holiday wear.

Little New in Style.

There is little new in styles for women's shoes. In the cheaper grades a French broad toe and a little short vamp will probably have a good run; but, as a buyer told The Review, "Fifth Avenue won't look at 'em," and as doubtless many of our womenfolk wish to dress from Fifth Avenue, they won't look at them either. The big thing will be the fine narrow-pointed toe and the Spanish high heel, much after the Spring models discussed a month ago in this department.

Patent leather will divide fairly equally with dull kid. Russian leather, of course, is practically out of the market; though we must remember that possibly the war will end sooner than has been supposed, and supplies will come forward.



Men's velours, seamless, button, single calf. Shown by Ames, Holden & McCready.

Military Boots Will Hold.

For men, the military brown shoe and boot will be much in vogue, laced, of course. The blind eyelet will continue; everything is subdued and made quiet. The long, more or less pointed toe, and the low comfortable heel, will be followed much this next season as last. There is practically nothing new in men's boots. Buttons have a small following, but they came at the wrong time. They might have succeeded as a fashion revival, had not the war happened, with its military influence.

Incidentally, the proper lace to wear with the brown military boot is a thick leather lace. The whole idea is to give the appearance of quiet strength; a serviceable, hard-wearing boot. Anything which has the "Cissy," "Miss Nancy" tendency is to be taboo.

MEN'S DARK TANS.

(Continued from page 132.)

ing is a feature. The long sloping toe finished off a very smart shoe.

Cloth Tops for Men.

All over the country there seems to be a real demand for the cloth top, and undoubtedly it is very "snappy." These may be had in all sort and conditions of may be had in all sorts and conditions of fabrics. Gray, fawn and black predominate. The real leader is, of course, black. It is the dressiest, but the lighter colors are to have a good run next Spring, too. A very smart shoe—but one that only a youngish man could well wear— is a patent colt vamp, with a cloth top of a miniature check pattern. The buttons are fairly outstanding, and are black, edged with white. The cloth tops seem to have come to stay. One influence in this direction is, of course, the necessity for some substitute for leather, so far as the top of the shoe is concerned, because of the antics of the leather market.

The English lasts still lead in men's and young men's lines, and will continue to do so for some time yet. The newer samples show a rather shorter, squatter effect—the toe and shoe generally not so long. These are best in black calf, both bright and dull finish, with a limited demand for dark russets. The extreme wide high-toe lasts are dying a natural death. They had far too long a life as it was.

Careful Fitting for Children Essential

The Children's Shoe Line Must Be Dependable Both From the Wearing and Style Point of View—Satisfy the Child Also to Avoid Returns.

THE children's trade is one that pays well, only it must be properly handled, as in many other lines it is the specializing that has made the children's department profitable. For one thing the style influence has been multiplied, and the influence of fashion is by no means to be overlooked when it comes to the selling of children's footwear. Besides, there has been a very real improvement in the making of children's shoes from the point of workmanship. Children's shoes are made to conform to the shape of the foot, and are cut so that there is the proper room for the toes, and though the shapes fit perfectly they do not deform the feet. Flexibility and durability have received almost as much attention as fit and style, and the increase in trade comes because instead of wearing just the one substantial pair, the child now needs boots of various kinds during the season.

The first point to be taken into consideration in making the children's department profitable is the putting in a dependable line of stock—one that embraces the best that can be had in make-up and in style; for shoes that give absolute satisfaction from both points of view are essential to successful and profitable retailing.

Another important point is that not only must your footwear for children be stylish and dependable, but it must be bought to sell at prices that your average customer considers right. This point changes, of course, with the conditions that obtain in every store.

The big selling success of the department is built about the shoes for every-day wear; shoes that will stand the rough usage given to them by the average healthy, hustling girl or boy; once establish a reputation for keeping shoes of this class, and the success of the department is assured. If you can get the business for school shoes, and have the smart styles in better boots, you will get that business also.

If the size of the department warrants it the children's shoes should be carried in a separate section, and the saleswomen should be specially attached to that department. By no means every saleswoman makes out satisfactorily in this department, for it takes both tact and special aptitude to handle the children's business properly. Very careful fitting has to be given, and the attitude of the child has to be well studied.

English Styles Still Lead.

Never press a shoe on to a child that gives evidence of having taken a dislike to it, for there will only be dissatisfaction and most probably a return in prospect if this is done. The child has not the deciding voice, it is true, in the purchase, but it can, and often does, make its dissatisfaction known in no unmistakable manner. Fitting must be most painstakingly done, and it is a good rule to take careful measurements before trying on any particular shoe, and just for the very same reason—the child may take a liking to a shoe that is either too small or too large, and may insist that the shoe fits when it is either too tight or too large.

The Baby Trade.

Careful fitting is essential in the baby trade, though luckily here there is only the mother to please. The baby business brings good profits, for mother is always willing to pay a good price for pretty shoes, and it is astonishing just how many pairs of shoes a healthy, active baby will wear out in the course of a year. Display is of great importance here, and every department should have one or more display cases for showing infants' shoes. These cases should be daintily dressed, and crepe paper is invaluable here. Fancy paper showing sunbonnet girls, bunnies, and similar designs are all effective.

Shoe Fashions Across the Border

Sudden Clamor for Women's Lace Boots—General Opinion That They Have Come to Stay—White Line Tendency in Low Shoes—Fancy Tops in Abundance—Oxford Season on the Wane.

NEW YORK, Jan. 2.—Shoemen, big and little here are in a state somewhere between surprise and satisfaction—and containing much of both with a few retailers showing alarm about the sudden clamor for laced boots for women. Fashion is ever changeable—too much so for some retailers who complain that modes alter overnight—but it is a long time since any change came with such dramatic suddenness as this demand for the laced boot for women.

As to causes, opinions differ. A number of prominent manufacturers here—who are in the streets of trying to cope with demands for a style that they thought had vanished for some time—think it is the natural swinging of the pendulum. The button shoe had a long popularity, and it was time for a change.



Men's gunmetal calf, seamless bal, dull calf top, single sole.

It had come to the height of its run, but the next thing to the height of any point is the decline, whether slight or sharp. In this case it has been sharp.

Some dealers advance the opinion that lace shoes are in demand because they allow a little better conformation of the shoe to the foot. There is no doubt that lace shoes fit with a facility and smoothness at ankle and instep that cannot be attained by the button styles.

Moreover, the wide use of fabric topping in women's lines makes lacing a good deal more practicable way of fastening. An important connection which the two have is the rather wide use of blind eyelets in the leather outstays or re-inforcements which are being put into women's clothtop models.

Most of the shoemen interviewed are

(Continued on Page 157.)



View of trunk and valise section of the Bryson-Graham store: one large basement section entirely filled with these goods.

Trunk Department on Stairway Makes Big Sales

Business in Travelling Equipment in Ottawa Store Has Been Increased Three or Four Times in Six Months—Small Stock and Big Turnover—Another Store in Capital City Has a Special Department Devoted to Trunks and Suit Cases—A Good Margin of Profit Assured.

SIX months ago in the store of the A. E. Rea Co., at Ottawa, there was a trunk department in the basement and sometimes there was one sale made in a day and sometimes there was one sale made in several days. To-day the trunk department shows the best returns, comparatively, of any department in the Rea establishment. Six months ago the department occupied valuable space from the renting standpoint; to-day—and since the time referred to—it has been stuck into a stairway without regular salespeople and the business has been increased three to four times, and there is no real rent expense.

Every store has not a stairway that can be made into a trunk department. The point is that the sales of trunks and suit cases are made on display—by putting them right under the noses of the public, as it were.

Trunks and suitcases come under the charge of the shoe department. The manager, Mr. R. Coles, had his main department on the second floor, and with his trunks in the basement he had little chance to make a showing. Leading up from the shoe department to the next floor is an unusually broad stairway with a large landing half way. The idea struck him that use could be made of this space to sell trunks and he made arrangements to take the department from the basement and establish it on the stairway. The result has been as outlined in the opening paragraph.

The stock is not heavy, but this is not a bad feature under the circumstances, for it enables him to turn **about twelve times a year**—and there is a good profit on trunks. The trunks are on the landing and the suitcases are arranged on the steps. There are also some handsome silent salesmen in which high-class bags and travelling-cases are displayed in the shoe department.

Watching for Buyers.

The stairway in the Rea store is used to a large extent by the customers of the store. In going up or down the trunks are sure to come to their attention. People considering a purchase are almost certain to stop and inspect the display and then a salesman from the shoe department approaches—and often a sale is completed in short order, for which there would have been no chance whatever had the department remained where it was in the basement. From the shoe department the stairway and landing can be viewed by almost every clerk and for this reason there is no necessity for special sales people for the trunks.

Mr. Coles explains that the profits of the department have been so satisfactory in relation to the expense that he has occasionally put on specials which have proven successful, and he has made a record of about thirty trunk sales in a single day. In fact, there was one individual order for fifty trunks which was secured from the nurses going to England; one of the young ladies saw a trunk which satisfied her and asked if fifty could be had for immediate delivery. Mr. Coles was able to fill the order and he disposed of an unusually big order, and without having to cut his price, at that.

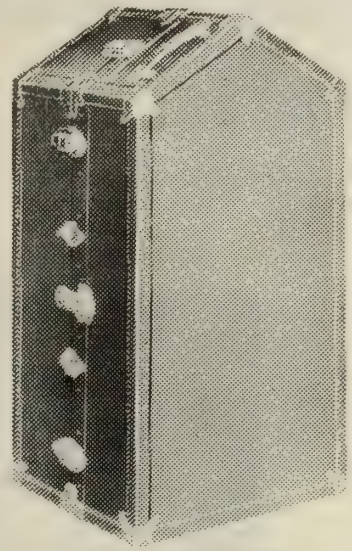
Store With Trunk Department.

In the store of the Bryson-Graham Co., another of the big retail establishments at Ottawa, there is in the basement a department which is devoted entirely to trunks. It is a separate room of large proportions, and in it there is a heavy stock covering a big selection of travelling equipment of many kinds.

Trunks and suitcases, bags, etc., have been made a specialty of by this firm, and merchandising manager E. P. McLean states that it has shown good returns. The stock carried is about $2,500, but the selection is so large that the turnover is relatively small, say two and one-half times. However, travelling equipment is a very staple stock and there is little need for price reductions. Besides, there is usually a good margin provided and Mr. McLean states that there is no reason why the merchant cannot get forty per cent. on his trunk business.

We can help the profits of your trunk dept. . .

You know your trade, you know pretty nearly what they like in travelling equipment. With our immense range of trunks, cases, club bags, etc., you have an assortment that makes selling easy and profits assured.



GABLE-END TRUNK

A Few Facts About Gable-End Trunks

This is the world-beating wardrobe trunk that has met with unprecedented success in the travelling world. Can be packed by most inexperienced in fifteen minutes. Eliminates clothes pressing at the destination, for all garments are neatly hung while clear of the trunk and held immovable by the presser board. It is dirt and water-proof, strong and light.



HAND-BAGS.

The Gable-End wardrobe trunk is the most complete ever offered the trade. Send for one and put it on exhibit—attract travelling people to your department.

Send for Catalogue To-day.

Lamontagne Limited.

BALMORAL BLOCK

338 Notre Dame Street West, Montreal, Can.

(Near McGill Street)

SHOE FASHIONS ACROSS THE BORDER.

(Continued from page 135)

quite decided that the lace shoe for women has come to stay for some time.

The White Line Tendency.

There is some talk here of the probable popularity of the white leather tippings to shoes. A line of white accents and marks out the lines of the shoes. In the samples seen, ranging from Pied Pipers to Peter Pans, the white lines are nattily inserted under top lift of heel, under heel seat, over foxings and around the tops — indeed, anywhere at all where a long, graceful line may be gotten. This sort of thing is not likely to be popular with the general run of shoe buyers, because it is possibly ultra smart, but for the tip-top trade it is to be featured for Spring and Summer.

The Desire for Novelty.

The younger people are hot after novelty, and the shoe manufacturer must dance when they pipe. The excessive popularity of women's pumps last season will be duplicated again next Spring and Summer. The big line is millinery novelties; buckles, and ornamentations. One model seen in a woman's high boot was a patent, with a white cloth top, the inside border of which was a Grecian key pattern. This sort of freak shoe is popular with the "young thing" who must have something "distinctly different," and shoemen are finding that to catch the trade, all over the States, they must have lines of freakish models on hand.

There is a pronounced call just now from the West for the narrow, long vamp, with spool heel.

Fancy Tops in Abundance.

Generally the short vamp will continue to be in favor. Overgaiter effects and circular foxings are to be leaders in Spring. Cloth tops will rule—chiefly in black cravenette with a good sprinkling of greys and fawns. These fancy tops are being shown in military and lace effects as indicated in the first paragraph.

Oxford Season on the Wane.

It is said in some quarters here that the Oxford season —which usually starts about Easter and sometimes continues right up to Thanksgiving—is on the wane. Activity this next year will centre, rather, in light, airy, hot-weather specialties in turns and close-trimmed welts. Patents and dull kids and bright kid and fancy strap and cut-out patterns are to have a good showing. A limited number of pumps, in plain effects, will be sold, but it is felt that a great number of women will be seeking patterns that fit snug around the instep, and as high as the ankle.

High heels will be in greater vogue than ever, and are quoted as a welcome reversion. The flat heel was never much to look at, though it may have been comfortable to wear.

—⚙—

THERE ARE a lot of people who think more of a cheerful manner than they do of a 5% discount. Cordiality is the cheapest thing you can dispense in your store.

* * *

THE BUSINESS that runs smoothly believes in using more sweet oil and doing less grinding.

* * *

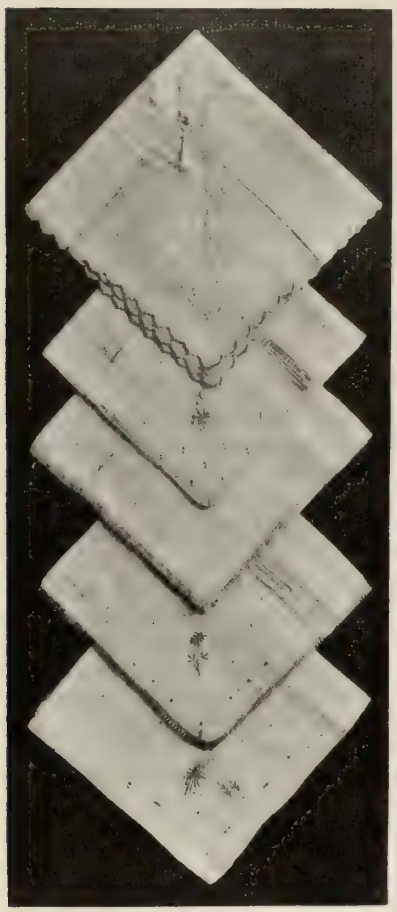
ON A RECENT OCCASION the Prince of Wales wore a four-button frock coat, without full skirts, of black vicuna and lapels faced half way with bright silk. His trousers were tweed with a silver-grey diagonal in the pattern.

FANCY GOODS
NOTIONS & TOYS

Colored Handkerchiefs for Summer

Demand Evident for Colors in Embroidery and on Hems—Initials in Soft Colors—This Line Should Be Pushed All the Year Round.

SPRING NOVELTIES.



No. 1—Mauve scalloped border, corner embroidered in both mauve and white.

No. 2—Spoke-stitched border, corner handembroidered in white and blue. This handkerchief has the new crochet hem.

No. 3—White tape-bordered handkerchief, narrow blue hem.

No. 4—Tape-bordered handkerchief with corner embroidered in blue; picot edge.

No. 5—Embroidery placed to one side of the corner, flower and leaves in white dots in pink; pink crochet border.

IN many stores the handkerchief business has not come up to expectations. Buyers anticipated that many customers would give something useful as a Christmas gift, and that about the cheapest, useful gift that was obtainable was a handkerchief. They had handkerchiefs in plenty, but apparently they thought that price was going to sell them, for though the requisite counter space was provided, in many stores no attempt was made to show handkerchiefs attractively. Moreover, the bulk of the stock was decidedly staple in character, and the element of novelty was almost totally absent. Stores who worked their Christmas business in this fashion did not do a very large handkerchief business, but where a good assortment of novelties were shown there is a different tale to tell.

Many of these novelties were drawn from the new lines showing for the coming season and the way in which these novelties have been taken up is an indication as to their success in the coming year. Whether some of these fads last long—as the man who has in his mind handkerchiefs as a one season line only calls them—may be a moot point, but there is no reason to doubt that they will sell freely while they are new and novel.

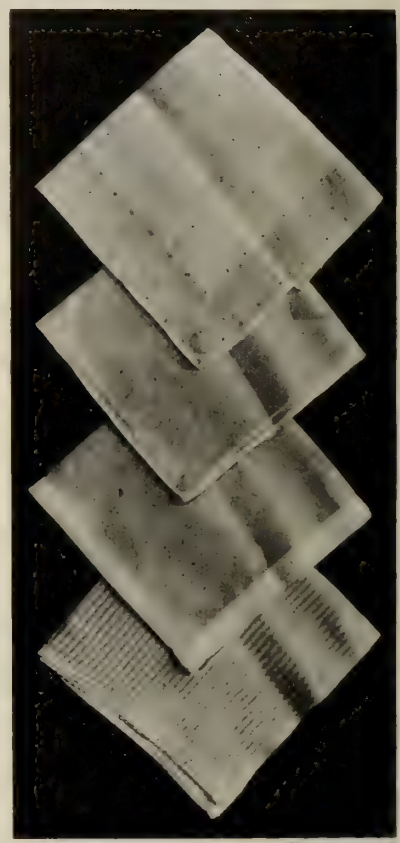
All the Year Sale.

This brings the question to the front as to why handkerchiefs are only pushed at just the one season of the year, and the trade left to chance for all the rest. There should be a steady all-the-year-round sale for handkerchiefs, for this article is in daily use; so much so that either the man or woman who mislays or leaves their handkerchief at home when going down town, or going to business, invariably goes into some store and buys one.

This being the case, one cannot help asking the question if the handkerchief department was run upon more of a novelty basis, would not an all-the-year-round business be the result? To do this, novelties would have to be stocked and the department put more upon a novelty basis.

Many of the best manufacturers believe that this kind of business would pay and are backing their belief by putting out a big range of novelty hand-

FOR SUMMER SELLING.



No. 1—Wide colored border outlined with dots to match, narrow hem of white.

No. 2—Handkerchief in solid color with narrow hem of white.

No. 3—Handkerchief in solid color with white hem.

No. 4—Allover striped, coming in pink and white, tan and white, green and white, lavender and white, blue and white. The latest handkerchief novelty Paris produced.

kerchiefs for Spring and Summer selling, and for import order for the holiday season of 1915. The novelty handkerchief to retail at 25c is very strongly represented in these lines, and merchants will be enabled to make a very attractive counter display with these handkerchiefs.

Colored Lines.

The manufacturers evidently see a demand for colors in embroidery and on

EVERY ART NEEDLEWORK and NOTION DEPARTMENT

Will Find it Profitable to Include these Two NEW Additions to the TICO Line

"TICO-JAP"



Six Sizes

One-half to four inches

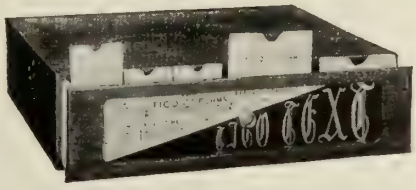
TRADE MARK REGISTERED

TICO FORMS

GUARANTEED WASHABLE

FOUNDATIONS FOR

HAND EMBROIDERY and CROCHET WORK



Cabinet No. 2. Handsome Oak or Mahogany—Dull Finish Display Cases and Cabinets Free

Assortments $6.00 to $50.00

"TICO-TEXT"



Four Sizes

Seven-Eighths to Five Inches

One of the Most Profitable Items Stocked

TICO-FORMS also manufactured in 9 sizes "TICO Old English"; 7 sizes "TICO Script"; 3 sizes "TICO Fancy Block"; 6 sizes "TICO Pure Block"; "TICO" Straight and Curved Scallops and Korners, 8 sizes; 16 sizes "TICO" Emblem Designs; 18 sizes "TICO" Buckle Designs

WRITE FOR ILLUSTRATED PRICE LIST

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Roy W. Sexton, Pres. E. Lee Trinkle, Vice-Pres. W. P. Sumner, Sec.-Treas.

FACTORY and GENERAL OFFICES

Wytheville, Virginia

NEW YORK
215 Fourth Ave.

BOSTON
31 Bedford St.

CHICAGO
706 Textile Bldg.

LOS ANGELES
917 Central Bldg.

hems, for goods of this type are widely represented. Initials come in soft colors, and also fancy embroidery designs in colors when the handkerchief is all white or in white on the colored handkerchief. Very broad borders, from ½ to 1½ inches, are holding their own, and there are many borders made of spoke-stitching with the narrow rolled hem. The narrow rolled hem in white finishes many colored borders. Then there is the overlocked or crochet edge. For Summer selling white centres with broad colored edges, colored centres with white hems, and more extreme still, all-over striped and flower-figured handkerchiefs are showing and selling.



Festoon ornament of braids in military fashion

Trimming Braids

Big Development in Use of Binding, Military and Novelty Lines—Should Sell Freely in Spring.

MANUFACTURERS of trimmings, judging from the showings already made in Spring styles, have been strongly influenced by the richness of the Fall costumes, and the new productions appear full of promise. Braids are very prominent in the new lines and the general opinion is expressed that they are likely to occupy the largest place in the coming season's trimmings.

Military braids are expected to be very strong; in fact, there is already a strong demand for tinsel braids for millinery trimmings and vests and many kinds of neckwear are being decorated with gold and silver braid. The big development will come, however, in the use of binding, military and novelty braids. Soutache is also coming into more general use.

Paris is setting the fashion by showing ing models strapped across the waist in military fashion, and New York is taking up the idea, and the early Spring should see trimmings of this class selling freely.

Kennedy & Best, Fairlight, Sask., have succeeded Geo. Kidd, general merchant.

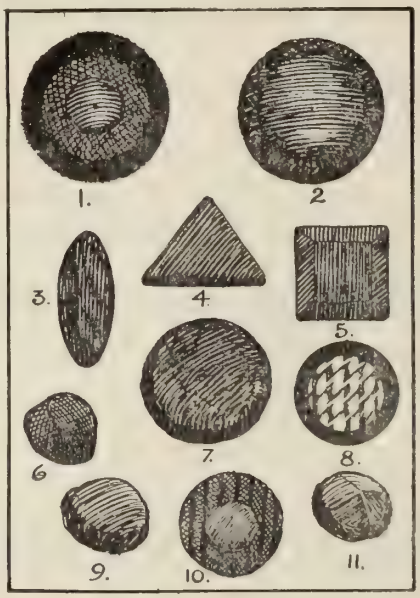
Buttons for Spring

Acorns, Olives, Bomb, Ball and Coat Styles in Bone and Pearl the Leaders.

WITH military and semi-tailored styles so prominent the outlook for a good button season seems most promising, and Spring styles in dresses, suits, coats and blouses are such that buttons will be used both for trimmings and for fastening purposes. The demand is already coming from manufacturers, and tiny buttons of pearl, ivory, or just plainly-covered with silk or material are replacing the fancy buttons made of glass or porcelain. Ivory and pearl buttons are often tinted in various shades, and these buttons are used to give the color note.

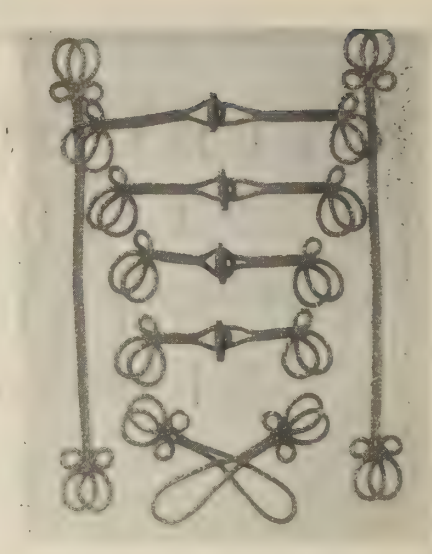
Military styles are certainly coming into vogue, and this means a button development in the direction of braid-covered and crochet buttons in flat, bomb, barrel and olive shapes. Already there is an encouraging demand for crochet buttons, and among the clever novelties are round crochet buttons set with colored stones. Another new idea comes in the drop or pendant button, which is featured in black, white, and various color combinations. These drop buttons are a most effective finish to the long sleeves or to the front of the blouse.

Military braids in tinsel are very much used, and the military buttons in metal crochet effects have interested many buyers. Large fancy crochet buttons, as well as passementerie effects in round, square, oblong and triangular shapes, are also scoring a success. These handsome buttons are in extensive use for fastening many wraps, and for this purpose the beaded crochet buttons come as a high novelty. These buttons are shown in white, white and black, and in colors.



NOVELTIES IN COVERED BUTTONS.

1. Triple combination in three materials and three colors; No. 2. Full ball combination raised centre and cloth back, made in one or two materials; 3. Olive shape; 4. Triangle; 5. Square bevelled shape; 6. Beehive shape in one material and color. 7. French combination oval centre and cloth back in two materials and two colors. 8. Bevelled bone rim in fancy cloth centre. 9. Acorn shape comes in one or two materials, one of the newest shapes. 10. Flat rim combination, oval centre, in two materials and colors. 11. Pyramid shape. Shown by Toronto Pleating Co.



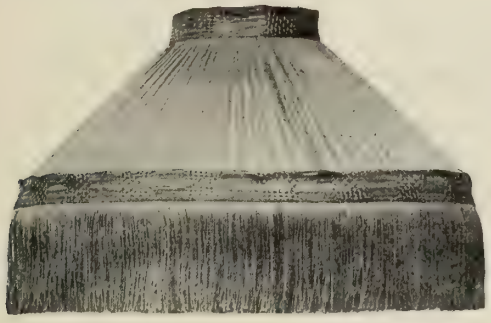
Military fashions are bringing braids to the fore. Braid frogs, epaulettes and cuff trimmings developed in braid and barrel buttons.

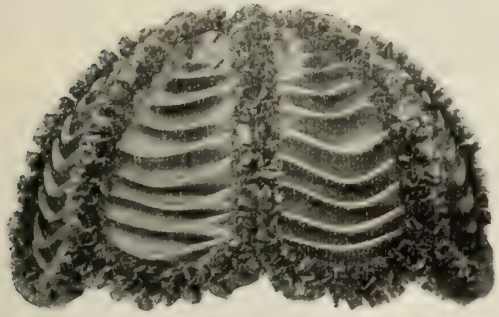
For the first time in many seasons fashion is favoring ivory and bone buttons. Besides the plain buttons of these materials, many fancy designs are on the market, and these are selling extremely well. The newest shape is the acorn, and besides this shape there are squares, triangles, oblongs, etc. Many buttons of this class come in very large sizes, and some show striking color effects and combinations. Buttons in large and medium sizes exactly like those used for men's suits and coats are very much liked, as they correspond with the "Tommy Atkins" and "sports" styles now coming into vogue. Pearl buttons of this kind are used to trim the covert suits and coats for Spring wear.

Covered button manufacturers are looking forward to obtaining a fair share of the button business during the coming Spring. They are showing many novelties, and all the new shapes, such as the acorn, triangle, olive and other new shapes in various color and material combinations. Covered buttons are extensively used on the new covert suits and coats, as it means that the shade can be exactly matched.

A. D. McIntyre, general merchant, Argyle, Ont., has sold his business to T. F. Myers.

A Decided Success In Modern Decorating









MADE IN CANADA

Silk Shades to Conform With Every Color Scheme

Since the decorator has taken lighting under his supervision we find more beautiful illuminative effects in the home. He was quick to appreciate the splendid effects to be secured with the use of silk shades conforming with his color schemes for the various rooms.

Salisbury Shades

offer you a splendid opportunity to cash in on the growing popularity of these charming, inexpensive fittings for the home. You take no risk in stocking this line for it meets the public's insistent demand for something different.

Salisbury Shades are made in Silk, Chintz and Lace in designs and colorings to meet every requirement.

Write for illustrated catalogue.

E. F. W. Salisbury

MANUFACTURER OF SILK SHADES
FOR ELECTRIC FIXTURES, ETC.

Gooderham Building, Toronto

49 Wellington Street East

Art Needlework Success in Small City

Guelph Store Opens Section That is Increasing Steadily — Short Demonstrations by One in Charge Results in Extra Sales—Stamping Goods and Sale of Supplies a Large Field—Hints on Conducting Department.

ABOUT THREE MONTHS ago in the store of G. B. Ryan & Co., Guelph, there was started an art needlework department. Perhaps with its auxiliaries nearby it might be named a fancy goods section, but, primarily, it was an art needlework experiment. It received one of the best locations in the store, inside the front entrance towards the centre, and there it remains. All through the Christmas season, a busy one in this store—it was a very busy spot. It justified its existence and it justified its location, and as a helping cause, it justified the choice of manager for the new department, Miss Roos, who was promoted from the hosiery section.

The new department has a booth arrangement in front which provides good means of displaying the goods, both stamped linens ready for working and the goods with the art work completed. A lighted show case helped sales, and in front were two tables with samples of the stamped linen. Behind, on the shelves, was a full supply of embroidery cotton, silks, etc., and stock of stamped linens not only for ornamental purposes, cushion tops, bedroom ornaments, etc., but for dresses, and all manner of other practical uses.

The aim of the department was thus two-fold to sell the finished work, to those who were looking for gifts on dainty articles for their own homes, and to supply stamped materials to women who would do the pattern themselves.

STAMPING GOODS IN STORE.

For instance, a completed article might cost $5, *that a woman could buy stamped only, for less than* $1. *But the sale was not limited to this: there was the silk required, and other necessaries, furnishing goodly profit. There was besides—going one step further back to "raw" materials—the stamping of the goods: this is done easily with a simple outfit, by a sales clerk, takes little time, provides a variety suitable to any customer and is a profitable line.*

The manager of this youthful department is very enthusiastic both over past results—and the prospects before it for 1915. *The Review watched her as she waited on a customer. The latter, a middle-aged lady, was looking at a pretty worked*

(Continued on top of third column.)

UNTIL a few years ago the art needlework department was a very minor issue, and its present importance only goes to show the latest possibilities that underlie many other departments and the results that can be arrived at in the way of development by the application of novel and live ideas. The opportunity for development has always been there, for women have always been interested in needlework, and from the earliest times have been patient toilers with the needle in the production of what their age considered to be a thing of beauty. It was not until the modern store gathered together into one department the various articles used in the production of needlework that it began to show signs of growth. It used to be that a woman had to go to various counters to gather up the materials for her work. She went to the notion department for her knitting pins and needles, for her embroidery cottons and silks, and she selected her materials as best she might from the other departments.

It was a great advance when all the materials were gathered into one department, and various lines, such as working patterns, stamping outfits, etc., were added. Up to a very few years ago no particular attention was paid to this department; it was located in any part of the store not wanted for a more important stock. This was because all the year round business was not looked for, and practically more than half the year was devoted to marking time, while the harvest of the year came in the few months preceding the end of the year.

Class Started, Department Followed.

The first big change came when classes for teaching needlework were established in the larger stores. The teaching could not be held on the main floor of the store; space was too valuable for one thing, and the distractions caused used by the pupils were purchased in the department. Classes, it was obvious, was free, but, of course, the materials by the bustile of the main floor did not tend to ideal teaching conditions; therefore, the classes were moved to one of the upper floors. The class on one floor and the department on the other did not work well; more help was needed to run it, as time was wasted in passing from the class to the department; nor did it help sales. Therefore, the department followed the class to the upper

(Continued on Page 144.)

up design, on a cushion cover. Miss Roos came from behind the counter to explain it to her. It happened to be the new style of embroidery work where the silk thread—comes already braided, and can be stitched into various floral shapes. The lady was attracted first, then interested. Miss Roos picked up some braid, deftly tucked it into a flower, and behold, a similar result. Then she made suggestions as to shades that could be combined, brought out a stamped pattern similar to the completed one on exhibition, and then clinched the sale of stamped goods and braid by remarking:

"If you come in early to-morrow morning, say at ten o'clock, I will show you how to use this braid."

That was the Demonstration part of running an art needlework department.

SHOWING CUSTOMERS HOW.

"And you find this necessary?"

"Absolutely," was the reply. "If you want to build up a department of this kind there must be some one who is able to show women how to do the different stitches. I usually get them to drop in before the store gets busy and in a few minutes a woman who knows anything about it will pick up a new stitch. The novices, of course, take more time.

"But it pays. It is often only as a result of showing them how to do the work that they buy the silks and cottons and stamped goods, and they are very grateful for the help given, and, of course, this strengthens the store with them in all departments. Often when I show them something they will say, 'Yes, I'll do that when I finish what I am on now.' So it is a case of coming back, again and again, for supplies.

"In a large department store an instructor could give regular lessons but that is impossible here, as it would take up too much of my time, but the help I give in the mornings does not interfere, and builds up business."

Miss Roos has come to the conclusion that for some time in the future it will pay such a department to feature the more useful types of articles rather than the whisk holders, and similar lines that have been the traditional stock in trade of art needlework departments. The practical streak in women will run strong for months to come."

The Highest Grade Cotton for Crochet and Embroidery Work

25 KINDS

"PERI-LUSTA" MERCERIZED COTTONS

REGISTERED TRADE MARK "PERI-LUSTA"

Retain their lustre after repeated washing

Made in all twists and sizes to meet the requirements of the expert needleworker.

"PERI-LUSTA" CROCHET

ART. 18

Recommended for Crochet Work, Tatting and Fancy Needlework.

Thread uniform, even and smooth, qualities greatly appreciated by crocheters.

Put up 10 balls to a box.



Supplied in:

WHITE—IN SIZES
1 2 3 5 10 15 20 30 40 50 60 70 80 100 150.

ECRU—IN SIZES
1 2 3 5 10 15 20 30 40 50 60 70 80.

ARABIAN—IN SIZES
20 40.

COLORS—IN SIZES
3 10 30 50 70.



"PERI-LUSTA" FILO-FLOSS
Art. 2

A soft, smooth and lustrous six-strand embroidery thread. Loosely twisted. Can be used from one to six strands. For all kinds of fine Embroidery. Supplied in colors.
24 skeins to a box.

"PERI-LUSTA" CONVENT COTTON.
Art. 7

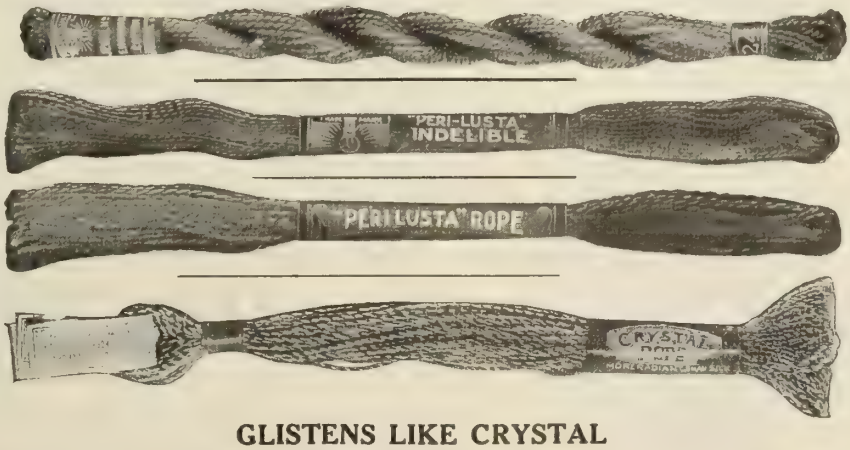
A firm, medium twisted thread with a high lustre. For French and Eyelet embroidery, Initials, Scallops, etc. Supplied in white and colors, all sizes.
36 skeins to a box.



"PERI-LUSTA" JEWEL. Art. 1. Used on heavy Linens and canvases. Supplied in white, in 4 sizes; colors in 2 sizes. 12 skeins to a box.

"PERI-LUSTA" INDELIBLE. Art. 3. A medium, loosely twisted floss, soft and silky, for colored embroidery. Supplied in colors. 36 skeins to a box.

"PERI-LUSTA" ROPE. Art. 16. A heavy, loosely twisted cotton. Soft and silky. Supplied in colors.
48 skeins to a box.



"CRYSTAL ROPE"

ART. 21

ARTIFICIAL SILK

GLISTENS LIKE CRYSTAL

A more brilliant and effective embroidery material than silk. Rich effects easily obtained with every stitch. In all leading colors. 24 skeins to a box.

Campbell, Metzger & Jacobson, 446-450 Broadway NEW YORK

WRITE FOR SAMPLES TO

Canadian Distributors: JENNINGS & WILSON, 63 Bay Street, TORONTO

ART NEEDLEWORK SUCCESS IN SMALL CITY.

(Continued from Page 142.)

floor, and the quieter location and the increased space and extra display advantages have made for rapid growth.

All the Year Round.

The most alert and up-to-date departments were not content just to be busy at one season of the year: women were always doing fancy work, they argued, and there was no reason why they should not buy materials all the year round. The experiment was made of holding classes at other seasons, and it suceeded. Some stores also hold classes for children on Saturday mornings. They argue that it is wise to interest young girls in art needlework and early make them patrons of the department.

Made-up Articles as Teacher.

Since the introduction of made-up samples many departments have dispensed with the teacher and classes altogether. This change has come from the manufacturers, who put out worked samples showing the newest stitches and the latest ideas and methods of making up articles. Possibly this method does not appeal so strongly to the woman who is wishful to learn and to whom fancy work is a new field of activity, but it makes a stronger appeal than ever to the experienced worker, and forms an ever present inducement to buy. Practically every department now buys these made-up samples—though at first many buyers were inclined to class them under the head of unnecessary expense. When

Better for Smaller Stores.

The introduction of these made-up samples has also placed the department in the smaller store more on a selling equality with the one in the large department store. Stocks carried, of course, are more limited, but both can make the same kind of effective display. Many women can examine the worked samples and see the stitches used, and can copy them without any extra instruction; moreover, she knows beforehand just how the article is going to look when completed.

A Definite Use for Articles.

Besides being attractive, the articles that sell best are those that have some definite use attached. This explains the rapid growth of the sales in stamped articles for women's and children's and infants' wear. These articles appeal strongly to the woman who wishes to have the touch of elegance in her apparel that is given by hand work. A woman goes into the French room in some large store and sees beautiful garments adorned with hand embroidery, or she sees in the infants' and children's section the daintiest of little handworked dresses and other garments. She looks at the price, and sighs: they are not within the reach of her purse. She also begins to realize what handwork costs. She passes by the art needlework department and sees garments precisely similar shown, and also the materials stamped, so that she can do the embroidery and the making herself, and have the garment at a very small proportion of the cost of the imported article. This applies also to articles for household use. In many cases she need not be troubled with the making, for that is done, and the garment is ready for use when the embroidery is done.

The sale of stamped goods of this class has grown immensely during the past few seasons, and is increasing, so much so that this section of the department now rivals that devoted to cushions and other articles decorated in art embroideries.

Package Goods.

Another reason why this department has grown is because of the convenience of package goods. These packages are attractively put up, and show a picture of the article when finished, on the outside. The package contains the stamped article, and the proper cottons or silks for working the same. There are packages on the market which contain only sufficient cotton, silk, etc., to begin the work, and the customer has to visit the store to obtain the necessary materials to complete the work—this, of course, means that the store has to keep up a stock of the same cottons, silks, artificial silks, etc., as those placed in the package.

Watching Stocks.

An art needlework stock requires careful watching, for if the stock is allowed to get out of proportion to the volume of the sales the turnover will be reduced and the proper amount of profit will not be made. All the novelties should be featured—that is, of course, with due regard as to their suitability, as to pattern and price to the trade done in the department. To do this, accumulations must be carefully watched; goods that are slow should be removed to the display tables, and the price should be made attractive enough to move them. Remember the best thing to do with slow moving stock is to get your money out of it as quickly as possible, and the money into goods that will sell as they ought to do. Rightly managed, the cut price stock on the bargain tables should form an important advertising feature for the department. If the cut is made while the articles are still desirable, women interested in art needlework will seldom leave the store without visiting the department. Many will come to buy bargains, and will see something at full price that takes their fancy as well. They will buy because the outlay means a real economy between the price paid for the article ready to work and the same article embroidered and made up. Few women ever calculate the value of their own time—they count upon giving that in.

The Location.

The lay-out of a department shown illustrates how very suitable is some location that cannot be satisfactorily used for the majority of departments; a location that would otherwise be only waste space will suit this department. The fixtures are not of any great depth, and the main need is plenty of display space. Of course, there are many first-class departments located in the main part of both the main and the upper floors, but the departments that stand out have some unusual location.

Manufacturers of Buttons

FORSYTH KIMMEL CO., LTD.

Importers of Buttons

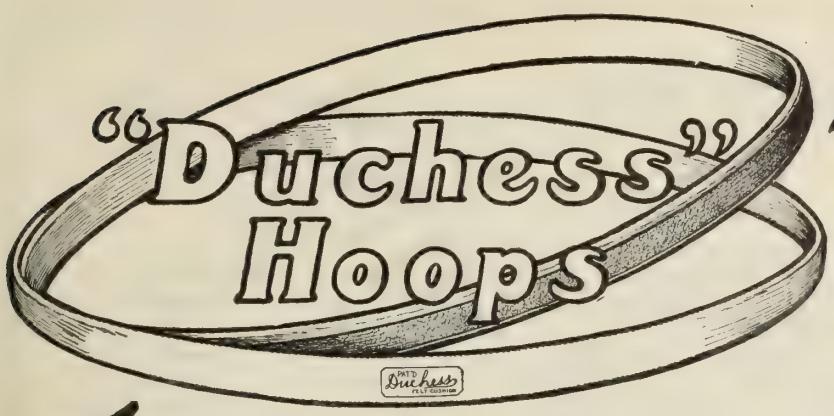
OUR LINE OF BUTTONS COMPRISES

All the very newest things produced for SPRING 1915 STYLES

NEW SHAPES IN COVEREDS, JETS, IVORYS, BRASS, NICKEL, CELLULOIDS AND PEARLS

You will find it profitable to stock our lines. WAIT FOR OUR TRAVELLERS.

FORSYTH KIMMEL COMPANY, LIMITED - - BERLIN, CANADA



Order To-day

Your Jobber carries Duchess Hoops and recommends them

Over 18,000 dealers sell Duchess Embroidery Hoops.

It's the "Duchess"—the Hoop with the Felt Cushion, women want and ask for.



Millions of Women use Duchess Hoops

for embroidering and would have no other, because—

—Duchess Hoops hold thick or thin fabrics equally taut.

—The Felt Cushion protects the embroidered work from injury when being placed in or removed from the Hoops.

—No springs or attachments to catch the silks.

—No metal about the hoops to rust and stain the fabrics.

—Made of selected hardwood, smoothly finished with rounded edges.

The Best and Most Popular Embroidery Hoops on the Market

Eight sizes in Round, 3, 4, 5, 6, 7, 8, 10, 12-inch.
Three sizes in Oval, 3x6, 4½x9, 6x12 inch.

THE GIBBS MFG. CO., Canton, Ohio, U.S.A.

The Largest Makers of Embroidery Hoops in the World.

FOR THE NOTION COUNTER

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UP-TO-DATE BUYERS SHOULD STOCK

The BeeTee

Frilling Support.

Made in 1½ in., 2 in., 2½ in. and 3 in.

One Yard in a Packet.

Absolutely Essential to the Spring Fashion for Medicis Collars.

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Hobby Horses Doll's Cabs



Suitable for children 2 to 12 years of age. Hobby Horses, dappled, enamelled finish, also skin and plush covered. Horses made to rock or swing. Doll Cabs with wood or reed body. Rubber tire wheels. Largest and best line made in America.
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LEOMINSTER, MASS., U.S.A.
CATALOGUE AND PRICES ON REQUEST

Elite

BRITISH MANUFACTURE



Electric Shades
Candle Shades
Lamp Shades

In Linen, Silk, Cretonne, Paper, and a Variety of DECORATIVE ARTICLES

This season:
Special Lines in PATRIOTIC GOODS

Send for Catalogue and Particulars and call at our Showroom when in London

HENRY WOLFF & CO.
13 Bunhill Row, London, E.C.
FACTORY: LEYTON, N.E.
Suppliers to Large Stores and Jobbing Trade only

Attention, Manufacturers' Agents!

We are being continually approached by manufacturers in Great Britain and United States who require representatives in this country, asking us if we can recommend suitable representatives.

We would appreciate it if you would drop us a line and state whether you can handle another good line in Canada, giving full particulars so we can refer these enquiries to you.

The Dry Goods Review

Publication Office, 143 University Ave., Toronto, Ontario

KIRBY, BEARD & CO., LTD.

Established *170 Years*



PINS,
HAIRPINS,

NEEDLES,
NEEDLE CASES,
ETC.

Ravenhurst Works, - - Birmingham, Eng.

All lengths 2" to 4".



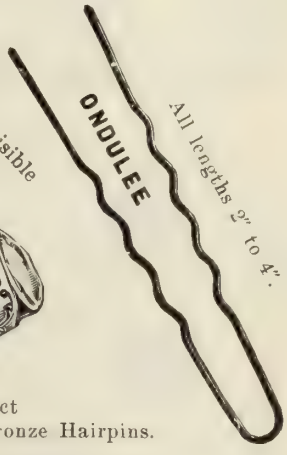
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Superior
Jet Hairpins.

Perfect
Bronze Hairpins.

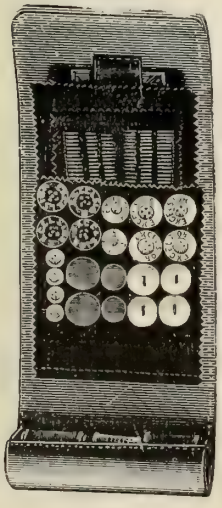
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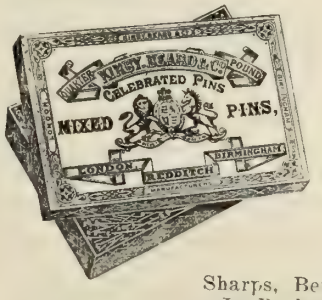
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Brass and Steel Pins.
Nos. 3, 4, 5 and Mixed Sizes. ¼-lb. Boxes.

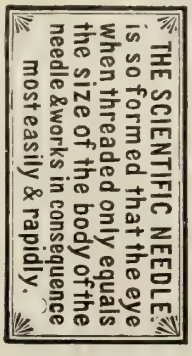




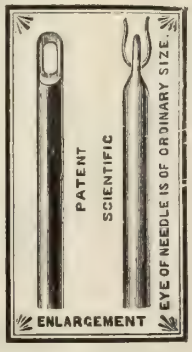
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Sharps, Betweens, Straws.
In Packets of 12 and 25







Send for Price Lists

If through the War

your supplies are stopped of Cotton Webbings, Bindings and Tapes, Boot Loopings and Top Bandings, Woven Name Labels or Loops of any description, Elastic Braids or Webbings, Mending Wools, Sewing Cottons and Embroidery Yarns, Braces and Hose Supporters, Cork Insoles and Wool Slipper Soles, Corset or Boot Laces or Wood Lasts

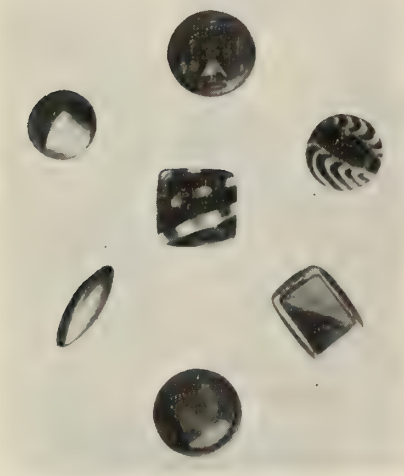
WE CAN HELP YOU

We are large manufacturers of the above-mentioned goods, having seven factories in different parts of England. Send us samples and particulars of your requirements and the same shall have our immediate attention.

FAIRE BROS & Co., Ltd., LEICESTER, England,

& 19 FORE STREET, LONDON, E.C.

Button, Button, Who's Got the Button?



This is not a game, but a serious problem confronting every merchant in Canada—just where he can get buttons in sufficient quantity and in the newest styles. We would direct his attention to our large assortment of Made in Canada and imported buttons. Illustrated here are a few samples from our Spring range.

Tell us your requirements.

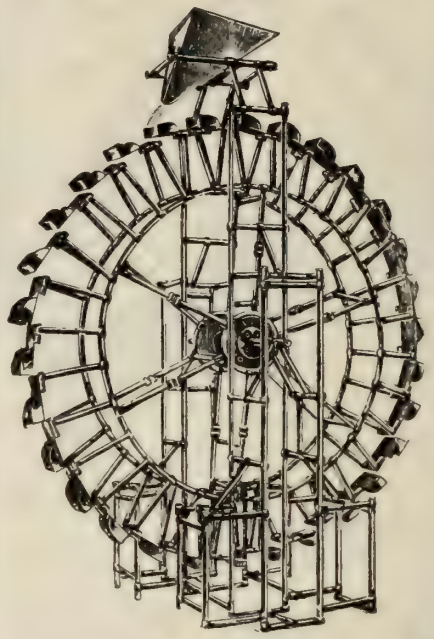
A. Weyerstall & Co.

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TORONTO **145 Wellington St. W.**

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Forts
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Lists on application. Special attention to Canadian Customs requirements.

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THE PAPER THAT GETS RESULTS

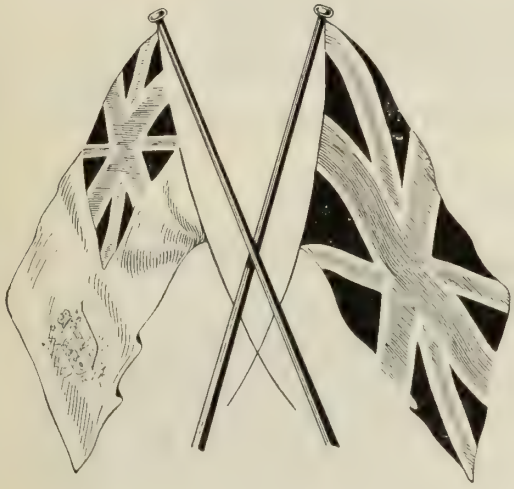
No Canadian store should be without a copy. Brim full with trade information, items of interest and articles of considerable help to you in your business.

SUBSCRIBE TO-DAY **Per Year** **$1.25** **Post Free** **SEND FOR SPECIMEN COPY**

The Toy and Fancy Goods Trader, 40-43 Fleet Street, London, E.C.

Canadian, British and Allies Flags
Military Sleeping Bags, Canvas Goods

MADE IN CANADA



"Keep the flag flying" on your store, on your patrons' homes—everywhere. You'll have calls for all-wool bunting flags, so why not stock Canadian, British and Allies flags?

Military Sleeping Bags

—the finest waterproof sleeping bag made, just the thing for the boys at the front. *Write for full particulars and a sample to put on exhibit.*

John Leckie, Limited
77 Wellington St. W., Toronto, Canada

Special 1915 Hand Bag Values

We have as good values as the line illustrated in both the "Melon" and "Deep Style" at all popular prices from **$8.00** to **$36.00 doz.**

No. 3591 (illustrated)

$8.00 Nett a doz.

made of Pin Lamb in Black, Brown and Blue.

6-inch Nickel Frame, Fitted with Purse, Mirror and Vanity Box.



The Julian Sale Leather Goods Company, Limited

105 King St. West **TORONTO**

For Reaching the European Market

Canadian Manufacturers should advertise their productions in

GAMES AND TOYS

The Leading Trade Journal

Circulates throughout the whole of Europe and the Colonies

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Publishers:

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LONDON, W.C.

DOMINION BUTTON MANUFACTURERS, Limited

57 WATER ST. NORTH, BERLIN, ONT.

MANUFACTURERS OF

Fine Lines of Buttons—
Ivory, Horn, Pearl and Pearlette



LONDON MADE BRAIDS

We hold a large stock of every description

APPLY TO

THE MANUFACTURER

HENRY WARDEN, 11, Oat Lane, London, E.C., England

¶ Have you something to buy or sell, or are you needing some experienced help? If so, an ad. in the condensed advertisement column of the DRY GOODS REVIEW will carry your message where it will be read in nine-tenths of the dry goods and departmental stores throughout Canada. You can reach all these prospects for only two cents per word for each insertion.



Standardize the Notion Department

The notion buyer who stocks "a little of everything" is not doing the wise thing, either for his customers or for his department. It may be necessary to have goods of two or three prices in the same line, but not several lines of the same article at the same price. When a customer is shown too great a variety, she is apt to become confused, waste her own time and that of the salesperson, and perhaps end the transaction in uncertainty and dissatisfaction.

Added to these objections, it is too easy to overstock the department, making a heavy investment and slow "turnover."

Concentration

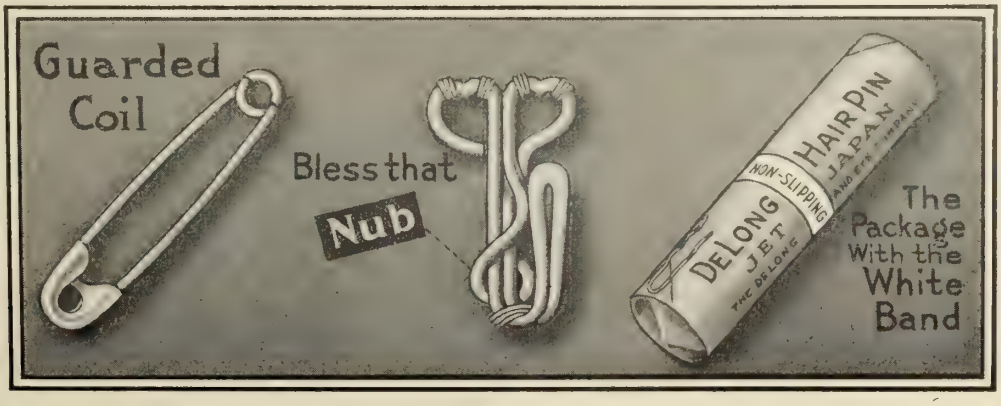
is the remedy! Concentrate upon a few well-selected lines, of satisfactory quality and active selling power! That is the secret of a well-balanced and profitable notion business.

The DeLong Hook and Eye Company's Line

meets all requirements, in both price and variety. It is not necessary to make a large investment, as our selling plan makes the price the same for one gross or one hundred gross, and permits the exchange of any sizes or colors which may be found undesirable.

Correspondence Invited.

DeLong Hook and Eye Company
of Canada, Ltd.
St. Marys, Ontario



DRESS FABRICS AND SILKS

Scarcity of Woolens

Reason For Lack of Novelty in Offerings For Spring and Fall —Crepe Effects Promise Well—Slow Delivery in Coverts.

MONTREAL, Jan. 2.—(Special.)—Retailers who have noticed how little really new is being shown by travelers for Spring will understand clearly why this is so when they consider that practically nothing has arrived from France, Germany or Austria, and that in Great Britain, whence the bulk of Spring stuff is coming, the Government has taken over the majority of looms to make clothing for the soldiers, and dyers are finding it difficult to cope with their part, owing to the shortage of dye stuffs. Looms must be used for Government work first, whether the proprietors like it or not. Moreover, the Government is taking nearly all the material available. Owing to these circumstances, deliveries in future are expected to be bad.

In France, war has raged, and is raging, in the centres which formerly produced much of the dress goods worn in Canada. Not only that, but the Germans have seized all the raw material in their path, and sent it home to aid their own mills. So that if the war ended to-morrow, it would probably be twelve months before the factories in France would be in shape to send supplies to Canada. As for Great Britain, it is taxing her to the utmost to keep pace with the orders pouring in from every part of the world.

Little is being offered in woolen dress goods that is not plain. Wholesalers state that figured stuff is not selling well, but the real reason is there is little to offer. Everything with a crepe effect will have a good sale next season. Crepe de chines are in demand. Medium-priced armures have sold exceptionally well. Some houses state that their biggest orders have been for wool gabardines. Covert cloths in many instances are not being pushed owing to difficulty in securing deliveries.

Whipcords are getting old, but many houses repeated on this line for 1915. Blue and grey gabardines lead the way in this line, while black, navy, and brown serges have had ready sales. Poplins are being offered.



COLORED WASH FABRICS FOR SPRING
Ground material—Printed dimity in black and white.
Striped and embroidered sport voile in black and white.
Printed cotton mousselaine, blue ground and pink, cerise, yellow and green figure outlined with black.
Checked Scotch gingham, blue, white and tan.
Gingham and dimity shown by McIntyre, Son & Co., Ltd. Mousselaine and voile shown by Greenshields & Co., Ltd.

VERY SLOW FOR FALL.

Sample lines for Fall 1915 are in bad shape because the British mills making heavy weight fabrics are busy with government orders. These mills are finding the war office very firm, if courteous. The authorities insist that khaki and other war materials shall take the precedence over all other orders. They enquire strictly as to the output of a mill, and if the requisite production is not maintained, the intimation is given that the mill will be taken over and its owner be paid a stated sum for its use. No favor is shown, for this information was sent to a Canadian jobbing house as the reason why no samples of Fall coatings had been sent up to date. In addition it may be stated the manufacturer was an M.P.

Wash Goods Early

Shipments Really in Advance of Last Year—Big Year in Whites —Printed Goods Coming Into Favor.

SHIPMENTS of wash goods up to the present have arrived in Canada earlier than they did last year. While a change may take place any day, if further shipments continue to arrive as they are doing, there will be no scarcity of cotton goods during the coming year.

Judging by the supplies brought in by several Canadian houses, they have been banking on crepes and crepe voiles for the coming Spring, and some really neat designs are seen in the shipments which reached this country late in December. The crepes and voiles illustrated in this issue are examples of stuff on which there has been a big run for the coming season. They are mainly of British manufacture. Some excellent examples of embroidered mercerized crepe were brought in from France in July, and sold freely. Wholesalers only bought lightly, trusting to repeats, which, of course, could not be placed, the manufacturers being in the war area. The samples were on the road only two weeks, and were withdrawn when war was declared.

It is safe to say that this is going to be a big year in whites—lace cloth, plain voiles, seed voiles and organdies. Some dainty lines in ratine repps, corded ratine, and nobby crepe are being offered. White sheer organdies will be very popular, whereas last year they could not be given away until August, when they began to sell for white flare collars and blouses.

Stronger for Ginghams.

There has been quite a lot of talk in the States of a revival of gingham, which is certainly taking place across the border. So far it has not developed here, although the demand for check and striped ginghams is certainly better here than it was a year ago. All that can be said is that there is a stronger feeling in favor of them.

Printed goods are coming more into favor, after an absence of two or three years. It is certain there will be considerable call for them around June and

Lorraine
PIECE GOODS
Worsteds-Cottons-Shirtings

Lorraine fabrics are the high-grade product of an up-to-date mill which for over thirty years has maintained a leading position in the dry goods industry of the United States. We change our weaves, designs and colors as fashion demands, but we never lower the high quality of our fabrics.

DRESS WORSTEDS—Fine Imperial Serges, Gabardines, Poplins, Men's Wear Serge, Fine Batiste, Covert Cloths, Satin Soliels, Melrose Cloths,—Creams, Blacks and colors.

WASH COTTONS—Lorraine Egyptian Tissue, Tissue de Nile, Nebulette, Woven Fine Crepes, Voiles, Silk Faconne, Embroidered Organdies, Embroidered Basket Chiffon. Stylish, handsome sheer goods in charming designs and colors. Very durable—stand wear and washing. Fast colors—guaranteed.

HIGH-GRADE SHIRTINGS—Bonabel Silk, Silk Stripe Armure, Mercerized Tosca, Madras, Iona Flannel.

LORRAINE QUALITY IS STANDARD

LORRAINE MANUFACTURING CO.

New York
Sales Office:
72 Leonard Street
G. W. DICKINSON, Agent



LORRAINE MILLS
at Pawtucket and Westerly, R. I.

Toronto
Representative:
D. P. SMITH
308 Empire Bldg.

Growing Confidence in Silk for the Spring

Raw Silk is Tending Upwards — Good Business Has Been Done in Staple Silk Fabrics — Taffetas Featured in New York — Crepes for Waists and Undergarments.

THERE is a steady growing confidence in the outlook for the coming Spring, and raw silk, for the first time in months, has advanced in price, and there is some selling, forward orders having been booked up to May and June. There is a growing feeling that silks will sell well in the coming Spring, as the prices will be low in comparison with those of novelty wool materials, and this will stimulate buying. Advance buying has been on a conservative basis and so far has been confined to staple fabrics. Buyers are interested in the taffeta question and opinion is divided as to whether they will sell. The New York market is featuring taffetas strongly since the flaring skirt became assured for the coming Spring. Taffetas are favored in New York, not only in plain colors, but are showing in printed and warp-printed novelties, and in checks and stripes. Very large use is made of black and white, and where colors appear they come in subdued shades.

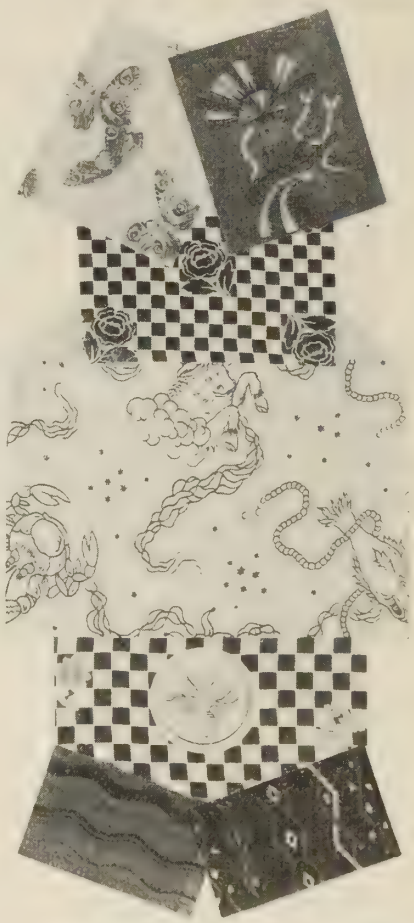
Another new development comes in the introduction of cord weaves. Failles have been selling for the past two seasons and now that fashion favors former finishes in silks they are found to come to the front more prominently. Poult de soie is again introduced. This silk is always a favorite when stiffer weaves are advocated, as it wears extremely well. Heavy rib fabrics such as poplins, Ottomans and weaves of the same class in silk and wool fabrics have been fairly well ordered by buyers.

The trade is taking a fair proportion of satins, and crepes are favored particularly by the makers of waists and under-garments. Crepe de chine and Georgette crepe are being ordered freely and crepe meteor is showing more activity now that stiffer finishes are in demand.

The absence of novelty and the trend in favor of economy is bringing Jap and Oriental silks into favor and waist manufacturars are featuring waists made of good quality Jap silk in their Spring lines. These silks make up splendidly into the tailored and semi-tailored styles that are now fashionable.

Another material on the market very suitable for both waists and underwear is a Japanese satin that launders perfectly and has much the appearance of charmeuse. This silk comes only in black and white. Japanese crepe is another washing silk that is selling.

Tussah silks have advanced during the past fortnight, due to the increased attention that is being given to this class of silk. Natural tussah is closely allied to the fashionable sand shade in color and from the stand-point of economy it is outclassed by no other weave, as its wearing and washing qualities are of the best.



NOVELTIES IN FANCY GOODS.
Printed taffetas, foulards and novelty silks from photograph taken in New York for The Review.

Putty Colored Velvet.

A special report to The Review reads:

Putty colored velvet will be one of the good sellers for the coming season, it is believed, and wholesalers report that they are selling more browns now than they have for a long time. Some months ago it was feared there would be a scarcity of velvets, or at least a long delay. If anything, supplies are now bigger than the demand, yet it is stated that prices are firm, and will be owing to the fact that supplies for its manufacture are brought in from Switzerland. Velvets and velveteens are expected to sell better during the coming Spring, because there will be a scarcity of novelties in the dress fabrics department.

Silk yarns are cheap, which means that silks are cheaper all round. However, the cost of laying the manufactured articles down is higher. Orders are coming in freely, but for smaller quantities. Quite a number of Roman stripes are going out, and taffetas will be good for millinery purposes, and plaids for sashes. A supply of brocaded taffetas, 40 inches wide, in seven shades, has arrived after considerable delay.

Fall Samples Late

Staples Will Predominate, and Novelties Will be Few in Number—Due to Wool Situation and Fact That Mills Making Heavy-Weight Cloths Are Behind the Situation.

FOR many years in the Annual Spring Number of The Review there has been presented a dress fabrics forecast for the Fall season of the year. This year this forecast has to be omitted for the conditions are too far from normal to permit of the gathering of the information, as the usual Fall collections have not yet been made. Here and there a few samples have been shown, but the situation is such that the pricing varies from day to day. While there is much speculation as to the general run of values, it is at present all guess work, as no one really knows—not even the manufacturer himself. Since the West Riding of Yorkshire became so busy on army cloths some very heavy advances in the price of staple fabrics have been recorded, and even the advance when obtained has not satisfied the manufacturer. He has realized that it was possible to obtain more. Of course, this situation is abnormal and cannot last, but prices give every promise of being higher for the coming Fall.

The general idea is that the demand will come for rough materials rather than for smooth-faced fabrics. While lines are incomplete, fancy and rough mixtures are indicated, and mackinaws look good for the future. Chinchillas are talked of in white particularly. Dress fabric lines will come chiefly in staples, and as it promises to be in the Spring also, the element of novelty will come from the manner in which the material is used.



Skinner's Satin

The fabric for

Ladies' Coat Linings
Suit Linings
Fur Linings
Trimmings

36 INCHES WIDE

Guaranteed for two seasons' wear

WILLIAM SKINNER & SONS

Mills: Holyoke, Mass.

NEW YORK SALESROOM: Fourth Ave., Corner 17th Street

Running Dressmaking Department on a Profit

How Stores Keep Track of Cost of Each Item Entering Into Dress and of Working Expenses—Everything Charged Up on Slip—Credits to the Department Offsetting Salaries.

DOES your dressmaking department pay? This question The Review has put to a number of Canadian merchants and in the majority of cases the answer has been in the negative. Some have spoken in quite a resigned manner, as if it were the natural course for a dressmaking department not to pay for itself and they have added usually that this is not an important matter and that it is sufficient for a dressmaking department to get along on as small a deficit as possible, as there is a compensation in the fact that with this department in the store there is more probability of an increase in business in a number of other departments, including the dress goods, trimmings, etc.

Blame It on Lack of System.

There is a second class who do not take a cheerful view of the failure to make a profit, but explain that the forewoman in charge of the department, although an excellent dressmaker has not the particular ability necessary to carry out an intricate system such as they believe is necessary for keeping accurate track of expenses and making the overhead charges more than met by the charges against each dress.

A deficit, however, is not a necessary consequence of a dressmaking department in a dry goods store. An emphatic NO would be the reply of Dicksons, Limited, of St. Mary's, Ont., as well as many other retail stores in Canada. In this store a definite record is kept of all the expenses in connection with the department and all are figured out in such a way that a surplus is credited to the department as a result of the charges for the work on each order, while the goods bought for the dress are charged up at the ordinary selling price in the store.

A Duplicate Bill Started.

Mr. Dickson, who has a record of being taken in as partner at the age of 21, and who has crossed the Atlantic already thirty times,—explained this system to The Review. He said that when an order for a dress was taken a duplicate bill was started in the department containing, of course, the name of the person for whom the dress was being made. Whenever it was necessary to buy any material, trimmings, spools of thread, hooks and eyes, etc., for this particular job, a duplicate bill in book form was brought down to the store and each purchase entered in duplicate by means of carbon paper. When this was complete,

Dress Making Department

D. F. Co., Limited .191

Name

Address

PRICE OF MAKING	ESTIMATE

Remarks

Sold by

		Goods	
		Spools	
		Spools	
		Twist	
		Lining	
		Sateens	
		Canvas	
		Haircloth	
		Morette	
		Silk	
		Satin	
		Lawn	
		Muslin	
		Binding	
		Boning	
		Belting	
		Fasteners	
		Hooks	
		Shields	
		Wadding	
		Flette	
		Knitting Silk	
		Collar	
		Lace	
		Cord	
		Frill	
		Applique	
		Trimming	
		Braid	
		Ribbon	
		Net	
		Buttons	
		Buttons	
		Sponging	
		Tape	
		Making	

Form used by Duncan, Ferguson Co., Stratford. Every item bought by department must be entered in duplicate on these forms.

together with an estimate of the cost of the work, the bill was torn out and pinned to the original check and the two together went into the office. In this way, it was known exactly what amount should be charged altogether for the dress in order to come out with a profit for the dressmaking department on the transaction. Or if an arrangement had been made in advance with the customer, the difference between the two amounts showed the profit on the work itself. As the articles bought in the department for the dress were charged for at the regular selling prices, if there was a profit on the transaction of $2 or $4 over and above all expenses, that money would be the profit made by the dressmaking department itself. For instance, if the cost of the work was $8 and there was a total profit of $12, the department would make $4 to pay rent, etc., as well as a profit. This system also provides that if the cost of the work was $8, the customer would not be charged only $7.50 or $6 for the work by chance reckoning, and thus the department lose that much.

This system can be understood more easily, however, by an illustration. Supposing a dress was being made for Mrs. Smith. The completed bill, which might be called the workroom bill would read as follows:

THE WORKROOM BILL.

C—6½ dress goods @ $1.25	$ 8.12
C—3 yds. lining @ $1.25	3 75
C—½ yd. satin @ $1.50	.75
D—Hooks and eyes	.05
D—Spools	.20
D—Findings	.30
Total	$13.17
H department (work on dress)	$ 8 83
Total	$22.00

Note that there is marked on this bill the letter of the department from which the goods were secured. Thus there are three in the dress goods department called "C," and three in "D." The dressmaking department is itself called "H."

Thus when this slip goes in as a sales slip to the office the bookkeeper credits to "C" department the total of three items, that is $12.62, to "D" department the total of three items, 55c., and to "H" department $8.83.

This $8.83 may, or may not, allow a profit for this department. That can be arranged with the one in charge. As a general rule it is better to complete the transaction by having the one in charge add on to the actual cost of making, an amount sufficient for a profit in the department, so that the bill as it comes down, viz.: $22, would represent the actual selling price on the goods themselves, and a profit for the department on the making. If this is not done, it would be necessary for the office to make an addition to the bill of $22, say up to $25, so as to allow for this profit.

Now, for the salary record for the dressmaking department. A slip is made out and a record is kept week by week. This may run as follows:

SALARY RECORD.

Forewoman	$20.00
Miss A.	6.00
Miss B.	7.50
Miss C.	4 50
Miss D.	3.25
Total for week	$41.25

(Continued on page 207.)

THE "RISING SUN" TICKET



CANADA WILL HAVE CRUM'S STANDARD PRINTS

The new Season's goods are now in the hands of the Jobber.

These fabrics surpass even their previous excellence.

The designs, as usual, are thoroughly up-to-date, and are as attractive as ever.

"Crum's Standard Prints" represent the very highest example of Cotton Fabric Printing, on a cloth famous for its durability, with colors that will not wash out.

The combination of these characteristics of cloth, color and design, has made Crum's Standard Prints famous.

YOUR CUSTOMERS

will be delighted with them, and will recommend them to their friends.

IMPORTANT. Your Jobber will supply our handsome showcard and leaflets for the counter, with your order.

Each genuine piece bears the above "Rising Sun" ticket and the stamp reproduced below, on the outside fold; the name "Crum's Standard" is stamped along the selvedge of the cloth.



THE STAMP

Increasing Sales in Dress Goods Department

If New Goods Do Not Move Readily They Are Cut Into Short Lengths and Put on Remnant Counter, at Special Price—Special Lines For Special Attention of Clerks—Redyeing New Goods That Prove Unpopular—Tables at 50c, 75c and $1.00.

Written for The Review by C. L. Evoy, of Wm. Geddes Co., Strathroy.

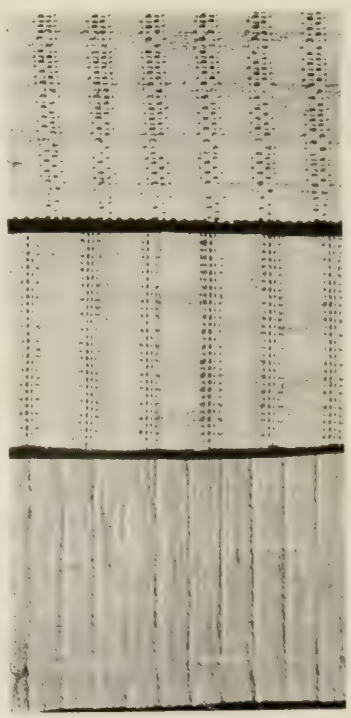
THE dress goods department, although it has always held a place of honor in the store, has come into prominence in a particularly strong sense during the past two years or eighteen months, and now it is recognized as one of those departments that can be counted on for special activity during certain periods of the year, and under skilful management greatly to increase its turnover by some lines of goods which hold popular favor if for only a few brief weeks. The silk section of it proved very profitable about a year ago, and up to early Spring although lack of supplies has checked its growth during the past five months.

The outlook for Spring is fairly good with reference to supplies although there will be a certain lack of variety in some lines, particularly woolen goods, and in some silks. But the business in this department even with the question of supply somewhat restricted promises to assume larger proportions than ever during the next few months, and if the sudden turn of the public towards dressmaking continues—whether it is enforced by conditions or a result of an unnecessary economical turn—the dress goods department is in for a long and continuous run of increased business, which will place it in its former position and increase its profits as the natural result.

Cutting Up Slow Sellers.

One of the first inquiries as to our practices made by The Review, and one which probably bothers the majority of dress goods buyers and managers more than their buying itself is that of how to keep the stock cleaned up, so that at the end of a season there will not be on hand a large number of remnants to carry over, or to put on the bargain counter, at a time when the seasonable demand for these has passed. There is one little device which I have found very successful in my own selling, that I may mention. As soon as the new season's stock comes in and is exhibited for sale, I keep a close watch on the movements of these goods. There is always, I find, certain lines of colors that are taken by women at once that we know we can get rid of shortly, and at their full price, and even feel certain of clearing out a large extra stock of repeats. It is in connection, however, with the goods which falter a little, which look to me as likely slow stock. I give these a fair chance, a week or two, say, and see that they are brought to the attention of the women who come in to purchase other lines, to test these as much as possible, and then when I come to the conclusion that they are going to be a little slow I transfer them to the remnant counter. This may imply that the price is reduced, but this is not so. The remnant counter at this stage simply means that the goods are cut up into suitable lengths for skirts or waists of dresses as the case may be, and ticketed with the correct quantity of goods and price and put out there with card containing the word "remnants." The price at this point I never cut; that is, if I am putting out, say two and a half yards, and have marked that at 50c for the opening of the season I simply mark on the ticket, "2½ yards, $1.25." The whole bolt may be cut up this way, care being taken, of course, that there is not more than one remnant of the same cloth on the table at the same time in order that women may not get the impression that they will meet their doubles if they bought this piece of cloth. I go on the assumption at first that the fact that the goods have not been found ready sellers in the bolt is not to be an argument to reduce the price at once. All I am anxious to see to is that they are good value at the price offered. In a great many cases I have found that I have disposed of stocks of certain shades of cloth when for several weeks after the opening of the new stock there was not a single sale made from the bolt.

NOVELTIES IN WHITE WASH FABRICS.



1—Lace striped ratine. 2—Corded and lace striped ratine. 3—Nobby crepe. Shown by McIntyre, Son & Co., Ltd.

No Hint of Reduction in Price.

I take care to make a distinction between goods that are not reduced from the regular selling price, and those on which there is a reduction. The reduction is made later in the season, when the early sale is over, and tickets are used with the wording, say, "worth $2. for $1.50," or $1, if the reduction is a 50 per cent. one. This, of course, is never done on goods on which there is no actual reduction on the regular selling price. The real reduction is made if they are actual remnants left over or the goods are mussed or rendered of less value than their original by being kept in stock for some time.

Right in front of my department, in order to help out sales and improve my display, I put tables at the beginning of the season, and on these goods are displayed at one price for each; for instance, on one there will be goods at 50c, on the next one goods at 75c, and on the next one goods at $1. These goods may be in the "remnant" class or whole bolts may be shown, but only a single sample piece of one line is seen.

Clean Out in January

The month of January is usually chosen for this cutting down of prices, and as far as possible I see to it that these goods are cleared out even if we have to do it at a great sacrifice. As a rule, on the remnant counter, that is, for the general reduction rule, goods are marked at odd prices, for instance, 39c, 49c, 57c and 99c, which seems to have a better drawing power than marking them at even prices of 40c, 50c or 60c, or $1, as this does not carry the same suggestion of a reduced price as the odd number does.

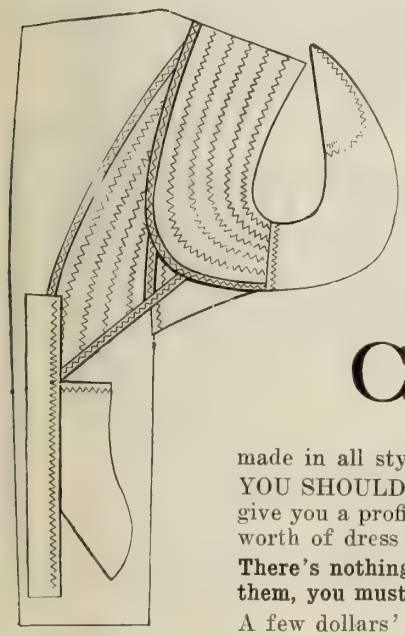
Good Variety of New Shades.

The question has been put to me also how I gauge my supplies of new goods where a large number of novelty shades are brought out for the beginning of each season. I decide, with the assis-

Here's a slam at the man who is a *handler* of goods, but not a *salesman*

Go back and look under that rear counter and see if you do not recognize a few old friends lying there —goods or articles that cost you hard earned cash. You and your salespeople sell them when you get a call (perhaps), and perhaps not, for ten to one you forget them from one stock-taking to another.

SIZE YOURSELF UP— ARE YOU HANDLING GOODS OR SELLING THEM?



No. 500

Are you creating a demand for your dress goods and suitings among the women of the town who could afford two suits or coats to the one they now get if they could cut out the dressmaker's or tailor's bill?

For a small outlay of money, say 50c to $1.25, any woman can make her own coats and suits, make them fit perfectly and keep their shape—the secret is the

"Everlast" Coat Foundation

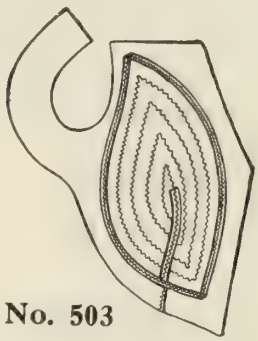
made in all styles, and sizes for every requirement.

YOU SHOULD HANDLE THEM, NO YOU SHOULD SELL THEM, for they give you a profit of over 75% and every sale means the sale of several dollars' worth of dress goods and perfect satisfaction.

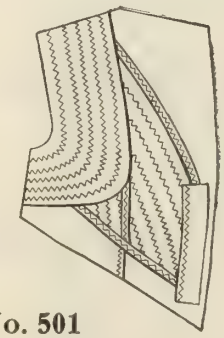
There's nothing equal to them for creating new business—but you must show them, you must push them.

A few dollars' worth of stock will give you a good assortment of sizes in the best sellers—Nos. 500, 501 and 503.

Mail your order now and ask for our new show card. Start the ball a rolling for the biggest dress goods business in the history of your store.



No. 503



No. 501

Toronto Pad Co., Limited

333 Adelaide Street W. **TORONTO**

Western Representative:
J. W. LEATHORN, 603 Mercantile Bldg., Vancouver, B. C.

Eastern Representative:
A. J. COULL, 243 Bleury St., Montreal, Que.

tance of editorial or advertising matter in trade papers, as to what lines are the most popular or are likely to be, and I buy accordingly. Of course, in a new shade care must be taken not to get in too large a stock as necessarily the popularity of this shade is experimental. In order, however, to make a good showing the dress goods buyer must have a good live variety of many of these new shades, even if he only buys one piece of each. Women themselves are becoming more experienced through their fashion papers in knowing just what is new on the market, and the buyers who limit themselves too much to the staple lines will give them the impression of being out of date. On the new colors, as on various lines of cloths, I keep a careful watch for the first few weeks to see how they are moving. If in some new shades these are condemned by the women who look at them, and the likelihood is that they will remain on my hands, I have found it a very useful plan to send them back to the dyer to have them dyed in some of the other new shades which have proved popular. The goods come back to me in as good condition as before, and at the worst I have them dyed in blues and blacks, in which colors they will always be staples and sure sellers even if sometimes a little slow in moving.

Generally I always try to have some extra good value on display all the time. This draws attention and gives satisfaction to people who feel that they are being well served in this way. For instance, I had a couple of thousand yards of silk, which I thought particularly good value, and which we got rid of in a very few weeks simply by showing it to all our customers who came in to buy, if the opportunity was favorable. There was no suggestion even to buy, of course, simply a remark by myself or an assitant that we had "something here" that we wished to show them, and in the majority of cases people, even if they do not buy, are grateful for the opportunity of seeing something that is new. Extra sales come to us in large number through this mild suggestion to customers after they have purchased some goods that they came in especially to secure.

I fully believe in price tickets displayed on counters and tables and ledges, and we try as far as we can to have our displays on these changed twice a week, and often daily.

These ideas can be carried out in any store with success.

WHITE GROUND FANCIES.



No. 1—Silk striped voile, the stripe in color and white.

No. 2—Mull, printed in colors, giving embroidery effect.

No. 3—Crepe, with printed Roman stripe, and woven stripe between. Shown by Greenshields, Ltd.

$1,000 FIRE LOSS.

Ely Herman, furrier Toronto, and the Queen's Cloak Company, lost $300 and $700 respectively by fire.

KING'S
Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and salable shading made.

FAMOUS
Sold by leading jobbers

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
Every piece perfect

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON

GLASGOW, SCOTLAND

Canadian Representatives:
CAMPBELL, SMIBERT & CO.,
Montreal and Toronto



Why Not Open a Permanent Remnant Dept.?

Home and Colonial Drapers will find one to be a valuable adjunct to their business. If this be impracticable, buy remnants for your **sales.** At once profitable and attractive.

The Best House in the Trade for these is

JOHN STONES
Shiffnall Mills
BOLTON, ENGLAND



This Label Marks the Genuine

Photograph of one end of a bolt of our Steelclad Galatea with label just as it appears on the goods.

When ordering GALATEA be certain that you get the genuine, by demanding Dominion Textile Company's trade-marked

Steelclad Galatea

This line is superior to any similar goods on the market and is backed by our unconditional guarantee.

The colors are absolutely fast, to sun or tub—the cloth is perfect in weave and finish.

The adaptability and wide variety of designs have made our Steelclad Galatea the most useful of Canadian-made household fabrics.

Sold by all wholesale houses at 11½ cents per yard.

LOOK FOR THIS LABEL

Complete sample book upon request

Dominion Textile Company, Limited

110 St. James St., Montreal

How 1915 Whitewear Windows Were Trimmed

Very Few Showed Fine Lingerie, the Most Being Straight Sales Displays — Novel Device Showing Marked Down Price in Blue on Regular Ticket—Roses With Circassian Mahogany Background.

JANUARY windows in the big stores are emphatically sales windows: there have been only a couple of exceptions and both occupy the big corner windows in the Eaton and Simpson stores. The Robert Simpson Co. made a beautiful display of high-class lingerie in the large window at the corner of Queen and Yonge, and in their big corner window at Yonge and Albert the T. Eaton Co. had an advance display of Spring suits.

Generally speaking, quite as much window space is devoted to featuring linens and household goods as to lingerie. Indeed, lingerie is almost a misnomer, for the garments shown, while of mighty good value and good cut and design, are decidedly of the useful and good wearing variety.

Save in the case of the two windows alluded to, very little attention has been paid to the background: just the usual wood background is used with the addition of a draped panel or an occasional floral decoration to give a touch of color.

A Lingerie Window.

The large Simpson window is really square, one corner pointing into the store. This corner is cut off by a curtain panelling in mode or sand shade plush. Against this background was grouped a large dresser of Circassian walnut with shaded electric candles in silver, and the usual silver, cut glass and embroidered linen and lace fittings and covers. At this table was seated a figure in an elaborate lace and embroidery-trimmed negligee with cap to match, trying to decide which of two underskirts she would wear, while across her lap was a pair of rose-pink and white brocaded silk corsets. Crepe de chine, Milanese and washing silk undergarments trimmed with delicate shadow, French Valenciennes, fine real Torchons and Clunys and other novelty laces were shown.

Where cotton materials were employed they were of the sheerest and softest construction with batiste and nainsook in the lead.

SPRING SUITS IN JANUARY!

Quite Spring-like was the display of advance models in Spring suits made in the large window on the corner of Yonge and Albert Streets, by the T. Eaton Co., early this month. The setting was in keeping—green wicker furniture, bay trees and roses and foliage formed the background. Evidently the fact that they must economize has not made the Toronto women turn their backs completely upon Dame Fashion, for the window was a great attraction and drew an eager and interested crowd. Eight suits were shown in all—three in the much talked of sand shade in covert; three in navy blue serge or gabardine, and one in black and white check with the black predominating, and one in white and black check.

How Color is Secured.

Color was given to the display by the blue and pink ribbons that trimmed the garments and by the use of brocaded silk corsets in white and pale colors. Also scattered through the display on stands and among the beautifully draped garments were small lamps enamelled white with the shades filled in opal glass in yellow, apricot and rose shades. These lamps were wonderfully effective and give a rich glow of color that harmonized beautifully with the white and pale tinted garments.

Set of Finished Windows.

Really only a window decorator would be able properly to appreciate the three window displays that were used in connection with the semi-annual white goods sale at the Murray-Kays store. These windows certainly challenged admiration for they were just as carefully thought out as to detail, and as carefully dressed and put in as if they were important opening windows. These windows certainly put the goods before the buying public in the best possible and most attractive form, together with the annoucement that the standard and dependable goods shown in the windows were selling with discount of from 20 per cent. to 50 per cent. The display of long cloths, nainsooks and cottons depended upon the manufacturers' printings of name, etc., on the end of the pieces for the relief from white, as gay-colored lithographs were used to designate many standard lines, it was easy to give the necessary color contrast to the window.

The situation was different in household goods, such as sheetings, pillow-cottons, towels, bed spreads, etc., and also in the window showing of table linens, backgrounds, etc. The bolts and pieces were tied up with green ribbons, and the white and green made an effective and Spring-like display.

The only attempt at a background trim in these three windows was a large cluster of deep pink roses fixed to the dark Circassian walnut permanent background.

Blue-Penciled Cut in Price.

A sales window with a regular price ticket is a stunt the T. Eaton Co. are pulling off in featuring whitewear. The evident idea was to show the cut in price. The ordinary price ticket was used and the window was dressed in such a manner that the ticket on each garment was very conspicuously placed. Two, or at most three, groups of articles only were featured in a window and when the blue penciling was done in a legible hand the new idea certainly attracted attention. The only card in the windows announced that the "semi-annual" sale was now in progress. There was one

As stated in the last issue of The Review, it is likely that the majority of stores in the smaller cities and towns will hold their whitewear sales in February this year.

LAMSON

Good Store Service Assured

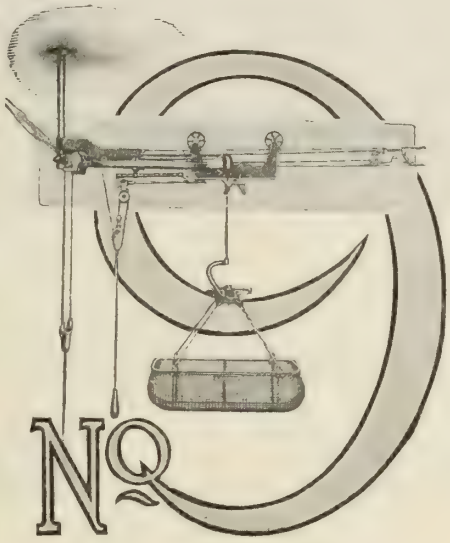
With a Lamson Number 9 Carrier—

The newest and best on the market—because it represents—

Thirty-four years of store service experience —Searching tests to prove its efficiency — The work of a force of skilled engineers —A reputation for providing the greatest benefit for the merchant at the lowest possible cost.

Baskets of Special Design and Make

Baskets used on Lamson Number Nine are hand-made, of the highest quality steel wire. They are firmly bound with steel bands, assuring maximum service and durability. Their smooth finish prevents injury to the most delicate fabric. A distinctive feature is the provision made for lowering the basket to any height desired, and for detaching it from the car. Baskets vary in size to meet the needs of individual departments.



LAMSON No 9

Ten features that should recommend the New No. 9 Parcel Carrier to you:

1. *Operating possibilities*—Only carrier of its type that can be successfully operated on low level lines or on a slightly up or down grade.
2. *Oilless Bearings*—Thorough tests prove the superiority of oilless bearings over ball bearings. No oiling required. Remove danger of dripping oil or grease. Enable car to carry heavier loads, run more easily with less friction and over greater distances than possible with any other carrier.
3. *No Obstructions*—All objectionable obstructions at wrappers' station eliminated, leaving space free for wrapper or cashier to work.
4. *Speedy Operation*—All baskets, no matter what the length of line, are released rapidly and easily.
5. *Friction Stop*—Enables car to be operated without rebound or shock at station delivery.
6. *Location of Stations*—Special anchorage permits placing of stations exactly where desired, under lights, rotundas, etc., without ceiling connections.
7. *Low Maintenance*—Installed with less trouble and maintained with less expense than any other system.
8. *Durability*—Simplicity of design and high-grade workmanship throughout, should make this system last a business lifetime.
9. *Safety Devices*—Every possible safety device used, insuring against falling baskets, broken wires, etc.
10. *Efficient Service*—The one object in view has been to quicken store service, eliminate trouble and reduce expense of operating a parcel carrier system. Entire construction assures these results.

You owe it to yourself and your business to investigate how our new No. 9 Carrier will improve the service of your store, reduce operating expense and help you please your trade. Send for No. 9 Bulletin.

It will pay every merchant who is planning improvements for 1915, to learn how Lamson Service, in one form or another, will benefit his business. A representative will be glad to explain, on request.

The Lamson Company, Boston, U.S.A.

Toronto Office: 126 Wellington St. W.

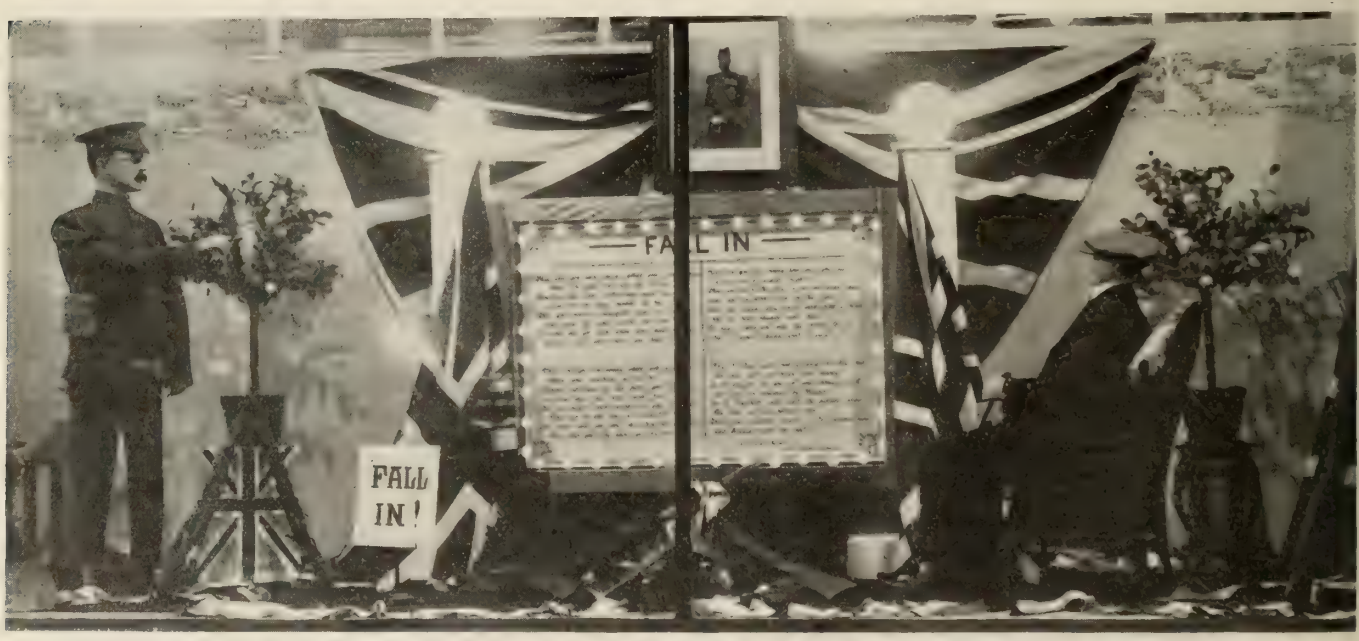
SERVICE

Spring Opening Window by Winner of Review's Silver Cup



This Spring opening window by A. W. Murdison, winner of The Review's silver loving cup, presents a good type to follow. The view consists in reality of two sections, the left one a ready-to-wear, the right a display of dress goods, with a full form drape—made without cutting the goods—and a loose one of the goods gracefully upheld by a cross-bar and falling in three folds. The foliage is pink rose ramblers, and each set of two windows was carried out in different shades, purple, tango, blue, etc. The borders in the panels in the background carried out the pink and green color scheme of the foliage. The floor was of cream oatmeal paper. Note effective use of electric lamp, now becoming a favorite in many parts of Canada and the States. The whole cost of 200 feet of windows, including dozens of sprays, oatmeal paper, etc., was only $65.

British Call to Enlist Adopted for a Regina War Window



This was one of a series of stirring war windows at R. H. Williams & Sons, Regina, Sask., that attracted much attention and favorable comment on the clever work of A. W. Murdison, who designed them. The idea needs little explanation: a soldier pointing a civilian to Harold Begbie's well-known recruiting song, "Fall in!" Very appropriately the only card in the window repeats these words. The King's portrait is in the center above the draped flags, and rifles are crossed in front.

In the next issue The Review will give a unique view, a flash of a night crowd looking into one of the war windows, and an article by Mr. Murdison covering the series.



Passing *By*



Passing *In*

There has never been a time when Store Fronts played such an important part in retail Stores—never have they been so necessary.

There has never been a time in the history of retailing when modern Store Fronts were so productive of *sales.*

And there has never been a time when a modern KAWNEER STORE FRONT could cash in so quickly as this year—*today.* Never before have Store Front investments paid such enormous dividends.

Don't *wait* — don't let your competitors take *your* chance — don't look *by* this opportunity to put your Store on a new and firmer foundation. Every person that *passes by* your Store without even hesitating is a lost opportunity. Remember, the *passing* foot-steps don't pay profits — it's only those that *cross* your threshold. Your Store's success is told by the number of people that enter and buy, not by the number who *go by.*

If there was ever a time to tear out that old Front and put in KAWNEER, that time is *now*—don't even wait till "next year."

Think of the army of other retailers who are making money on the 40,000 KAWNEER FRONTS that today stand. You know many of them—just step inside of their Stores and ask what *they* think — what they *know* by experience. Figures will be their answer.

And You Need the Best, Too

When you put in a new Front don't try to satisfy yourself with "just a new Front" — make your investment pay *big.* Put in an individual, KAWNEER STORE FRONT — one that will tell *your* story truthfully and forcefully.

Since 1906 we've worked with retailers in designing and constructing their modern Store Fronts—their experience has been ours and we honestly believe we are qualified to help you.

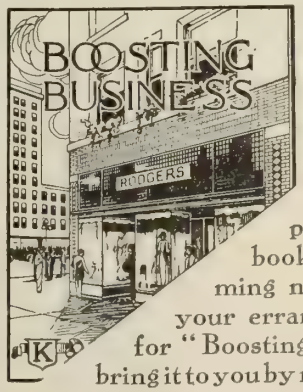
Why let "Jones' new Front" fill your requirements — why let his Front satisfy you? Your Front must *fit you* — your business and none other.

Kawneer
STORE FRONTS

Store Front Book

Don't take another step in the consideration of your new store front until you know what KAWNEER STORE FRONTS have done fully 40,000 times — until you know of this construction which is permanent, built on practical mechanical principles, is attractive, provides for the ventilation and drainage of your show windows, allows the greatest glass expanse, is bright and clean-cut, and one whose upkeep expense is absolutely nothing. Learn about KAWNEER STORE FRONTS—they are built to fill your requirements—to make you money.

This complete information together with actual photographs and drawings of many of the most successful big and little Store Fronts in the country are contained in "Boosting Business No. 21" — it's a Merchants' book printed for you to read and profit by. It's not a book on window trimming nor a picture book for your errand boy. Just a card for "Boosting Business No. 21" will bring it to you by mail without obligation.



Kawneer
Manufacturing Company
Limited
Francis J. Plym, President

Dept. Q, GUELPH, ONTARIO

548

Full Form Draping for Spring Openings

Illustrations of Two Spring Styles, That May Be Followed by Window Trimmers—Study Carefully the New Designs So as Not to Offend Women Who Know—Keep to Patterns Carried in Stock—Suggestion to Tabulate Quantities Required on Window Card.

Fifth of special series by C. J. Nowak.

FULL form draping when well executed is the best salesman for the entire store. Discrimination must be used and the general scheme carried out to the minutest detail for the greatest effectiveness.

The demand for display men who can do high-class full form draping is multiplying out of all proportion to the supply; and through the various campaigns this last year, dress goods, silks, wash goods and trimming departments have doubled and tripled their business over any previous year by window displays of full form draping that have been backed up with intelligent advertising, having been connected up with the pattern departments and interior displays. The yard goods business is again coming into its own. So it can be easily demonstrated that dresses and gowns can be made at home far better and in as good a style as those ready-made, and at considerably less money, and even at a considerable saving as compared with those made by outside help.

Introduce a Human Interest.

The show windows for Spring should be greater salesmen than ever before if you trim them properly. By that it is meant to keep them attractive, not only changing the merchandise often and artistically, but making them different. Introduce a human interest into them. Instead of showing the new Spring merchandise over the same forms as in the past, how much more spirit, and how much more interest will be aroused when new ideas such as full form draping are introduced with the proper accessories and background arrangement.

Showing Style Tendencies.

Your windows will be greater producers, not only for the yard goods department, but for the entire store, the moment this kind of work is begun. It announces the arrival of new goods as one of the most important functions of the show window and to get the greatest salesmanship from this valuable space it is suggested to introduce style tendencies in making the first Spring showing of the season while the display should be emblematic as far as possible of the period of the year.

Daintiness and thoroughness in this class of work are absolutely essential to bring out the chief points and enhance the beauty of this class of work. It is suggested that to focus attention on your full form draping it is best not to overcrowd these kinds of displays.

To gain the best results it is necessary to lay your plans early, studying the new styles, studying the adaptability of the merchandise to the execution of full form draping. The exercise of much care and forethought in selecting the proper merchandise for this class of work and considerable practice on the part of the display manager are necessary.

Practice in Private First.

While first attempts might look good to the display man; they may be crude and unfinished, with poor lines and poor proportions, in the eye of the customer. The feminine sex is born with these instincts and when a display causes criticism rather than admiration it is far better that first attempts be not placed in the window, but rather put in hours of practice and place such draping only in the Spring windows that will pass muster. The display man who simply drapes a figure and sets it in the window for its beauty alone falls short of the mark for which this article is intended.

Do Not Show Rival's Patterns.

The pattern department must be linked up with your full form draping to carry out successfully the sale idea. The display man should never feature a full form drape in his window of a style that is carried in a pattern by a competitor, because the customer most likely will go to the pattern department and ask for a pattern such as is illustrated in the window, and if it is not in stock it reflects on this department.

Information on Card as to Quantities.

To make the selling factor strongest it is suggested to pick out such effective simple designs from the pattern department as the display man can execute. Place these with show cards calling attention to the number of the pattern and the price. It is also suggested to place on this same card the number of yards of material required, the yards of trimmings, linings and accessories and the sum total, comparing this with the garment ready-made, together with the saving possible.

Where the store features a dress-making department almost any style taken from leading trade journals, or fashion magazines can be used and the attention can be called on a show card to the fact that this model can be "duplicated in our dress-making department," at so much. This work should be properly backed up by intelligent newspaper advertising and such advertisements also can be mounted on a show card and placed in the window, set up and placed on bulletin boards throughout the store. When the display manager features this class of work he will have the most talked of store in his town. The two illustrations that accompany this article show two new Spring styles as well as two ideas in background arrangement which will find great favor with the display man who has not a large appropriation for this work.

C. J. Nowak

EDITORIAL NOTE.—In this article Mr. Nowak has struck a new note in suggesting the linking up of the draping not only with the dress goods and trimmings departments but with the pattern section as well, by marking the number of the pattern on the show card. Banking on the new tendency for home dressmaking is aided by marking on the card the various quantities of lining, etc., required.

A third drape by Mr. Nowak will appear in the issue of Feb. 3.

NEW SPRING OPENING DRAPES DESIGNED FOR THE REVIEW by C. J. NOWAK.



material twenty-seven inches wide. It is suggested to use two, seven-yard lengths for this drape. One end is doubled and brought around the base of the form. The second end is started about six inches from the base of the form and brought up to the waistline and arranged in a series of pleats to give the desired fullness. Then the surplus is carried around the side of the form to the rear. Next cover full length cardboard sleeves with our second piece of material, using the ends of the material for each sleeve. One end is formed which is brought over the right shoulder (looking at the form) then the sleeve is attached, the end being arranged around the waistline.

On the left side the material is brought over singly and arranged as shown in the photograph. Then the sleeve is attached. A small corner is then brought over the left hip and the various lines edged with narrow satin ribbon. The background arrangement shown here has been made up of compo-board covered with wood grain paper. The upper panel being made of 7/8-inch lumber, back of which can be mounted either a scene or a wallpaper design of some character suitable for Spring.

Foliage used for this setting was nasturtiums.

MODEL NO. 1.

Illustration No. 1 *shows a tiered skirt model. Narrow taffeta silk can be used for this purpose. The silk is doubled on its length for the formation of the skirt which requires about* 10 *yards. The silk is arranged spirally around the lower part of the form in tiny pleats. These can be fastened either with a pin or with a string. Three-quarter length cardboard sleeves are used which are covered with the waist pattern length of same material. Sleeve is covered with one end of the goods. Next two ends are formed right near the shoulder of each sleeve, are brought over each shoulder and arranged around the waistline, then the sleeves are fastened to the form. The drape is then trimmed with proper trimmings.*

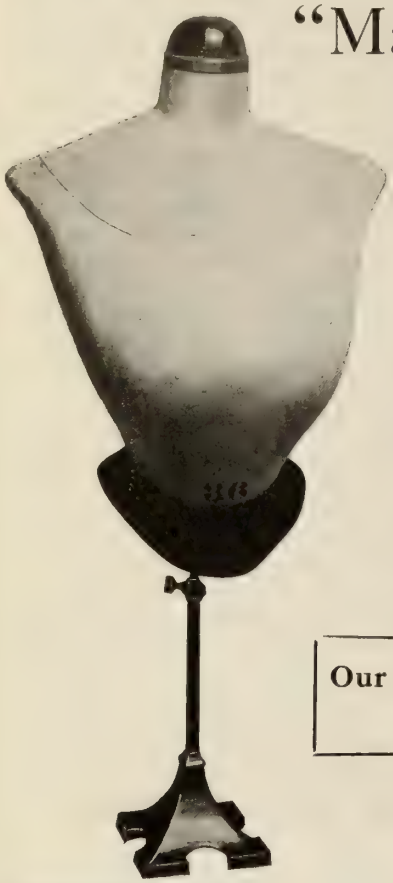
The background arrangement is a simple floral scheme attached to one corner of a portable temporary background screen. A circle about 14 *inches in diameter is brought out about eight inches from the screen and fastened on same are two parrots that can be cut from dark cardboard and edged in white.*

MODEL NO. 2.

Illustration No. 2 *shows a new slavic tunic skirt. This has been executed from inexpensive cotton*



"Clatworthy" Display Fixtures are "Made in Canada"



No. 1075 E—Waist Form
We have them in all styles and at prices from $3.00 up to $6.50.

in our factory in Toronto. We guarantee the material and workmanship entering into them to be the best and our prices are much less than you would pay to import similar goods.

Place your orders now for Spring delivery

Poor fixtures, **if shown,** reflect disastrously in the trim and **if not shown** to some extent place an insurmountable obstacle in the path of the window trimmer in doing justice to the goods. To show goods artistically and effectively the fixtures must be shown to some degree; so why not use fixtures that harmonize?

Clatworthy fixtures help the trimmer to make selling displays.

Our Catalogue is Free. **Don't hesitate to ask for one, a post card will bring it**



Eiffel Tie Stands, in six sizes and weights. (See our illustrated catalogue.)



No. 170—Window Reacher

The most satisfactory Reacher on the market. We make them in our own factory and can guarantee them.

4 ft. long, each	.....	**$3.00**
5 " " "	.....	**3.25**
6 " " "	.....	**3.50**



No. 347

Our card-holder department is very complete—We illustrate here only two of the best selling lines—No. 347—size 7 x 11, with adjustable standard, price per doz. - - - - - **$18.00**

No. 771½ Ticket Stands—"Thousands in use all over Canada." Price per doz.. **$5.50**

NOTE—We make good lines of Card Holders from **$2.25 per doz. up**



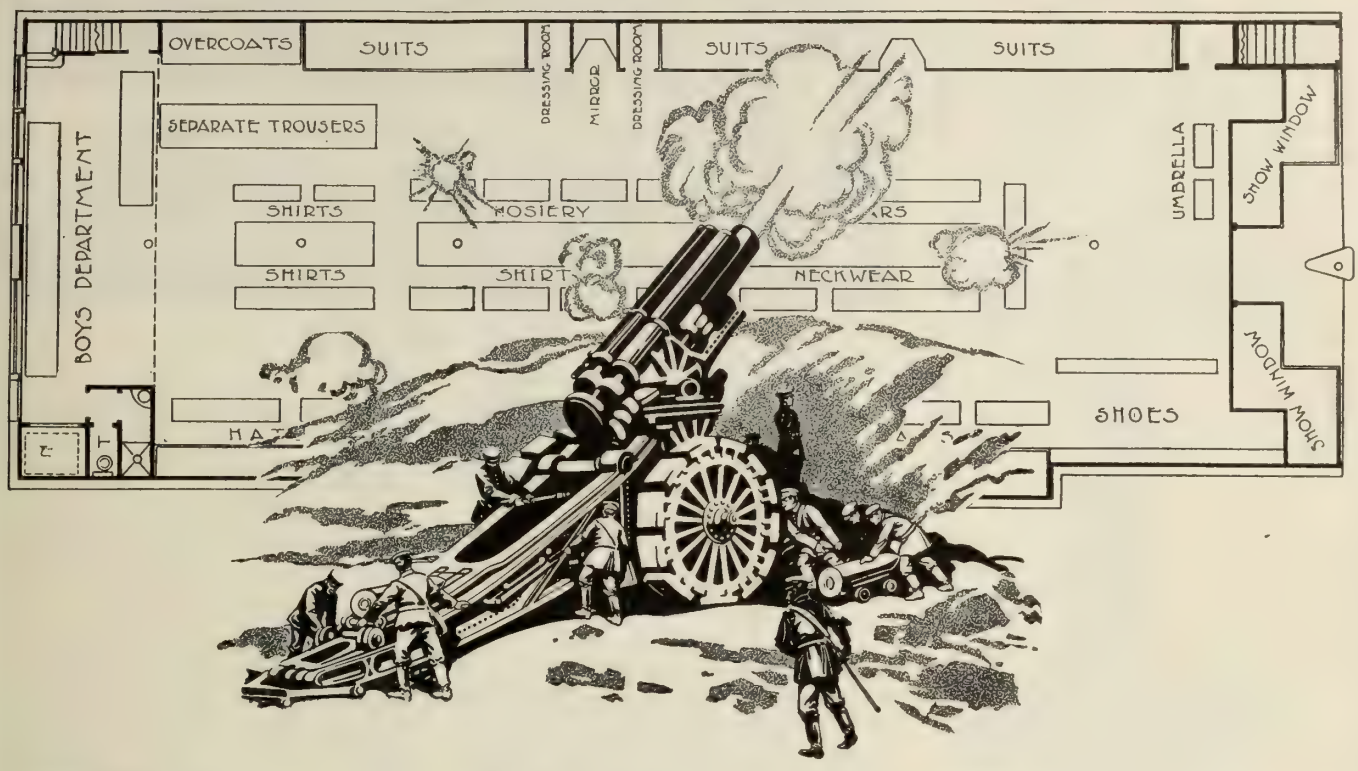
No. 771½

CLATWORTHY and SON, Limited

"The largest makers of Display Fixtures in Canada"

161 KING ST. WEST
TORONTO

Established 1896 Incorporated 1908

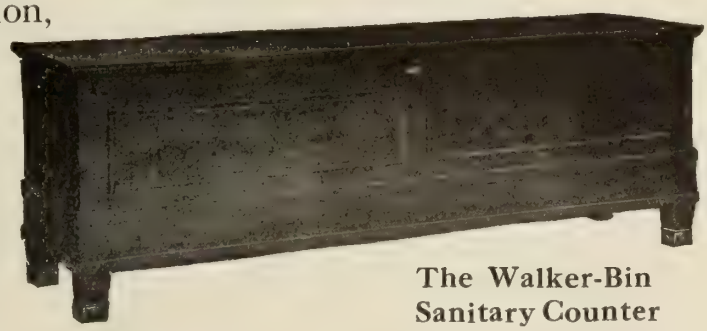


The War Over

—but what about your plans?

When the last shell is fired and things settle down again is no time to begin to lay your plans for "Better Business Than Usual." Don't let the war news, the war extras take all of your attention, but begin to prepare your plans for your new, enlarged or re-arranged store. To make arrangements and get your plans into definite shape costs nothing, but gives you a decided advantage when the time comes to execute them.

Submit us a sketch of your requirements, and get our estimate. *Write for the Berlin Store Fixtures catalogue to-day.*



The Walker-Bin Sanitary Counter

The Walker-Bin & Store Fixture Co.

Manufacturers and Designers of MODERN STORE FIXTURES LIMITED

BERLIN, ONTARIO

DRY GOODS HALF.

The cut on the right gives a good idea of the dry goods half of the beautiful display windows of the MacDonald store. As will be seen by a study of the plan at the foot of the page there are entrances on each side of the Island front which is covered with glass at the back as well. The door is immediately behind the centre. The Island front is 19 feet 9 inches long, with entrances at either side nearly 6 feet wide. The windows have the latest type of overhead lighting.



Night view of left half of MacDonald store at Guelph.

Island Fronts Double the Window Display

From 130 Feet Frontage the MacDonald Store of Guelph Has Secured Magnificent Facilities for Trims of 270 Feet—A Natural Thorofare Behind Island Fronts.

ISLAND fronts are comparatively new in Canada. There are several "islets." But the island front is in a class by itself in so far as presenting a wide expanse of display from one side of the building to the other and it stands forth, as our old geographies said, as a body of light "entirely surrounded" by darkness. A glance at the illustration of the island front of the store of D. E. MacDonald & Bros., of Guelph, will be sufficient to prove the correctness of this definition.

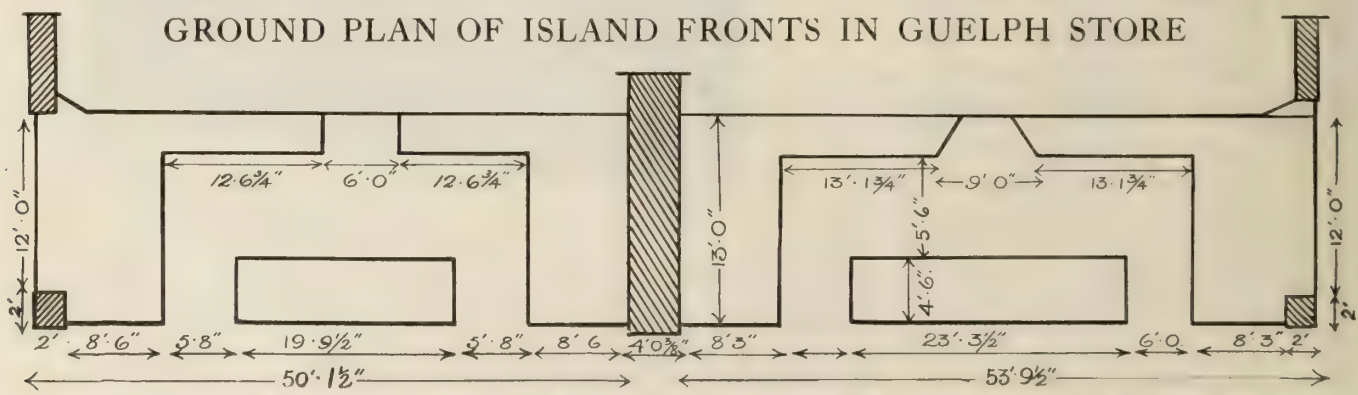
Does Its Best Work At Night.

This new island front, completed after a work of a couple of months, is at once the delight and profit of the firm whose enterprise and confidence in the year 1914 and those to follow led them to undertake this work. Those who know the real cost are surprised that it is less than the work would lead one to expect. As it is, the store is enjoying the advantage of being one of the finest advertisements, probably the finest, that it has turned out, an advertisement that is continuous and does its best work by night. In fact, as the head of the firm pointed out to the Review just before Christmas, this store front was carrying on a splendid merchandising work in the hours from six to half-past ten when the activities of the store itself are finished. Those who understand human nature and the delights in sight-seeing that possess the oldest and the youngest will have no difficulty in believing that every evening large crowds gaze through these windows and note what is within, and pass inside to view the displays, which are carried on on as large a scale within as without. Indeed, as the plan of the store front shows, the one-half given up to the dry goods section, and the other for the men's wear section, the passageways have become a crowded thoroughfare with people walking in one way and coming out the other, after satisfying themselves with a view of the front of the store itself. The lights are left on until meetings and theatres and moving picture shows and other places are beginning to be deserted, while every section of these windows is absolutely changed at least twice a week by the window trimmer, and thus a profitable showing of goods is obtained. An idea of the new display facilities of the store may be obtained by the simple statement that out of a frontage of 130 feet—from which ordinarily 20 or 30 feet would be deducted leaving about 100 feet—the present display under the new conditions reaches 270 feet.

Dressed Half in Couple of Hours.

This extension of the window display has not increased the cost for window trimming as might be expected. The regular dresser, Mr. W. Hallgarth, does the work now as heretofore. There is no need to argue that the work has not been greatly extended, but the window-trimmer has responded to it with a hearty enthusiasm as an opportunity for doing his best work. Mr. Evan MacDonald told The Review that the first time the windows were dressed, the window-trimmer started at four o'clock in the afternoon, and by twenty minutes past six, had completed all the space connected with the dry goods front of the store, including the island

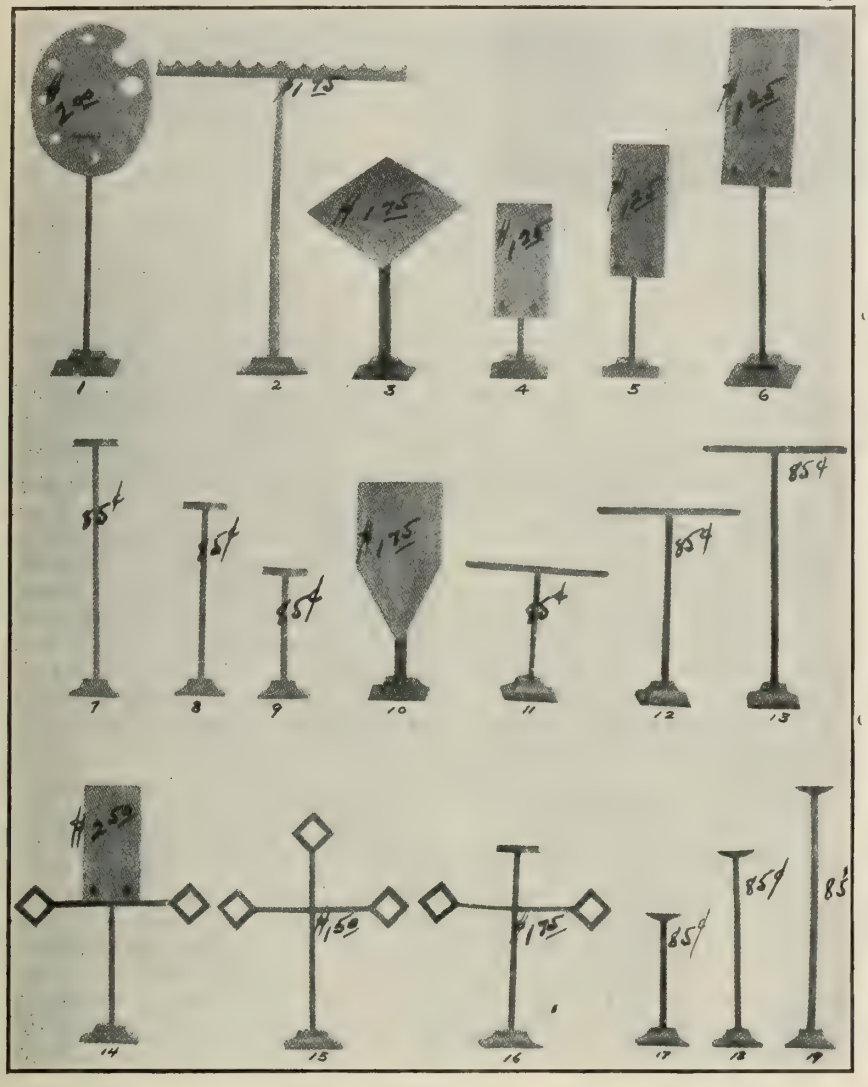
GROUND PLAN OF ISLAND FRONTS IN GUELPH STORE

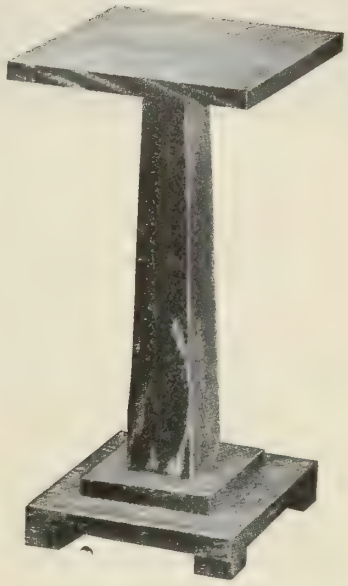


This drawing shows the exact size of the Island fronts in comparison with rest of windows. Left half is kept for dry goods, and right half for men's wear displays. Total width of store is only 103 feet, but 270 feet of windows is secured. Depth of main windows is 12 feet. Note wide thoroughfare behind Island fronts which often is thronged at night.

Taylor-Made Wood Display Fixtures

MADE IN CANADA





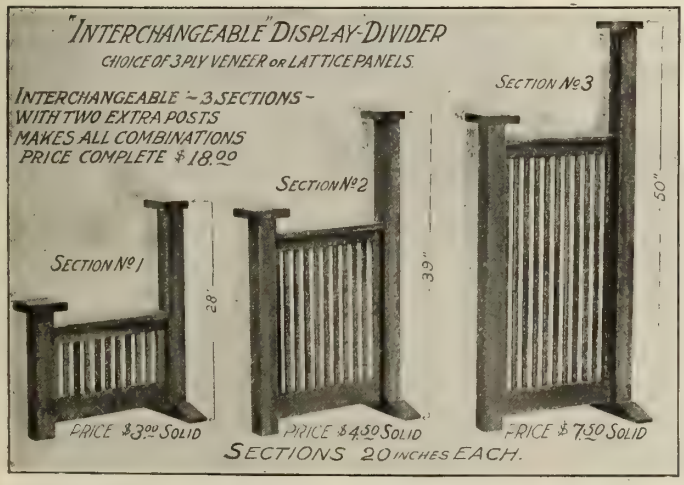
No. 300

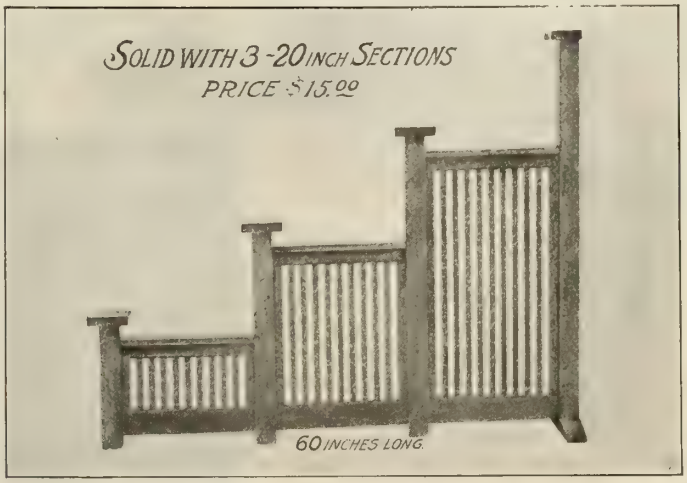
TAPERED PEDESTALS

12", $1.25 18", $1.50
24", $1.75 30", $2.00

All fixtures finished in the new Fumed Oak. Ready for at once shipments.

Special finishes made to order





The Taylor Manufacturing Co.

HAMILTON, CANADA



Night view of right half of MacDonald store at Guelph.

MEN'S WEAR HALF.

The cut on the left shows the half of the new MacDonald store front given up to displays of men's wear which occupies the store immediately behind. This front is arranged exactly like the dry goods half with the entrance behind the Island front. The large additional space thus provided enables the store to have a great variety of trims. Every trim is changed twice a week.

front and the windows on either side. The windows for the men's wear section do not occupy Mr. Hallgarth any longer and probably not as long as for the dry goods section.

The variety that can be obtained by a display system of this character need hardly be referred to. At the time the Review saw these windows the display started at the left-hand side with furs, followed by linens, art needlework, neckwear and handkerchiefs on the right. This gives an opportunity for a large number of departments of the store to be represented at the same time, in what they covet most, a front window display. Under the old system two departments at the most could be given space at the one time, whereas now five or six and even seven have been accommodated by a division in the island front.

Quadrupled And More.

Apart altogether from its display value the new front lends a handsome appearance to the store. The metal is of bronze and this is carried out even to the heavy name-plate on the centre wall. Some idea of the contrast between the Before and After may be grasped when it is learned that previously the firm owned only the dry goods half, and that the entrance to this was in the centre with two comparatively small windows on each side. The other half—now used for the men's wear—previously was occupied by two other places of business. Hence now the store has far more than quadrupled its window space.

Well Ventilated to Prevent Freezing.

The new windows, of course, are equipped with the latest systems of lighting—the lights concealed above in front—and ventilated to prevent the windows freezing up. The interiors are in fact so cool always in winter that the window trimmer is prone to dress up warmly to protect himself against a chill. But this is a mite of tribulation compared to his blessings envied among window-trimmers elsewhere.

Direct Increases in Sales.

The head of the firm, Mr. Evans MacDonald, in discussing the result of the new store front declared that it had undoubtedly resulted in a considerable improvement of business, the more marked as conditions generally would not call for this. An increase in sales in several departments had been directly traced to the publicity given by the increased window displays. The new front, conspicuous as it was in the business life of Guelph, not only at the first but for a month or six weeks after it had been installed, up to the time of the interview in fact, had continued to stimulate the trade of the store, and as a means of publicity its results could not be equalled. It has become a well-known rendezvous for a trip down town at night, and it is getting to be a common expression, "Let us see what MacDonalds are showing in their windows to-night."

During cold weather, particularly when there are high winds, people were not accustomed to stop and look at windows, but it had been found that the passageway behind the "island" provided a shelter from the storm, and people took refuge in it, both as a release from the wind and in order to carry on the observation of the contents of the window with comfort to themselves.

Direct Business of $40.

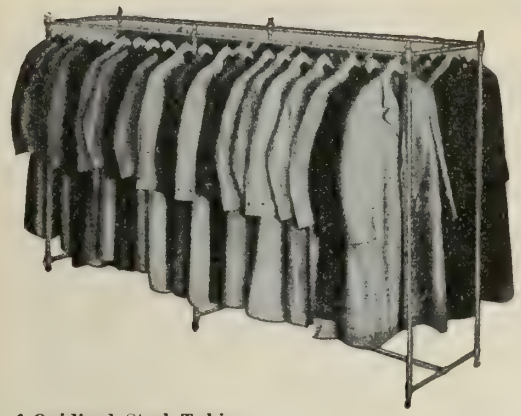
Mr. MacDonald gave an illustration showing direct proof of results, the splendid results that have come from the new front. His men's wear store occupies, as will be noticed, the right-hand half of the building, and according to the policy of the store to develop to the utmost the men's wear end this half of the window display is given up entirely to showing men's wear goods, including clothing and furnishings. One window can be seen very clearly from the railway and car track, and is at the corner where there is a junction of street cars, and where a large proportion of the people using the cars are accustomed to making their connections. It is, of course, also the busy corner of the town itself. One day a short time ago when a certain theatrical troupe was in town, a group of actors were passing, and were drawn to this unique window display. One of them noticed an unusual type of suit with a braid binding the edging of the coat, and went in with his friends to price it. The result was a sale at once, and before the group had left the store purchases amounting to $40 had been made. This was a direct result of a single display in the window, and undoubtedly it was the unique character of the window itself that had drawn the attention of these men, who ordinarily might be disposed to delay their purchases of men's wear until they reached some recognized style centre such as New York.



The left half of this architect's drawing shows the display frontage available before the right hand store and bank premises were secured and all transformed by two Island fronts.

Taylor-Made, Double Bar Clothing and Cloak Racks

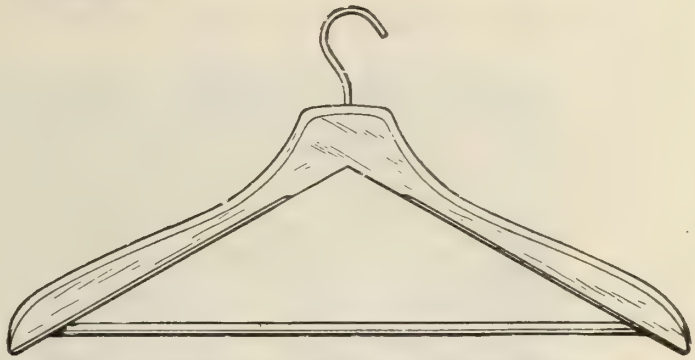
MADE IN CANADA



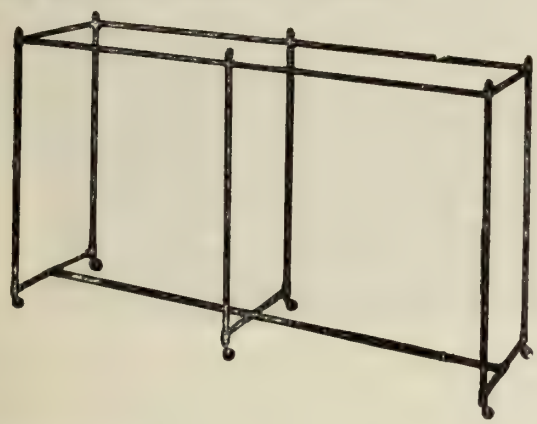
Made of Oxidized Steel Tubing.

6 feet long, 6 post	$13.00
8 feet long, 6 post	14.00
10 feet long, 6 post	15.00

Suit Racks, 5 feet high, 26 in. wide.
Overcoat and Ladies' Garments, 6 feet high.



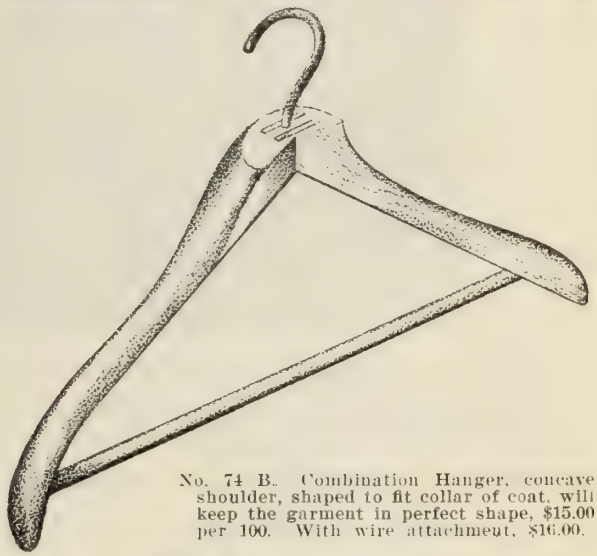
No. 33 I. B. Combination Suit Hanger, Inserted Trousers Bar ..... $7.50 per 100
No. 33. Same without bar ..... 6.50 per 100
No. 33 I. B. Boys, 15 in. wide ..... 7.50 per 100
No. 39 B. Overcoat Hanger, 20 in. wide, with Trousers Bar ..... 8.50 per 100
No. 39. Same without bar ..... 7.50 per 100



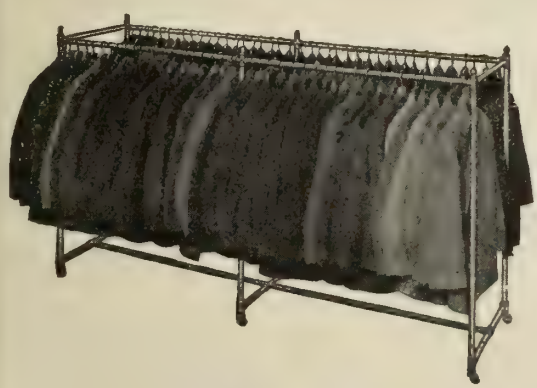
Made of Polished Steel Tubing. No paint, no rust, no tools or trouble to set up.

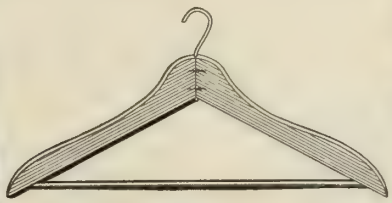
Shipped K.D., crated ball socket rollers.

6 feet long, 6 post	$10.50
8 feet long, 6 post	11.50
10 feet long, 6 post	12.50



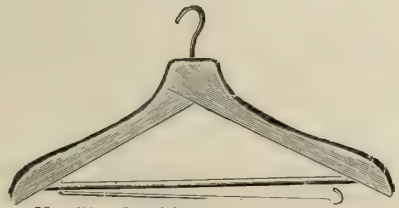
No. 74 B. Combination Hanger, concave shoulder, shaped to fit collar of coat, will keep the garment in perfect shape, $15.00 per 100. With wire attachment, $16.00.



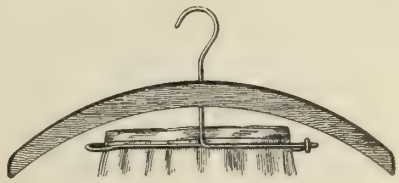


No. 321 — Combination Suit Hanger, smooth wax finish, inserted bar, $5.00 per 100.



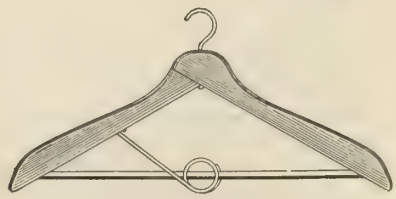


No. 54. Combination Suit Hanger. with Wire Attachment to Prevent the Trousers from Slipping.
$9.00 per 100.
All Hangers packed in 100 crates.



No. 92. Combination Hanger, for Ladies' Suits, with wire attachments for skirts, $6.00 per 100.

MAIL, WIRE OR PHONE YOUR ORDER TO-DAY



No. 64. Combination Suit Hanger, with Wire Attachment.
$9.00 per 100.
No. 64. Boys' 15 in. wire, $9.00 per 100.

The TAYLOR Manufacturing Company, Hamilton, Canada

Clever Made-in-Canada Window from Prince Albert, Sask.



This window was one of the big drawing cards of Agnews' Limited, in a very successful Made-in-Canada sale week early in December. In describing this window for The Review, Andrew Williamson, who designed and trimmed it, writes: The skirt of the figure is of white velvet; the bodice part and robe is of royal blue and scarlet plush; the Union Jack crossings on the breast is edged all round with brilliants; the helmet has the royal coat of arms on the front. In the girdle there is a sword and in the right hand a Canadian flag. The name Canada in front is done in soap (Made in Canada), and grouped around the figure is an assortment of goods, all made in Canada, each with a ticket. Higher up and down each side are draped a number of Canadian flags.

Waste Paper Baler Pays Handsome Profit

THE paper baler continues to make its way as a good paying part of the equipment of the dry goods store. The Review during the past year has given several instances of stores where balers are being used, and in each case they have met with the entire satisfaction of those in charge. One of the latest to be installed in Canada was put in in the store of D. E. MacDonald & Bros. of Guelph some two months and a half ago, and the product of its work is rapidly counting up in the basement of the store in the shape of compact bales of paper ready for the manufacturer to purchase them. Mr. Evan MacDonald in speaking of his experience with this baler, estimated the amount of paper that is pressed together during the two months as quite two tons in weight, and he was making arrangements for the purchase of this at a price of about $6 per ton, all of which was clear gain over the old system. If this rate of baling the waste paper is continued, and there is no reason to suppose that it will not be, the baler will pay for itself in a little over a year.

The cost of operating these balers is practically nothing extra in the majority of stores. That is, the work is done in a short time by the night watchman, and he finds ample time for the little extra that is entailed upon him. There is no operating expense apart from the time of this employee, and all that is received afterwards for the baled paper is so much clear gain, as under the old system of getting rid of waste paper not a cent could be secured. A great many stores were accustomed to burn it up in their furnaces, while others allowed it to pile up in their basement, and paid someone to clear it away. In that loose shape there is absolutely no market for it, and in addition it constituted serious fire menace of which insurance companies often took notice. In the MacDonald store they were accustomed to burn it up in the furnace, and Mr. MacDonald pointed out that this had filled up the flues with soot during the Summer months and otherwise injured the furnace when there was no fire in it, besides littering up the cellar while it was being collected.

There is an impression amongst the number of merchants that in order to be accepted in its baled form, care must be taken to remove all dust and dirt from the refuse paper that has been picked up in sweeping, thus making a great amount of extra work and trouble for the watchman. This is not the case, however. In this store, and in a number of others, ths subject was discussed by The Review, who found that the watchman was accustomed to put the paper in the baler just as it was received from the sweeping, and a simple shaking of each handful was all that was necessary to remove a portion of the loose dust that had been collected.



No 1001

PATRONIZE MADE-IN-CANADA GOODS

Special Offer for January

Our $6.00 New Flesh, Washable, Enameled Waist Form, the best and newest model, as illustrated, No. 1001, for

$4.75

With 7-in. Base, adjustable. Standard Nickel or Oxidized.

Also our No. 557 Cloak Rack, which is cheap at $12.00, for

$9.25

Special discounts on all Fixtures and Forms, quoted on demand during only the month of January.



No 557

Delfosse & Company

Office and Sample Room, 247-249 Craig St. W. Factory, 1 to 19 Hermine Street, Montreal

Don't discard waste paper -turn it into cash

Even if you derived no more benefits from the use of the

"CLIMAX STEEL" PAPER BALER



than the saving of room in your basement or the elimination of unnecessary fire risk, the keeping of your premises clean and free from vermin, which are usually harbored in waste paper bins, you could find the "Climax" a paying proposition. But when you consider that you are paid in cash for every pound of baled paper you sell and that only a few minutes of a boy's time is required each day to pack it—the proposition leaves no room for doubt.

You should start the New Year with a "Climax." It is made-in-Canada" (no duty to pay). Five different sizes.

Mail coupon to-day for full particulars.

Climax Good Roads Machinery Company, Ltd.
Hamilton Ontario

Tear Off and Mail To-day.

The Climax Good Roads Machinery Co., Ltd., Hamilton, Ont.

Gentlemen: Without obligating us in any way, please send full particulars and prices of your steel Paper Balers.

Name .....

Address .....

CARDWRITING MADE EASY

by

R. T. D. Edwards





ARTICLE NO. 1.

ON many occasions young men have come to me to find out how long it would take them to master cardwriting. They have invariably been surprised to learn that it could not be picked up in a few weeks. In fact some of them have said to me that they knew it would only be a matter of obtaining the proper tools for them as they had always been handy at drawing. In all such cases, when put to the test, they found that whatever skill they had had was not the only qualification required. To become a successful cardwriter it is necessary not only to study the subject from the rudiments up, but also to practice very carefully and thoroughly.

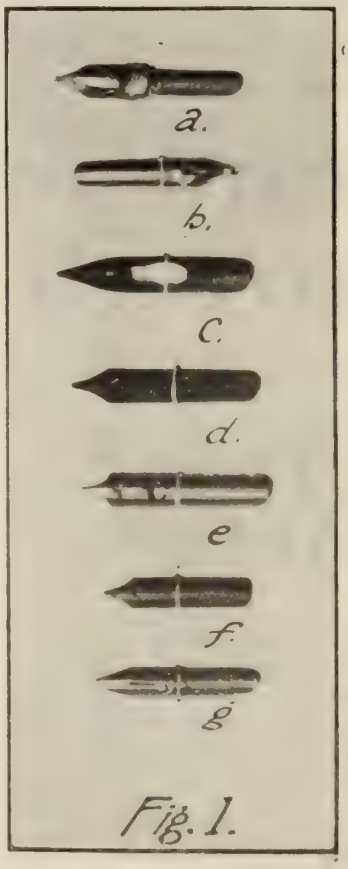
All Need Instruction.

My experience would lead me to believe that to become a proficient card writer it is necessary to receive instructions. Few good card writers have "merely picked it up." In all cases or in nearly all, men who have made a success of this branch of retail merchandising, have either taken a course or had the advantage of an apprenticeship under a proficient card writer. My advice, therefore, to anyone who is desirous to taking up cardwriting, no matter how much experience they may have had or how skilful at drawing they may be, is to follow this course. I am starting at the very first, giving suggestions and information which may appear as elementary to many readers; but as the articles progress we will take up every possible branch of the card writing work. Readers should follow the instructions given thoroughly. I have known some to read articles on cardwriting and then proceed to do the very opposite. To such as this we can hold out no prospect of improvement from following this series of articles.

I would also like to impress the fact that practice is nine-tenths of the battle. Be sure, however, that your efforts are in the right direction. Remember that one step in the wrong direction is worse than standing still.

As a Side-line at First

I desire to make it clear at the start that those who follow these articles with an idea of becoming proficient at card writing should not do so with the idea that in time they would be able to devote themselves exclusively to this work. Card writing has become to a great extent a science and, to do nothing but write cards either in a shop or a large store, a man must have many years of experience. My advice to beginners is to look upon card writing as a side line to window trimming, advertising, or the selling end of the retail trade. By so doing you not only increase your experience but also improve your chances of advancement.



Types of Nibs.

Card writing has developed to an almost unbelievable extent in the past few years. To-day every live merchant in Canada knows the importance of the price ticket. Even in the smallest towns and villages they are used. Many of the cards used to-day are extremely crude. Frequently they are made with a box-marking brush, a blue crayon, or a rubber stamp. Nevertheless, the fact that they are used shows that the demand is there, and that the clerk who desires to make himself as valuable as possible and to bring himself as close to 100 per cent. efficiency, should acquire some skill in the writing of price and show cards.

The excuse need no longer be put forward that it costs too much to learn. All that the beginner needs is the necessary material. By following these articles he will then be in a position to acquire sufficient skill to prepare creditable cards for the store in which he is employed.

The First Start.

I am starting this course on a different basis than any other series that I have ever seen. It is my experience that the beginner wants to see actual results and, if he is forced to practice exercises too long, he is liable to lose heart and quit altogether. With this in mind I start the student off with outline pen work. Practice with the pen in school days has left everyone more or less proficient with its use and it, therefore comes more natural than the brush, which to the beginner is much harder to control. The surest and easiest way to make a start at actual card writing is to letter price tickets. Accordingly, we will direct our attention for this lesson on pen outline Roman figures. This may seem rather



Dale Wax Figures
The Very Life of a Display



Dale Wax Figures act with a display as a match to gunpowder—gives it life; sets it off. Every display must have life, a human touch to effectively show how the garments displayed would look when worn.

The supplying of this human touch for your displays has been the object of our persistent studying, experimenting, improving for many years. The result is the exquisitely life-like Dale Wax Figures, which are now ready for your 1915 displays. Their refined, intelligent features of the face; the life-like pose of the head; the real hair charmingly coiffured, and the strict conformance of the body to the prevailing styles will give you the effect you so much desire and need.

Resolve to have your displays in the new year more attractive, profit-producing than ever before—and remember Dale Wax Figures.

Send for our well-illustrated catalogue of wax figures, forms and fixtures.

Dale Wax Figure Co., Ltd.

Manufacturers of High-Class Forms and Figures

106 Front St. E. **TORONTO**

The Shaw Way of Teaching Show-Card Writing

gives a student the simplest, yet most practical instruction, backed up by the personal attention and criticism of our expert instructor—the author of

THE EDWARDS SHORT-CUT SYSTEM OF CARDWRITING
(THE CANADIAN COURSE FOR CANADIAN PEOPLE)

Our course is most complete and our price is very low considering the service we give.
It costs nothing to find out all about the Shaw way, so write to-day for our handsome colored prospectus.
THE SHAW WAY IS THE SURE WAY.

The Shaw Correspondence School, Toronto

YONGE AND GERRARD STREETS **When writing mention this paper**



Some Big Store Needs You—For Important Work at a High Salary

You could start drawing the salary to-day—if you knew how to do the work.
You can start next month, or next year if you know how then.
For good men are scarce in the retail field. They are always in demand; always employed; always well-paid.
We have written a book that tells about a lot of men who have learned retailing and made good.
It will tell you about the opportunities there are for you—and how to grasp them.
It is **free** for the asking.
Send in your name and address and get your copy at once.

ECONOMIST TRAINING SCHOOL

Advertising, Window Trimming, Salesmanship, Sales Management, Show Card Writing.

247-249 W. 39th Street, NEW YORK CITY

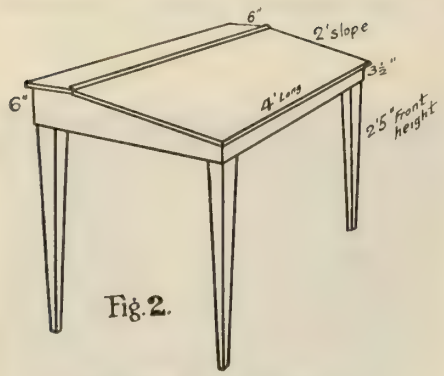


Fig. 2.

Best kind of table to work on.

too rudimentary for many of our readers, but I desire again to emphasize the fact that the man who desires to become thoroughly proficient must start at the very beginning and master each phase no matter how simple. It is my experience that to acquire the fullest degree of skill at making figures, it is necessary for a beginner to practise at least a full month. It will take a good part of his spare time at that. The next step will be to master the alphabets and these will follow in due course.

Tools Needed for This Lesson.

You will require in the first place a large ball-pointed pen nib with ink retainer attached. If this cannot be secured a real blunt stub pen will serve the purpose. No. 3 or 3½ round writing pens are also suitable for this class of work. Fig. 1 shows illustrations of various nibs. If your stationer cannot secure these for you they can be obtained by writing to the Editor of this paper. Nib A is a No. 3 round writing pen with brass ink retainer attached. The retainer regulates the flow of ink. Nib B is ball-pointed, camel back retainer. Nib C has ink retainer underneath. Nibs D, E, F and G are all stub pointed pens and are good for this work. Any stationer should have these in stock.

Pen holders should always be round and thick. Small handles cramp the fingers. Other tools needed for this work will be a good straight ruler, not less than eighteen inches in length, and a compass that can be used for either pen or pencil. The best ink for the work is a good black carbon (not waterproof). This ink can be secured at any retail stationer's, art supply stores, etc.

Fig. 2 gives a good idea of the best kind of table to work upon. The dimensions given make a table large enough for anyone, no matter what work you may have. Always work on a slanting top table, as a flat top will tire the wrist very quickly. The six-inch margin shown at the back is for placing pots of paint, tools, etc. When sitting the edge of the table should come just below the pit of the stomach. This gives the arm room for a free swing without resting it too heavily upon the table. Always sit erect when working. The importance of maintaining a proper position while working is greater than the beginner will imagine.

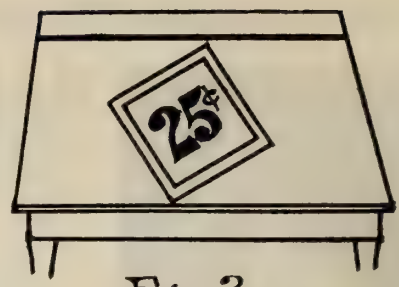


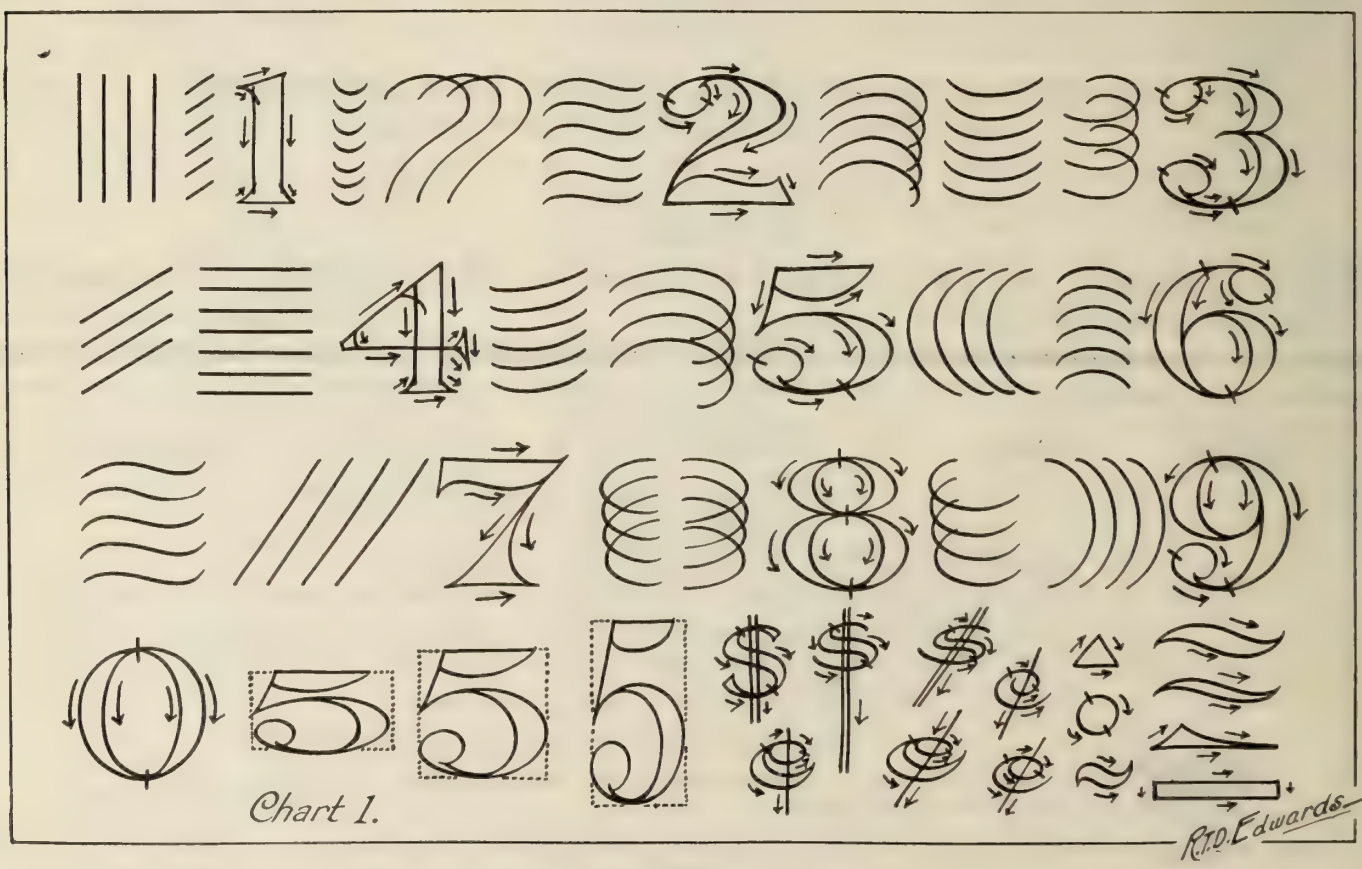
Fig. 3.

Position of card on desk.

Fig. 3 gives an idea of the position the card should occupy on a desk while being written. If it is placed parallel with the edge of the desk, the wrist will become tired quickly as this gives it an unnatural twist.

Before starting practice see that everything is ready. The cardboard should be ruled out. The ink should be contained in a vessel that is free of access and at your right hand; the table should be placed so that the light falls over your left shoulder. All pens should be close at hand.

Study the chart thoroughly before starting. Preceding each figure you will notice a few exercise strokes which are in the make-up of the figure. These should be practiced thoroughly and perfected before attempting the finished work. The arrows indicate the direction in which to draw the strokes. Always work from left to right and from the top to the bottom. Be sure to carry





An attractive store has an untold commercial value

Evidence of this is received every day in Canada's most progressive stores, among which the above takes a high place.

We make a specialty of store fitting from the window background to the wrapping desk and have fitted or refitted many of Canada's leading stores within the past three years.

Let us make your store more attractive and more valuable to you.

No order is too large and none too small.

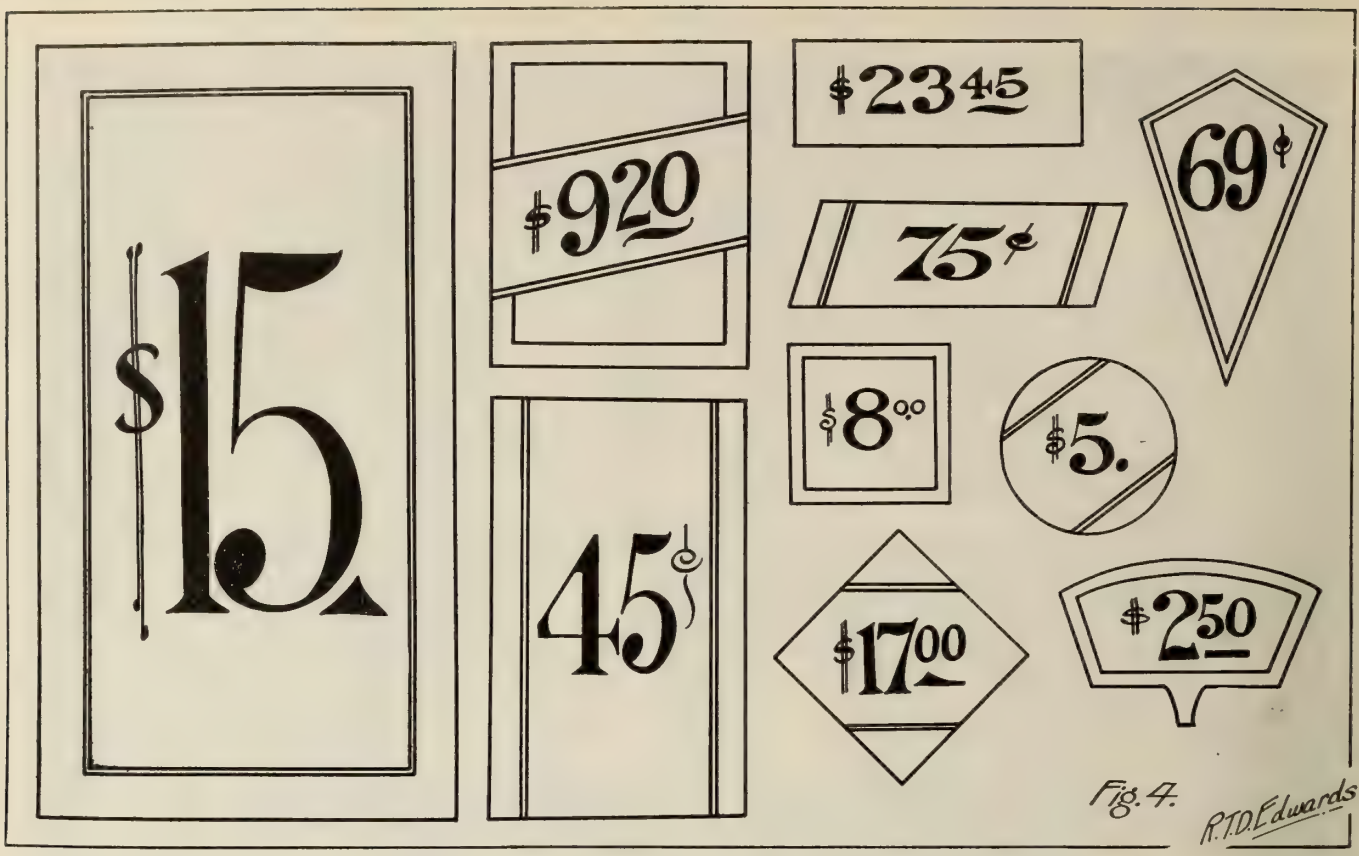
Our designing and planning department is at your service free of charge or obligation.

WRITE FOR CATALOGUE. IT WILL GIVE A FAIR IDEA OF OUR LINES.

JONES BROS. & COMPANY, LIMITED

29-31 Adelaide Street West

TORONTO, ONT.



enough ink on the pen so that the entire stroke can be made without a second dipping.

Fig. 1 is mostly composed of straight lines. Watch that both the upright lines are the same distance apart all the way up. Figs. 2 and 3 are almost entirely composed of curves. These take a great deal of practice in order to get them balanced up evenly. Fig. 4 is about the hardest figure to make for beginners and should be watched carefully. Care should be taken not to get the centre cross-line too low. Note the top of Fig. 5 does not project as far to the right as the lower part. This is another figure which needs great care as it is the most used of all. The six and nine are composed of the same amount of strokes. All being curves, they need a great amount of practice. The 7, like the 4, is quite hard for beginners to balance up. Practice well the two exercises preceding it. Note that the top of the 8, while the same shape, is not so large.

If at any time you have difficulty in balancing a figure up properly, draw a square lightly with a pencil and place the figure inside as shown at the bottom of the chart. The three fives explains well the way out of this difficulty.

The dollar and cent marks should be practised just as thoroughly as any of the figures.

Collection of Cards and Price Tickets.

The collection of cards and price tickets in Fig. 4 give a fair indication of what you should be expected to accomplish if you thoroughly master the lesson. You will note that every figure is in use along with the various styles of dollar and cent marks. The collcetion of small price tickets is easy for you to make, being simply cut out of plain white cardboard and ruled out with the same pen that is used to make the figures.

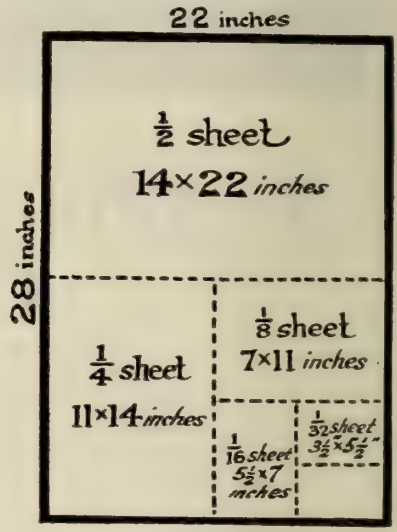


Fig. 5

Many other designs and rulings can be used to make very attractive tickets. In making these rulings use the side of the ruler that does not lay flat on the card. This will keep the work from being smudged.

For filling in this pen outline work, any brush will do that you may have. A cheap camel-hair brush will serve the purpose. I do not want you to get the good sable writers until we come to

(Continued on page 182.)

FACTS A Gipe-Hazard Cash and Package System will centralize your business.

Guarantees that every cent taken in will find its way to your cash drawer. Gives a double check on the making of change.

Assures you that every transaction is correct in count, measure and price.

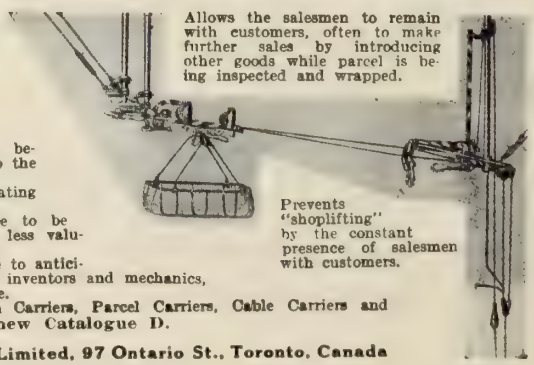
Increases the value of salesmen's services, because of their ability to give their full time to the selling of goods.

Assures order and better system by eliminating needless crowding through the store.

Permits the wrapping counter and cash office to be taken from the main floor and elevated into less valuable space.

Many years of experience enable us, not alone to anticipate your requirements, but with our skilled inventors and mechanics, to produce a machine unequalled for its purpose.

Level, Grade and Perpendicular Wire Cash Carriers, Parcel Carriers, Cable Carriers and Pneumatic Tubes. Write for our new Catalogue D.



GIPE-HAZARD STORE SERVICE CO., Limited, 97 Ontario St., Toronto, Canada

Richardson Display Forms and Increased Business are Synonymous



A better year than ever is undoubtedly the wish you cherish for your business in 1915. Then by all means leave no stone unturned; miss no opportunity to take advantage of the great trade-producing power of **effective displays.** A display is effective in just as much as it succeeds in arresting the attention of the public and creating a desire to possess the merchandise shown. These results can be obtained by the use of Richardson Wax Models and display fixtures.

There is an individuality in Richardson Wax Models —a subtle, alluring charm in the refined, intelligent features of the face and in the real hair done up in the latest coiffure. Richardson Wax Models are, in a word, **scientifically made to sell your goods.**

These, when fitted on our latest (New York style) forms, every line of which conforms to fashion's latest decree, produce the gracefully pleasing effect so much sought after by dressers who know.

Let us send you our catalogue fully describing and illustrating Richardson "Made in Canada" Wax Models and display fixtures.

CANADA FIRST

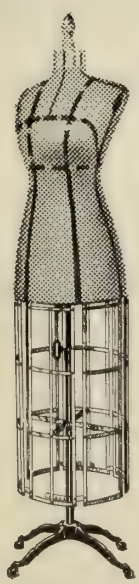
A. S. Richardson & Co.

Old and Tested

Showroom—99 ONTARIO ST.
Factory — 101 " " **TORONTO**



Hall-Borchert Adjustable Dress Forms



No. 25

The prime function of any display is to attract favorable attention. **Your** displays will be successful in creating a desire for your goods in just as much as they possess this important sales-producing factor.

There's no more effective way of doing this than by showing your merchandise on Hall-Borchert Adjustable Display Forms. Readily adjusted to any size or pose after the garments have been put on, their ability to show your goods off in the best possible manner will prove a mighty fine merchandising help to you.

Write for catalogue and prices to-day.



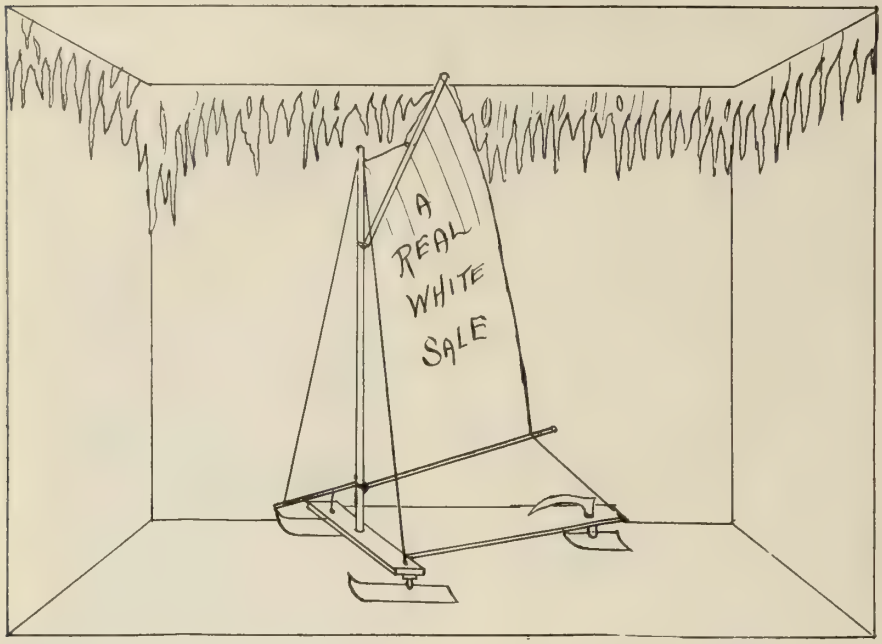
No. 55

Hall-Borchert Dress Form Co., Limited

41 Lombard Street, TORONTO

Striking Idea for February Sale

Designed for The Review by A. A. Daoust.



The Ice Sail Boat can be made at very small cost and requires little skill. Same can be made from good smooth boards from cases at no cost whatever outside of the trimmer's time. A large pole may have to be purchased for the sail mast, but this should not cost more than 50c. The sail can be made of ordinary white cotton, and should not cost over 60c, and ropes for the sail should not cost more than 25c. The runners should be made of heavy galvanized iron and painted dull black to make them appear as if they were made of steel.

The boat should be made in size according to the window, and one that will not take room required to display merchandise. The base of the window should be covered with white felt, on which spill pale green liquid alabastine, and before same dries sprinkle over it diamond dust to make it appear as an icy surface.

This display should not cost over $2.50 when completed, and would be an entirely novel idea.

CARD WRITING MADE EASY.

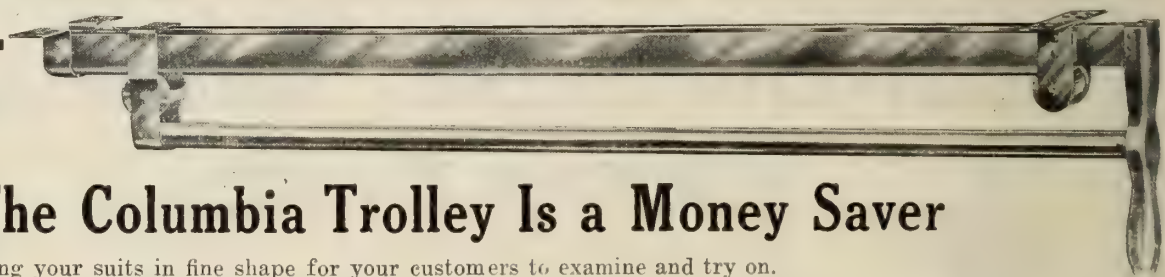
(Continued from page 180.)

brush work, as the success of the work depends to a great degree on the proper care of the brushes.

The question of cardboard naturally arises as soon as card-writing is taken up, so this must necessarily be gone into at once. White board is the main color and this must be of a smooth coated finish. 6, 8 and 10-ply are the most popular weights, but many just use the 8-ply for all sizes of tickets. If you have frames in which to put the cards, the thinnest board will serve and be somewhat cheaper. This board can be bought wholesale in Canada from 4½ cents per sheet upwards, but a great deal depends on what quantities you buy and from whom it is procured.

This board is made for printing and lithographing use and comes in a regulation size of 22 x 28 inches. This cuts up economically into the sizes shown in Fig. 5. For ordinary store use the ¼ and ⅛ sheet sizes are most popular; ½ sizes should be used sparingly.

NO BETTER
TROLLEY MADE
AT ANY PRICE



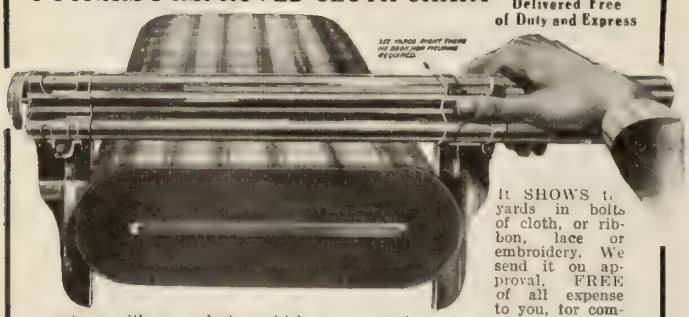
The Columbia Trolley Is a Money Saver

1st—By keeping your suits in fine shape for your customers to examine and try on.
2nd—By cutting out the expense of pressing every suit you sell.
The roller bearings are of hardened steel and practically frictionless, easy to operate, will wear a lifetime.
The **Columbia Trolley** is very heavily nickeled over copper, insuring a rust-proof and durable finish.

Let us tell you how little it would cost to equip your store.

HARDWARE SUPPLY CO., 337 Commerce Ave., *Manufacturers*, Grand Rapids, Mich.

PUTNAM'S IMPROVED CLOTH CHART Price $12.50 Delivered Free of Duty and Express



It SHOWS t. yards in bolts of cloth, or ribbon, lace or embroidery. We send it on approval, FREE of all expense to you, for comparison with any device which you may be using, or so that you may satisty yourselt whether this sort of thing may be satisfactorily done. Our machines are used in over 20,000 stores. Let us show you. A larger illustration and particulars sent on request.

The A. E. PUTNAM CO., Mfrs., Washington, Iowa

Kindly mention this paper when writing to advertisers.

Study the Lighting Effects in this Photograph

LOOK at this photograph carefully (it has not been retouched). Note the flood of illumination that brings out every detail—the absence of shadows—the even distribution of light.

All these features make a store more attractive—and an attractive store brings customers to your counters.

You can add to the attractiveness of your store by using the same lighting methods adopted by the Emporium—the



The Emporium, San Francisco, Cal., Illuminated with Frink and J-M Linolite Systems of Lighting.

FRINK AND J-M LINOLITE SYSTEMS OF LIGHTING

By rendering absolutely true color values, these systems not only show off your goods and fixtures to the best advantage but make it easy for your patrons to match and select fabrics. They give a soft, glareless light that is kind to the eyes.

The scientifically designed reflectors of these systems are adapted for either the long, tubular J-M Linolite or standard base lamps.

Frink and J-M Linolite Systems of Lighting are being used in over 30,000 stores. Very likely there is one in your vicinity. Write our nearest branch for the name, so you can see this lighting yourself. Why not write now, before you forget? You'll find it worth your while.

JOHNS-MANVILLE SERVICE SERVES THIS CONTINENT

2957

THE CANADIAN H. W. JOHNS-MANVILLE CO., LIMITED

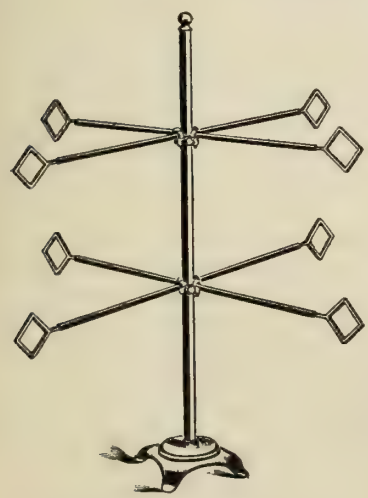
Sole Selling Agents for Frink Products.

Manufacturers of Show-Case, Show-Window and General Illuminating Systems; Asbestos Table Covers and Mats; Pipe Coverings; Dry Batteries; Fire Extinguishers; Etc.

TORONTO MONTREAL WINNIPEG VANCOUVER

"Toronto Brass" Display Fixtures

A "MADE IN CANADA" SALES-BOOSTING FACTOR



The "Made in Germany" movement made Germany one of the leading commercial countries of the world. The power to make Canada commercially great rests with you merchants in that you purchase "Made in Canada" goods whenever possible.

But the claim that you should buy "Toronto Brass" display fixtures because they are made in Canada is only a minor one. There are many other profitable features in them for you. Toronto Brass Fixtures are made of first quality materials built on lines of greatest utility and beautifully finished.

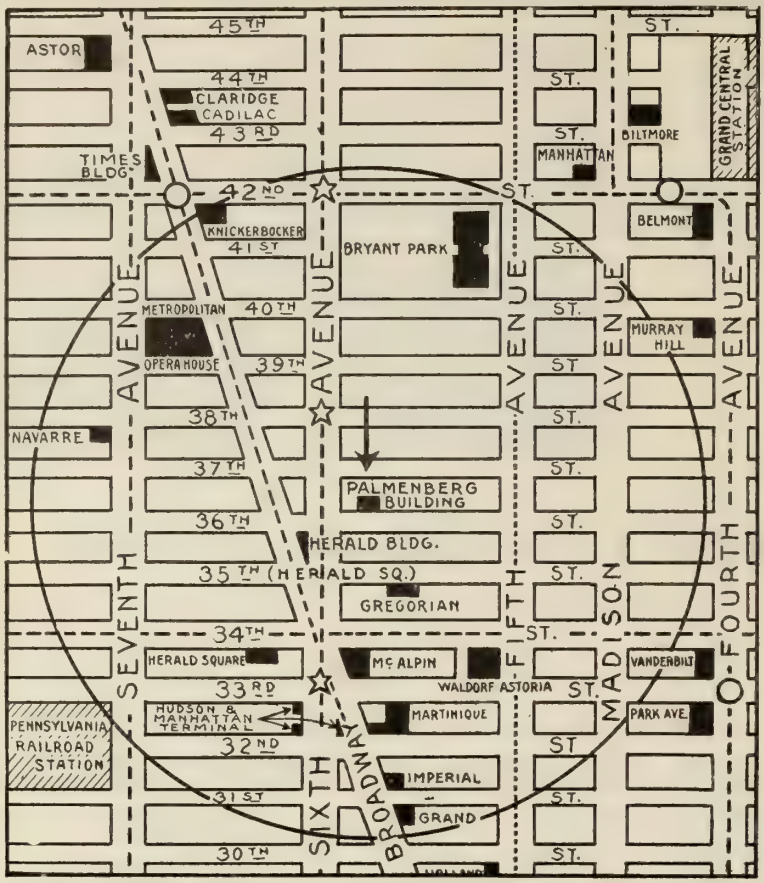
Write for catalog.

Toronto Brass Mfg. Co.

364-370 Richmond St. West, Toronto

---and 8c per week will do it!

This small amount invested in the Dry Goods Review for each of your department heads will mean the difference between a wide-awake, efficient staff, thoroughly conversant with the trade, and one which consists of mere order-takers. Worth while, isn't it?



The Palmenberg Building is an easy five minutes' walk from the greatest distance within the large circle.

We shall remove our New York offices and salesrooms to

Nos. 63 and 65 W. 36th Street
on or about Jan. 15, 1915
(Herald Square)

Twenty thousand square feet just for showing and selling.

As the map indicates, our new quarters are close to the railway terminals, leading hotels, and convenient to surface, elevated and subway lines.

Here will be shown our complete sample lines of the very latest novelties and staples in

WINDOW FIXTURES
DISPLAY FORMS
WAX FIGURES

J. R. Palmenberg's Sons

Now at 710 Broadway

Keep your goods to the fore in this handsome display case



Our No. 250
Case
Plate Glass Top and Shelves, 32 oz. Front.
PRICE $7.25 A FOOT

It's not the goods you carry in stock that really count, but the goods you sell at a profit.

To sell them at a good profit you must sell them while they are new—sell them quick before the styles change or they become shop worn.

Display your goods in this artistic silent salesman, and you need not worry about results.

Write to-day for catalog and full particulars of this case.

H. L. Wood & Company,

CORNER NOBLE AND STRICKLAND STREETS

Toronto

Advertising: The Language of Business

Bargain Advertising and Advertisement of Good Goods at Good Prices—Honesty and Frankness Pays Best—95 Per Cent. Bought Through Women—Truth is Supreme

By J. A. McNabb, winner of gold medal in C.A.D.M. Contests.

HAVE you thought what advertising means to the life of your country? Do you realize that every time you utter a word in the presence of other people you are advertising your personality? Do you understand that if you are to succeed in any business or profession advertising will help you? Advertising is the language of business. It is the bright light by which commerce and industry find their way to a prominent place in the life of a nation.

Hubbard, of to-day says:—"Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity, or service. What language is to the human race, advertising is to business, industry, commerce manufacturing and economics.

Advertising is the language of the man of to-day determined to do in his life what formerly took generations to accomplish. Advertising, as the word indicates, is giving information. Literally translated, the word means "to turn to"—from the Latin, "ad"-to, and "verto,"-"I turn." The advertisement turns the public to the thing wanted. Advertising is the voice of commerce.

It was good advertising when Mark Antony pointed out in Caesar's body the wounds that the daggers had made, and even better advertising when he mentioned how much of his money Caesar had left to the howling mob.

Importance of Advertising.

This generation of ours is the first to see advertising as a science and as an art. And even we do not realize the importance of advertising, the dignity of the profession, the extraordinary part that advertising is destined to play in the development of a country. The advertisement is to the business of a nation what the bright electric light is to the big engine producing the power; the little electric bulb tells what the engine is doing; the brilliantly worded advertisement tells what industry, commerce and manufacturing are doing.

In the old days when a man had a little store on the street where many passed, only as many people as passed could see what he was doing. Now a man can put his factory in a distant town; nobody perhaps has seen it, nobody knows where it it. But that man puts his name and purposes and accomplishments before millions of his fellows. He does not wait for the public to pass his door. He goes through the doors of the houses in which the public lives, and in the monthly or weekly or daily paper he presents the story that he has to tell. Therein lies the power of advertising; you can work to-day, and to-morrow you can tell the whole world what you have done. You can have a new idea this week; next week that idea can be in the minds of fifty millions of human beings.

It is important that the public knows that advertising almost invariably means an honest and excellent product. There are many men who have put five million dollars into an advertising reputation. They have created a reputation as solid as any brick or iron. That reputation is their fortune. Does a man jeopardize a fortune? For the man who has put his millions into advertising to lower the quality of his goods to deceive the public would be like setting fire to his factory upon which he has no insurance.

There are of course fraudulent advertisers, although these are becoming fewer and fewer. Advertising is no longer used to sell "wooden nutmegs."

Advertising is, broadly. simply to interest another person in that which interests you. Retail advertising is, to my mind, the most important of advertising because it reaches out for direct results. Let us consider two forms of retail advertising, bargain advertising, and the advertisement of good goods at good prices. In the first place **we have too much bargain advertising and not enough advertising of bargains. It might prove of interest to know that about one-fourteenth of all merchandise manufactured is sold to the trade without profit or at a loss because it cannot be helped.** Perhaps it is a case of cleaning a factory of short lots or remnants and so forth. The main thing is the holder needs some money. The retailer buys. The first essential for him in selling what he has bought is honesty in copy-writing. HONESTY—I would set it in 100 point caps, so that all who run may read. The reason why nowadays bargain advertising does not carry the weight it should is because of dishonesty. How often do we see headings—Regular $1 for 39c., and we read further down only to find that the lot is composed of values from 50c to $1. Headings like this are really misleading. In writing bargain copy simply tell people in a brief way why you are selling. If soiled, tell them so. If damaged, make it plain. If a special purchase, say so frankly.

In advertising goods at good prices we forget the price. Supposing at the commencement of the season you are advertising women's suits. We must talk style and quality; the way in which they are designed; where the style originated; the workmanship which make them retain their shape, and the splendid wearing quality of the material.

If we are talking house furnishings we must tell how they will improve the appearance of the room. In this class of advertising there is scope for imagination. Michael Angelo painted the picture of his imagination; Mozart wrote the music of his imagination, and the live ad. man puts in a practical way the thoughts of his imagination.

Don't use big words in advertising copy. I believe simple language is best. Lincoln said that if we spoke so the masses could understand us we could be sure of the classes understanding us.

Convince the Women.

I believe that the retail advertiser of to-day must direct his copy to the women of the community. They are the purchasing agents. Convince the women, and you'll sell to the rest of the family. The woman studies where and what to buy; the man works to pay the bills.

The modern department stores are convinced of this this. They direct about 95 per cent. of their advertising to the women. One of them estimates that 60 per cent. of strictly men's goods are suggested or influenced by women. Cater to the women.

Everything that pertains to your store is advertising; your business stationery; the paper in which you wrap your parcels; your address labels, etc. Every time your store is spoken of is an advertisement. The advertising man is the clerk who talks to all the customers; something that merchants do not appreciate always.

To sum up, the ideal merchant of the future will be he who intelligently combines his advertising with his store policy; who believes in getting business by carrying out his printed claims, who realizes that his customer is the foundation of his business, and must be treated squarely. Truth in advertising is supreme. Build up a business on the public confidence and good will, by giving good values and good service, and by good advertising of good merchandise.

GOSSIP OF THE TRADE

Of a Personal Nature

CHRIS MEADOWS IN SECOND CONTINGENT

THE call for men to go to the front to fight the battles of Canada and the Empire has drawn a second member of the Canadian Association of Display Men. Strangely enough, this is a namesake of the one who left Edmonton and joined the first contingent and who wrote the members of the Association both from Valcartier and Salisbury Plains, E. G. Meadows. As this edition goes to press the well-known window dresser and advertising man, "Chris." Meadows, is in camp at London, Ontario, and will go with the second contingent, as soon as orders are received for it to proceed to England.

Mr. Meadows is a well-known figure in the Association, and for some time past has been associated with the store of D. E. MacDonald & Bros. of Guelph, where he has taken charge of the publicity work to a great extent the last year or so. Just before he left to proceed to camp the staff of the store held a banquet, and presented him with a wrist watch and a pair of military brushes. Mr. Meadows comes naturally by his liking for military life, as his father served in the British army, and some of his brothers have already enlisted in the Old Land. At the same time that Mr. Meadows went. two sales clerks in the store, one in the wallpaper department, and the other in the men's wear section, enlisted and left with him for camp.

The best wishes of the members will follow Mr. Meadows during his campaigning.

THE LATE DAVID MORRICE.

The recent death of Mr. David Morrice, of Montreal, removes from the field of expert business men in general, and textile men in particular, one of the ablest and best. Mr. Morrice, who was born in Scotland eighty-five years ago, was well known throughout the length and breadth of the country as an authority on matters pertaining to the cotton trade. He began business in Toronto, but in 1863—shortly after—he moved to Montreal. He was then agent for one of the cotton and woolen companies. The cotton trade was demoralized by the Civil War, then raging in the States, and Mr. Morrice seized his opportunity. Co-operating with Mr. A. F. Gault, he formed a merger of several companies under the name of Canadian Cottons, Limited. This was later made into the Dominion Textile Co., Limited, and Mr. Morrice, having seen the industry gather such proportions, retired. But he has been since, as before, a leading cotton expert in the Dominion, and his advice was repeatedly sought in matters of importance that concerned the trade.

In addition to the Dominion Textile Company, Limited, Mr. Morrice was president of Penmans, Limited, and also was interested in the Montreal Freehold Company. He was also a director of the Bank of Montreal and the Royal Trust Company. He was known outside business circles for his splendid collection of pictures and for his devotion to the cause of art. He was vice-president of the Montreal Art Association. He made large gifts to the Presbyterian Church.



THINKS IT'S FINE SPORT.

The man doing the work is Mr. Herbert Temple, of Burnet & Temple, London, England, who is well-known in Canada. Mr. Temple is here shown scrubbing the floor of the hut occupied by the Sportsmen's Battalion of Kitchener's Army, drilling at Hornchurch. As the Daily Sketch remarked: "There is no complaint from these hardy athletes about lack of comfort in their war training. In a communication to The Review, enclosing this interesting snapshot, a member of the firm remarked of Mr. Temple: "He hopes soon to be pushing a new line of steel somewhere over the Rhine."

PERSONAL.

Eustache Choquette, a Montreal tailor, died recently, aged 51.

W. Feldman, furrier, Berlin, Ont., had a big loss by fire just before Christmas.

The death is announced of Andrew Hubbel, general merchant, Kentbridge, Ont.

Geo. Detuiler, Cargill, Ont., has sold his dry goods business to Wm. Cameron, of New Liskeard, Ont.

Messrs. J. Goldenberg & Co., Campbellford, N.B., have opened up new premises in the McLean block.

J. E. McWilliams, who for the past year has been advertising manager for J. F. Cairns, Saskatoon, has left for Portland, O., for a new position.

John C. Carruthers, manager of the dress goods department of the A. E. Rea Company, Limited, Ottawa, died recently aged 39. Mr. Carruthers was employed before with the C. Ross Co.

Announcement is made by the Winnipeg Telegram that J. H. Parkhill, president of the Alaska Bedding Co., and also president of the Alaska, B.C. Bedding Co., will shortly move to Toronto, where he will assume the direction of a similar business which is being purchased by his firm.

An address and a presentation of a handsome grandfather's clock was made to Mr. M. N. W. J. McKenzie, at Fort William, by the officers of the Hudson's Bay Co., of the Superior district, of which he had been manager. Mr. McKenzie has been placed in charge of the whole eastern district of the Hudson's Bay Co.

DEVICES OF MERCHANTS

For the Promotion of Sales

CHARTERED SPECIAL TRAIN.

THE chartering of a special train to run through the district contiguous to a large store is probably a unique event, but this scheme was carried out by the well-known firm of McKinnons, Limited, of Weyburn, Sask., on the occasion of the second anniversary of the opening of their new store. The train left Assiniboia early in the morning and picked up passengers at the different stations, arriving in Weyburn about noon. The firm made extensive preparations for the welcome of the visitors at the station, and had a porter to look after their grips. The management were pleased with the results of this move.

* * *

A UNIQUE CHRISTMAS CARD WINDOW.

TO relieve an over-stock of Christmas cards which had become a rather heavy burden, the A. E. Rea Co., Ltd., Ottawa, made a big window display, one of the large fronts being devoted to the showing. The whole was worked into the reproduction of a water scene, showing a large sail boat in the background. The hull was covered with small cards and the sails were composed of cotton similarly decorated. In the foreground larger cards in groups were made to represent the waves. There was a price system also in the arrangement, the small cards being put off at 20 for 25c while the smaller groups were at higher prices. The display is reported to have gone a long way in securing the desired demand for cards. It appeared about the 1st of December when cards would naturally be in strong demand.

* * *

FRENCH ONE SIDE, ENGLISH ON OTHER.

A SECOND patriotic sale was held by The Hub, a general store of Cowansville, Que., just before Christmas, and under the auspices of the Home Maker Club, on behalf of the Belgian Fund. Although the day was very stormy the store handed over a cheque for $60 to this Club on the basis of 10% of the day's business. The proprietor in a note to The Review says "The population of Cowansville is only about 800. We would like to hear of this being surpassed."

To those living in English districts a novel feature of a poster which is issued by the firm is that it was printed in English on the one side, and on the other in French, the latter reading in part as follows:

Vente Patriotique, au magasin "The Hub," Cowansville, sous les auspices The Homemaker Club . . . . Les recettes de la vente seront au profit des Belges.

* * *

SHOWING OF HUNTING SHOES.

ADVANTAGE was taken of the advent of the hunting season in the window of the J. J. Haines' shoe store, at Trenton, Ont., where there was a special display of heavy shoes for wear in the woods. This hunting footwear made an appropriate showing for the season and was set off by a number of decorative cards which had evidently been borrowed from a hardware store or other establishment where ammunition is offered for sale.

In the other window of the same store was a catchy card which had a cartoon of a German shoemaker kicking a customer on to the street, while the lettering stated: "Anybody ought to know better than to ask a German shoemaker to put on a pair of French heels."

* * *

A JUDICIOUS COLLECTION LETTER.

THE knack of writing successful collection letters falls to the lot of a few. The retailer is always anxious to get his money from his good customers as well as the others but the approach must be carefully and judiciously effected. The following collection letter is of the out-of-the-ordinary variety which presents a fair and reasonable reason why accounts should be paid:

Money is Needed All Round.

We need money to pay other people who need money—and who won't wait. The enclosed amount is small, but that is all the more reason why it should be paid. A bunch of small accounts runs up into big money. If you pay this at once, we can pay others at once, and business will be easier all round.

Some merchants enclose with their accounts to good customers a little slip bearing this inscription:

"Four of the sweetest words to be found in the English language—Enclosed Please Find Cheque."

This is very suggestive and has more than once been known to produce results.

* * *

LOYALTY CUT ON ENVELOPES.

FAWCETT Bros., of Sackville, N.B., are using the loyalty cut in a manner that was not thought of when Dry Goods Review offered electros of these cuts to readers. It has been made use of on their envelopes. This means that every envelope that reaches a customer of the store suggests to him to be loyal to his own community. The idea could be easily carried still further by having this cut on the letterhead.

Loyalty cuts can be secured from The Review at 15 cents each, cash to accompany order.

* * *

CATALOGUE OF "SEASONABLE WEARABLES."

A SPECIAL fifty-six page catalogue is a feature of the business of the J. W. Scovil Co., Ltd., of St. Stephen, N.B. This catalogue is profusely illustrated and carries descriptions of the full line of men's, women's, and boys' clothing, furnishings, boots and shoes. The fly-leaf has

How Modern Equipment Transformed a Store

Men's Wear Section in MacDonald Store Removed From Back and Given Half Frontage to Itself—Immediate Increase in Business—Descriptions of New Facilities for Displaying and Handling Goods.

A SINGLE glance at the accompanying photograph of the new men's wear department of D. E. MacDonald & Bros., of Guelph, will satisfy any merchant that it is one of the most up-to-date establishments in the country; that the facilities for doing business are unusually favorable in regard to store equipment, arrangement and space, and there will be no surprise manifest at the statement that the opening of this handsome and complete section for men's wear resulted immediately in a large and steady increase in business, and just here let it be remarked that, contrary to the theories of some men's wear merchants, the immense improvement in the appearance of this department did not drive off the large farmers' business always enjoyed by this firm. On the contrary much of the warm admiration expressed at the transformation came from this class of customers, —farmers and their wives alike.

From Obscure Location.

The change wrought in this store is on a par with the handsome and most effective island fronts that are described and illustrated elsewhere in this issue. Previously the men's wear department occupied an inconspicuous section at the back of the dry goods on the main floor, necessitating for the most, a passage through the rest of the store to reach it. But here, it has half the front space to itself with an enticing display front and —separated entirely—save for a connection inside with the rest of the store.

200 Hats in Each Cabinet.

The photograph shows better than any description, the manner of the new equipment. On the extreme left can be seen the glass cabinets, two in number in which the hats are kept. These operate under the latest type a moveable rack that revolves like a clothing rack, allowing the hats to be viewed from three sides. Owing to this fact a much larger stock can be carried than on the ordinary stationary shelves—200 hats being the capacity of each cabinet. The



An excellent view of the new men's wear department of D. E. MacDonald & Bros., Guelph. At left-hand side are revolving hat cabinets, each containing 200 hats. Note suit cabinets with plate glass tops. At back are curtained cabinets for boys' clothes. On right side is latest equipment for collars, hosiery, gloves, etc.

MADE IN CANADA

KANTKRACK

Trade Mark

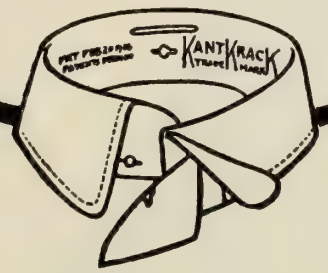
Registered

"ONE GRADE ONLY

Fact No. 5

Concerning "KANTKRACK"

—AND THAT THE BEST"



Start the New Year With the Double-Life Collar

It's a proven fact that KANTKRACK exclusive features — the reinforced back button-hole, the heavy though flexible lip, the long slit back, etc., doubles the life of this collar over the ordinary waterproof kind.

The KANTKRACK is easily and quickly cleaned, a fact that is of special interest to men whose work is hard on collars yet demands them to be clean.

Resolve to try out KANTKRACK this year. It is a business-puller.

Order your stock now—we sell direct to the trade.

The Parsons *and* Parsons Canadian Co.

HAMILTON, CANADA

first is for soft hats, the next for stiff.

All the suits in store except the cheaper lines are under cover, mostly glass. The glass cabinets next the hat cases along the wall are for black and blue suits. Along the back is the boys' department, with curtains run on rods. The same arrangement applies to the odd trousers. These, indeed, are the only part of the clothing that are not hung on racks of some description, for this store recognizes the superiority of the new system over the old one of piling up clothing on tables.

The display facilities for the clothing thus could hardly be improved on, allowing for ease in exhibiting them, a good classification, according to prices and sizes, a great variety open for ready inspection, space for customers, and other important points that help sales.

Gloves, Hosiery, Shirts.

The men's furnishings are kept mainly on the right side, starting off until a modern collar cabinet backing the window, with each style of collar seen through the glass opening. In front are show cases for ties, etc. Along the side wall are glass cabinets for gloves, hosiery and shirts, the two former arranged in compartments according to sizes. These are of such a nature that a large stock can be kept on hand all the time without littering up the store with boxes and other packages that usually find a resting place on the ledges and prevent these—if low enough—from being used for displaying suits, evening wear, smoking jackets, etc., as is done in this store.

Next the shirts and running to the farther end are underwear. The firm has a large trade in this, both in city and county, and for the latter keep fairly heavy weights.

The Old Box for Socks.

At the end of the counter opposite the underwear section is an old box that has been in use ever since the business started. This has different compartments, where are carried lines of heavy knitted socks—the real old-timers. There are the 2-for-25 cents cotton, and 25, 35 and 50-cent woolen socks. "We would feel lost without it," remarked the manager to the Review.

Just back of this is a table containing samples for the brands of made-to-order clothing for which the firm are agents.

The display of goods is one of the strong points, apart, of course, from the modern equipment. It was shortly before Christmas one week when this photograph was taken, and two tables are seen piled with goods in Christmas boxes, ties and suspenders—and the price on a card stand above. On the one behind these an overcoat is shown on a brass stand.

One whole show case was given up to white shirts, for dress purposes, including the mushroom front. This proved a good selling idea.

Helped by Island Front—135 Feet.

The business of this store is being helped to a considerable extent by the island front, which gives 135 feet of frontage.

$1,000 FROM TRAVELERS.

At the annual meeting of the Dominion Travelers' Association the sum of $1,000 was set aside for the executive to pay the annual subscription of any member who had gone to the front, or may go to the front on any of the contingents. The revenue for the year was $115,365, with a net surplus of $29,429, making a grand surplus of $499,541. The death of seventy-six members had occurred during the year, making necessary the payment of $76,715 in claims.

THE CHAMOIS GLOVE.

First popularized about five years ago, the chamois glove retains its place as a finishing touch for the well-dressed man for morning and sporting wear. The color is a trifle loud, and yellow gloves would not have been popular in the fifties—not even with Lord Primrose—but in a day when a man may wear pretty well anything in color so long as the style is all right, yellow gloves are au fait.

The button glove, and not the dome fastener is the thing this year. The glove also should be hand sewn, and the seam outstanding and visible.

KHAKI HANDKERCHIEFS.

One questions very much whether, if there were no wars, khaki would ever become a fashionable color. Certainly we are becoming khaki-mad again. A very attractive novelty is a thin silk handkerchief in this color, chiefly for men's use. A number of the up-to-the-minute stores are featuring this, and report that it is selling very well. On the other hand the usual "stunts" with flags, crowns and other symbols have not gone so much with this war public as they did in the time of the South African war. Handkerchiefs with an embossed flag in the corner are not popular.

"Corporal" Meadows Now:

May Have Crossed to France

THE following letter has been received by The Review, from Mr. E. G. Meadows, who, it will be remembered, has been with the first contingent on Salisbury Plains. The letter was written just before Christmas, and window trimmers will be pleased to hear that Mr. Meadows has been promoted to be a corporal.

"As promised I am writing you a few lines. we have been training pretty hard since our arrival here, and the weather has been very bad and wet indeed. The camp is one vast quagmire. So far I have not seen The Review since I landed in England, but am going up to London next week, and will call at your London office and will look up The Review from August.

"The advance party of Canadians leave here for France on January 6th. (This is practically official news). I am included in the first bunch in one battalion, about one thousand men, roughly.

"I have been promoted to the rank of Corporal, and we are going ahead to arrange for the others to come over, so that we shall not be long before we are on the firing line, say March at the latest. My opinion is that the Allies will be very much on the aggressive in the Spring.

"The health of the contingent has been good under the adverse circumstances, and the damp that we have had to contend with. Will write you from London next week, when I shall have a table and chair to write upon.

"Wishing you and all members of the C. W. T. A., the best success, I remain,

Yours sincerely,
E. G. Meadows.

"P.S.—I would like the medal I won sent on here; also any reproductions of my work."

In a further postscript Mr. Meadows adds: "Orders to-day for our rifles to be inspected and bayonets sharpened which looks like business.—E. G. M."

The gold medal which Mr. Meadows won has already been sent to him, and should have reached him by this date. For those who would care to drop a line to their comrade in the association The Review gives his address at time of writing which was as follows:

Corporal E. G. Meadows,
No. 29129 Construction Camp,
Lark Hill, Salisbury Plains.



Hank says—

No. 2

"I asked you for the kind with the reinforcement over the part that gets the hardest wear—right around the thumb, over the ball of the first finger, covering almost half the palm. They're

Carhartt's Gloves

I believe. These gloves you gave me are only single sewn and not made strong like Carhartt's. If you can't get them for me I'll have to look elsewhere."

Laborers, farmers; teamsters, railroad men, chauffeurs, etc., when they have once used or seen Carhartt's gloves invariably insist on them, realizing their superiority over the ordinary working man's gloves.

They're made to stand the most rigid wear, double wax sewn throughout, and reinforced so as to protect all spots where the strain comes.

It costs nothing to try them out. Drop a card to-day asking for a trial shipment of Carhartt's gloves and Carhartt's famous overalls—show them to your trade for sixty days. Sell what you can and if not satisfied, return balance unsold at our expense. The Carhartt trade-mark is an absolute money-back guarantee to you and your customers.

Write To-day for Trial Shipments.





Hamilton Carhartt, Manufacturer, Limited
TORONTO VANCOUVER



Are you selling :: Clothing :: in your store?

Perhaps you do not know about the big money that is made in the clothing business when it is conducted by the

Campbell's Clothing SYSTEM

There is absolutely no chance of loss, as your only stock consists of samples and a few lines of regular sizes which are always sold early in the season.

Your business will be that of a high-class merchant tailor. You will take the measure and we will make the clothes, which always fit and satisfy.

The profit is a certain one for you without one cent of risk. We want an exclusive agent for Campbell's Clothing in each town. If we are not represented where you are located write—

The Campbell Manufacturing Co., Limited
MONTREAL

We issue a catalog.

Little Prince
SEASON 1915



Latest Novelties in Boys' Wash SUITS

OUR REPRESENTATIVES ARE NOW TRAVELLING IN THE DOMINION. *Write for Appointment.*

Call on us when in New York

Oppenheim Roggen Co.
84-90 FIFTH AVENUE, N.W. COR. 14TH ST.
NEW YORK - - - - N. Y.

Boys' Blouses—$2 a Dozen
INTRODUCTORY PRICE



BEAT THEM IF YOU CAN—Made of gingham, chambrays, fine percales. Black sateen, white with satin stripe, etc. **Guaranteed full model**, with yoke, military collar, pocket, flat felled seams, and tapeless, $2.00 per doz.
Same blouse made with open cuff, two button, $2.15 per doz.
SAMPLES SENT PREPAID. WRITE!

THE PEER MANUFACTURING COMPANY
Makers of "PREMO" Boys' Blouses, Shirts and Pajamas
483-485 BROADWAY Dept. R NEW YORK CITY



You're now carrying a cap stock of, say $300, and doing a good business with it; but why not carry only a $100 stock and have just as good or better turnover with as good a percentage of profit? You need only *one-third* the stock when you sell the *Cooper Three-in-one Windless Cap.*

Every cap gives a range of three sizes, sticks to the head, great for motoring, is snappy in style—a rapid seller. Write for samples to the

COOPER CAP COMPANY, 260 Spadina Avenue, TORONTO

Story No. 1

He was a good old soul, honest as the day was long, wanted to please everybody, made friends with the boys, and tried to keep them as customers.

He carried a very large stock of more or less fashionable ready-to-wear clothing, nicely displayed in cases and tried in every way to suit everybody.

Yet he could not satisfy them all, his money was tied up and ate up good interest, custom went, stock depreciated in value, he lost heart.

Story No. 2

Around the corner is Brown, not what you would call a "good old sport," but a business man from the drop of the hat, in a natty little store, with a small, but smart stock.

Prominently displayed is a small table with his made-to-measure outfit—tape line, charts, sample swatches, order forms, etc.

Customers hard to please or fit are seldom lost, *the made-to-measure service comes to the rescue.*

The result: satisfied customers, a growing, profitable business, with no extra outlay.

Which

Yes, that's exactly what we mean, which are you, the merchant who ties all his money up in a big stock of ready-mades and employs extra help to keep it in shape, or are you the successful merchant who stocks a small clean range of clothing and backs it up with the

Style-Craft

TAILORED-TO-MEASURE

SERVICE

Carry as large a stock of ordinary clothes as you like, and you will find the odds against you satisfying a certain class of trade, whereas, with a small stock of smart clothes and the Style-Craft made-to-measure service, which represents no extra outlay whatever, you stand the best possible chance of holding and satisfying every customer from the modest ready-made man to the exclusive, classy dresser — the man who expects clothes with character, style, fit and finish.

The agency for your town is a valuable asset. If it is not placed we will be pleased to hear from you. Write anyway and find out.

E. G. Hachborn & Co.

TORONTO

THE Deacon SHIRT

For Work and Play
For Peace and War



NO matter, whether for work or play, in peace or war, there is a Deacon Shirt that will meet every requirement—the shirt for the man in the ditch, the teamster, the bushwhacker, the business man, the outing man, the soldier or the civilian—and all that high-grade, long-wearing, Deacon quality, made to satisfy the most discriminating.

Though we are busy with war orders, we assure the trade of the usual efficient Deacon service. As a result of our splendid facilities your orders will be given prompt, careful attention. **See the Deacon Spring range.**

The Deacon Shirt Co.
BELLEVILLE, ONT.

"Big Four" Gloves

are gaining in popularity each year.

There's a reason. VALUE.

Our 1915 range is stronger than ever. It will pay you to see our samples before placing your orders elsewhere.

This season we have added a strong line of Overalls, Work Shirts and Pants.

Write for samples and prices if our salesman has not called.

THE "BIG FOUR" GLOVE CO.

TRADE MARK REGISTERED

**75 BAY ST.
TORONTO**

TRADE MARK REGISTERED

BUYERS, GIVE US A CALL.

WE

SPECIALISE

IN

GENTS' and BOYS' DRESSING GOWNS

AND can supply you with the best British made Garments from British made Fabrics, at the right price.

WARM RUGS ALSO—AND SLEEPING BAGS FOR THE TROOPS

Price List on Application

WM. COATS & CO., LTD.

17½ ADDLE ST., WOOD ST.
LONDON, ENG.

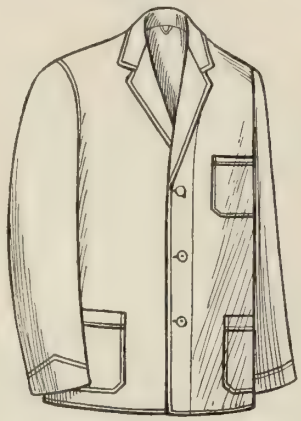
Cables: Lambsprings, London.


Success
COLLARS
MADE IN CANADA
Here is the
"STRATHCONA"
—not a faddy shape, but just a good, comfortable, double - band collar—well made and well finished. This is the big seller—there is a big, steady demand for this collar; it is the popular line. Nothing compares with "SUCCESS" to retail at
2 for 25 cents
The Canadian Converters
Co., Limited
MONTREAL
-2

Haugh BRAND

The "Made in Canada" Duck Clothing Wrapped in Dust-Proof Packages

Made over size for shrinkage allowance.



Consider the increased profits that can be yours by handling the all-year-round line of Haugh Brand Duck Clothing. Each garment is wrapped in an individual dust-proof package, thus going into your customers' possession as clean and fresh as the day they left our finishing rooms. No counter-soiled goods at a considerable loss is ever the result when you stock Haugh Brand Duck Clothing.

Ask for samples or catalogue describing our many lines.

Some of our lines are: White Duck Coats, Trousers, Aprons, Vests, Motor Coats, Long Shop Coats; Khaki clothing of all descriptions; Boy Scout and Cadet Suits; Hospital and Institution Supplies.

Defiance Mfg. Co., Limited

COLLEGE and BATHURST STS. TORONTO

MADE IN CANADA

Working Gloves Gauntlets, Mittens

Made perfect and of flawless material

The "C.C.C." gloves, gauntlets, and mittens satisfy the working man as no others have ever done. They give a service that can only be qualified as perfect, being made of the best materials procurable and with the best of workmanship.



CCC

You can recommend C.C.C. goods to your best customers. Sold by your wholesaler.

The Craig-Cowan Co., Limited

154 Pearl Street, TORONTO

TO look back over the year's expenditures and to be able to say with truth that every purchase was made with wisdom, forethought and economy—

Isn't that something to be proud of—something to find satisfaction in?

The numerous ideas and information you'll find in the advertising columns of this paper will give you a sound basis on which to decide satisfactory purchases.

Look over the advertising columns **now** — while you think of it.

A New Year's Gift *from* the Arlington Company *of* Canada

ON looking over and sizing up our last year's sales of waterproof collars we find that in the aggregate they were the largest in the 25 years' history of this firm.

We also find that while our sales have been very large that there is a wide variance in the sales of firms of equal size and under similar conditions — which means that the firms with the low turnover are not getting their share for some reason or other.

These are the firms we aim at assisting with a series of eleven SALES BOOSTERS to run in every other issue of THE DRY GOODS REVIEW.

The series will consist of seasonable display hints, with ideas for snappy show cards and good selling arguments.

Every merchant and his sales people should watch for and read each one of these SALES BOOSTERS whether he handles Challenge Brand Waterproof Collars (Canada's leading line for over 25 years), or not, for they will help sell other lines.

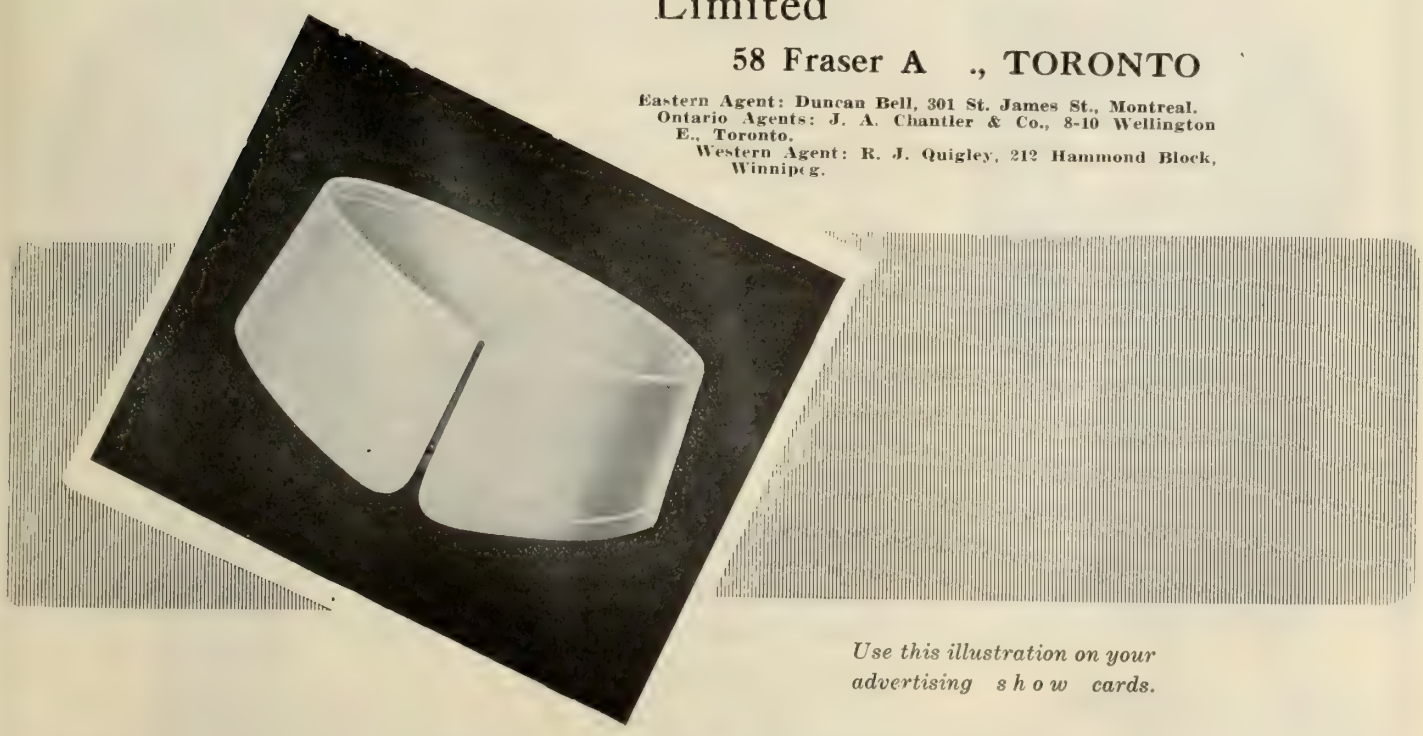
The first SALES BOOSTER *will appear on January 20th.* WATCH FOR IT.

The Arlington Company *of* Canada

Limited

58 Fraser A ., TORONTO

Eastern Agent: Duncan Bell, 301 St. James St., Montreal.
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto.
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.



Use this illustration on your advertising show cards.

MADE IN CANADA

Poole's Paragon Pants

Please Particular People



This slogan of ours, "Poole's Paragon Pants Please," was not made until these perfect samples of excellence in style of cut, fit and workmanship had been thoroughly tried out by the trade and their customers and found to give entire satisfaction.

No detail is overlooked in the making of these trousers that would add to their value — even the buttons, button-holes, thread and pockets receive the closest attention. They're made of selected British material and cut in the very newest styles. They give satisfaction through and through.

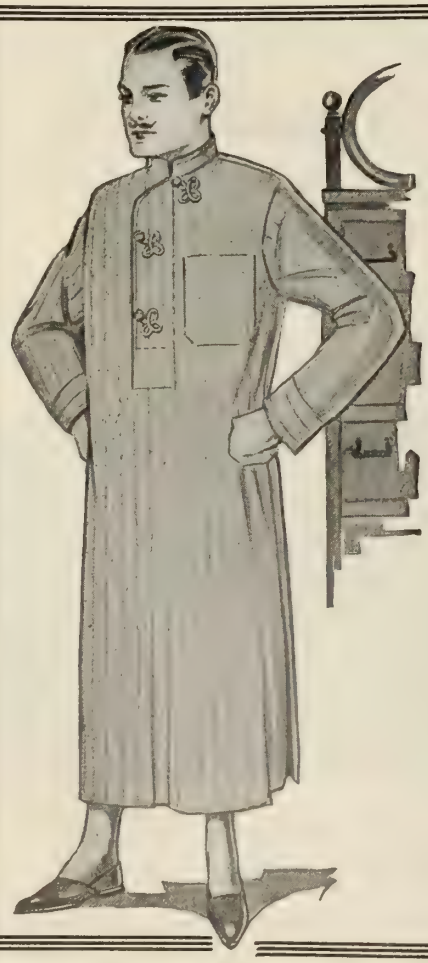
Samples sent on request.



Geo. C. Poole & Company

Successors to the Andrew Darling Co., Limited

Darling Building TORONTO



The Sky Brand Line

of Men's night robes and pajamas will appeal to the critical merchant.

Snappy styles—Dependable material. Made wide and long for comfortable slumber.

A full line of cambrics, muslins, madras, pongees, and flannelettes.

Samples sent prepaid on request.

The Sky Manufacturing Co.

515-517 Broadway
New York City, U.S.A.

CANADIAN REPRESENTATIVE:
Gordon K-Hodges, 232 McGill Street
Montreal, Canada



If you want to favor "Made-in-Canada" Products

Ryan Guaranteed Gloves

are sure to demand your attention.

We make Gloves for Street and Utility Wear.

Our new method of stitching Work Gloves makes the stitching last as long as the leather—something unheard of before in glove making.

Buy "Made-in-Canada" Products

Insist on seeing "Ryan Guaranteed Gloves" before you place your Glove order. This is in your interest.

Our "Unconditional Guarantee" to your customers relieves you of all glove troubles.

THE ROBERT RYAN CO.

Three Rivers, P.Q.

INFANTS' DEPARTMENT



VIEW OF SECTION OF INFANTS' DEPARTMENT IN SIMPSON STORE.

On the right is a glass cabinet finished in white enamel, for display, and below it drawers for holding stock. Each table has a special line of goods, and these are changed every two or three days. On the left is a line of showcases with dainty goods inside and on top. Light blue and pink are the prevailing colors.

Infants' Wear Department Shows Rapid Growth

From Small Beginning the Robert Simpson Co. Has Met With Pronounced Favor—Everything That Children up to Two Years Need—Appreciated by Mothers and Profitable—Problems in Buying, Display of Goods, Clerks, Etc., Made Clear.

From interviews with the buyer and manager.

DID you ever picture the young mother, or the prospective mother, taking an un-accompanied tour through your ready-to-wear department, then the underwear, then the hosiery, then the footwear, then the millinery, then the fancy goods?

Perhaps there are still a few more of these departments where you show a line of infants' goods?

And did you as a means of converting you from this polyglot directory of infants' wear—drop into a department, a **real infants' department**, and view the young mother make a single trip in her tour of inspection and buying, and find, ready to her eye and hand, the dress, the underwear, the stocking, the bootee, the cap, the comforter, the bassinette?

A Relief and a Paying Service.

What a relief to her, this gathering together of all that comprises infants' wear into one place in the store! What a provision for her comfort! What a business proposition it is to the store that is responsible for providing such a service!

What a logical arrangement!

But, it may be objected, we don't keep a department for young girls, and for misses, and young ladies.

Perhaps not, but you do if you are wise, for boys (and their mothers), and you do, without any special exhibits of wisdom, for men—this is taken for granted. And both the boys' and men's combinations work well.

But for infants the reasons are vastly more numerous. You could not get all the different styles for girls conveniently into one place, but infants? What styles are there?

Let us introduce here a remark of the buyer for the infants' department of the Robert Simpson Co.—one of the most complete and satisfactory of the kind in Canada, if not on the continent. You ask him about infants' styles.

The Only Style.

"**Daintiness** is the whole style; all the style there is in infants' clothes. Get what is dainty and you will sell it."

The whole department is an epitome of daintiness: in its delicate shades of pink and light blue.

The drawing shows the growth of this department in a very brief period to something like six, seven or eight times

MADE IN CANADA

THE Richardson BRAND

INFANTS' WEAR

from underwear to dresses

Just those tiny garments that will speed-up the sales in your infants' department.

Among them is a fine assortment of Infants' Underwear and Dresses—beautiful little garments that will appeal to Canadian mothers—sheer of texture, daintily trimmed and well made.

Besides infants' wear we make a full range of tea and work aprons in all the better styles—from the ordinary kitchen apron to the daintiest styles for afternoon teas.

If you have not seen our fine range for Spring, drop us a card, and have our representatives call on you at an early date. *Travellers are now starting out with their Spring* 1915 *samples.*

Jas. Richardson Co.

14 BREADALBANE ST. - - TORONTO, ONT.

the original. And to-day arrangements are under way to extend it out into the store still further. That is alike the proof of a wise idea and its skilful development. The Review will from time to time contain stories and illustrations of other infants' departments, but the one described here cannot be excelled for its compactness—and daintiness.

Layout of Department.

The department occupies a section on the third floor, adjoining a series of elevators and a portion of it was included in the bazaar for Christmas. Along one end runs a series of glass cabinets with boxes for stock below, all in white enamel. This color can hardly be excelled for an infants' department, as it does not jar with the delicate colorings of the garments shown. Down the centre runs a series of tables, with goods displayed on top, and drawers for holding stock. On the left is a series of show-cases with counters on top, and shelving behind, with neat, uniform cartons for holding stock, and the shelving and show cases duplicated again on the other side. One of these is for "up to six months; the other for "six months to two years" sizes. This division in the little garments is also carried on in alternate sections of the wall cabinets.

Besides the Manager, who, like the Buyer, prefers to be nameless, there are six assistants, all girls. Just a note on this here.

Does Not Employ Mothers.

"Some people insist that widows should be employed in such a department," remarked the buyer. "It is said that they alone can understand the needs of the mothers; the advantages of this article and that, and so on. But we have not found it so. Probably the mothers of children would be too 'set' in their opinions for the best salesmen; at any rate, we find that girls are very adaptable and can soon be trained and become very enthusiastic. In fact, there is great competition to be chosen to sell in this department."



A rather remarkable use of illustrations on card for window display or infants' department, designed by Will Surman for Chapples, Limited, Fort William. Note large display lettering on side between two heads, and slogan for department, "We can clothe him from head to foot and help him grow."

One of the most important features of an infant's department is the display of the goods. Here, as much as anywhere in the store, goods sell on sight. They "must be seen to be appreciated."

The Display of Goods.

So the cabinets are dressed frequently; the tables looked after every day; the show-cases and the ledges. Tissue and crepe papers do well for setting on top of the tables for different articles, and simple stands, also in white enamel, hold little hats, dresses,, comforters, etc.

Rattles, Bath Dolls, etc.

There are a large number of accessories in this department that are displayed. Among these are rattles, various forms of rubber toys, bath dolls, tables containing toilet sets, making them look like a doll set, but in reality intended to be used by the mother in a place where not much room is possible for these articles; combs, hair brushes, bib fasteners, hangers of delicate light blue or pink, and many other lines which are useful, and are bought by the

Lines Carried in the Infants' Department

A—UP TO SIX MONTHS.

Wool shawls, at least shawls, wool, cashmere and silk ranging in price from $1.50 *to* $10.50.

Infants' cloaks, of cashmere, bedford cord and silk, ranging in price from $2.50 *to* $10.50.

Carriage covers, in bear cloth, eiderdown, Japanese padded silk, from $1.50 *to* $5.

Infants' bonnets, silk, wool and embroidered, from 35c *to* $3.50.

Bassinettes, from $2.50 *to* $5, *the more expensive ones including the stand and canopy.*

Sleeping bags from $2 *to* $3.50.

Infants' kimonas, eiderdown, padded and silk, from $1.50 *to* $6.50.

Wool dresses from 50c *to* $3.00.

Wool overalls, with and without feet, from 50c *to* $1.25.

Infants' hand-made robes, from $3 *to* $15, *with skirts to match. Cheaper lines of machine made from* $1.50 *to* $6.50, *also with skirts to match.*

Wool bootees, from 25c *to a* $1.

Woollen Mittens, 85c *to* $1, *with and without thumb.*

Baby baskets of different lines, pale blue, sky or pink, from $2 *to* $5. *Baskets on stand,* $9 *to* $10.50.

Coat hangers. Infants' outfits, 19 *pieces,* $8.50; *with* 29 *pieces,* $14.50.

Pillow cover with Irish lace, $6.

B—SIX MONTHS TO TWO YEARS.

Dresses, machine made, from 43c *to* $6; *dresses, hand-made, from* $1.50 *to* $15.

Little coats of bedford cord, cashmere, silk, wool poplin, bear cloth, and eiderdown, from $1.95 *to* $10.50.

Kid gloves—Tan, white, black, sky and pink, 35c *to* 75c.

Silk stockings and socks, in white, sky and pink, 35c *to* 75c.

In addition all sizes of underwear, from six months to two years.

Accessories—Rattles, rubber toys, miniature washing sets, stands, etc.

Military Braids
are in great demand



Stocks for quick supply in our warehouses at

BELDING PAUL CORTICELLI LIMITED

MONTREAL, TORONTO, WINNIPEG and VANCOUVER

LITTLE COMFORT ABC TRADE MARK HOSE

Infants' and Children's Hosiery

Cashmere, Silk and Cashmere in white and colors

MADE-IN-CANADA

Right now is the time to make your choice of the infants and children's hosiery you will sell this Spring.

Don't select ABC just because they are ABC and Made-in-Canada, but first prove to yourself that this line is the best value you can buy.

Be sure to inspect our infants' lines. They're winners.

Send for samples and prices. Ask particularly to see our excellent, snowy-white lines.

ALLEN BROS. CO.

Gerrard Street E., Toronto

Selling Agent:—R. L. BAKER & CO., Toronto

Do You Want More Money?

OF course you do and are willing to make use of your spare hours in a way that will net you the biggest returns. Many others like yourself have had the same desire to turn their spare time into money and profitable experience. They are now making from $5 to $20 a week, according to the time given.

IF YOU ARE NOT AFRAID OF WORK you can make $5 a week, giving 3 hours a week to taking subscriptions to

MACLEAN'S MAGAZINE

We supply you with all you need to take subscriptions except the determination. We allow a definite, liberal commission on both new and renewal subscriptions.

THE coming months are the most pleasant in the year for the work. If you write at once we can appoint you as our local representative.

MACLEAN PUBLISHING CO., Ltd.

143-153 University Avenue, TORONTO

Secret of Good Buying for Infants' Department

Utmost Care Taken to Choose Articles That Will Attract Mothers and be of Good Value and Serviceable—One Five-Cent Bib Out of 15 Samples—Trying Out New Lines.

From interview with buyer of Robert Simpson Co.'s department.

WHAT of the buying end?

This is one of the secrets of the great success of this department. "Secret" should hardly be the correct word to use, but it is. The character of the buying that is done in this department should be the character of the buying in every department in dry goods stores in Canada, but unfortunately for the business of these departments and the profit at the end of the year, it is not.

The buyer of this department is the buyer for the whitewear, corsets, children's dresses, and several other lines, but he finds time, or makes it, to give as much attention to the smallest detail in the new goods for the infants' department as he does for orders in lines that cost thousands of dollars a month.

Take one example to get an insight into the methods of the buyer for this department. He had been taking the representative of "The Review" around, showing him different articles and commenting upon the quality in the goods as well as the appearance and price. He picked up a bib sold at 5c each or 6 for 25c.

"Do you know," he remarked, "that before that line of bibs was picked out that 15 different samples were gone over of 5c bibs. We were not content to say to the manufacturer: 'Give us an assortment to sell at 5c.' We wanted to see exactly what we were buying, and the value we could offer to the public. Whenever we buy bibs for this department we look over samples standing several feet high, from a number of manufacturers. So important do we think it to be careful in our buying for every single item in this department."

WANTED ALL-WOOL JACKET.

He picked up another line. It was a woollen jacket at 50c.

"We could get other jackets to sell at 50c, jackets that might have lace or ribbon in them, but those jackets, in order to have the dressy look, are made of cotton as well as wool. This line at 50c is a very simple, plain-looking one, but it is all wool, and the buttons in it are pearl. There is no ribbon in it, although there is place for one, if the mother wishes it. We looked through scores of samples before we chose this one." So he went through every line in the stock.

Do you grasp the nature of the detail that he attended to before he was satisfied with the goods that he bought?

"What about new lines that are brought out?" was asked by The Review.

"We look at everything new that is presented to us, and encourage travelers and manufacturers' representatives to bring us everything that they have. We look them all over carefully, and form a conclusion as to whether they are dainty, of good value, serviceable, and whether they are likely to be approved of by the women, who are our customers. We try them out, display them prominently, and then watch carefully for expressions of opinion from the people who come in. Probably we are guided by opinion in this department more than any other in the store. The women who are buying goods have discussed the purchase with their friends. They are usually mothers of experience, and their opinion as to whether this or that article will be valuable, or whether there could be some change made that would improve it is valuable to it. Frequently we get a suggestion from a woman as to a change in this or that garment, and pass it on to the manufacturer, who makes up a garment to embody the improvement, and in this way these become staple lines, and lines that get the approval of the greater part of our customers.

"We are very careful to carry, as a rule, what is called staple lines, lines that will appeal to the majority of women in connection with their infants. It is safe to say that of all our stock, ninety-five per cent. are lines that are generally approved of and find a general sale with the majority of people who are looking for goods of that character. The remaining 5% may be classed as those which do not win approval, or goods that we are experimenting upon to find out how they will be viewed by the public."

"DAINTINESS, THE ONLY STYLE."

"Are you troubled to any extent with the question of style in this department, such as has become a regular bugbear in most other departments in the dry goods store?" enquired The Review.

"Daintiness is the only style," was the buyer's reply." The dainty articles sell year in and year out, and up to two years at all events there is no such thing, at least it is not noticeable, as a change in styles in infant's wear."

The question of price was broached. To this the buyer replied that undoubtedly infants' garments were higher priced than corresponding ones in other lines for older children and grown-ups. The reason, of course, for this is that from the raw materials up through to the finish of the manufactured article and the buying by the retailer there is far less demand for any one line than for lines in the majority of other departments, and besides, the smaller garments are often harder to make up. Necessarily on this account the prices have to be higher in proportion.

"But we make it our aim to keep as low proportionately as is done in other departments on staple lines in order that we may get people to feel that the buying of these goods is not a luxury, or unnecessary expense, but that they get good value for everything that they secure from us."

mother or friends as presents. The latter, by the way, is a very fruitful source of business to this department. People come in and see many pretty little articles that will be of use to the prospective mother, and a great many gifts of this kind are made, keeping up a steady business in this line all through the year.

Keeping Goods Clean.

The problem of the display of goods, and connected closely with it the keeping of them clean, is an important one in a babies' department. The method in the Simpson store is this: Goods are displayed on the counters for say three or four days, and then sent back to stock to prevent their becoming soiled or dusty. The new goods remain out for a similar period, and if not sold they will be returned to the stock boxes also. It is a rule of the department to sell from the goods displayed on the counters as much as possible in order to keep the stock fresh. Of course, if a customer asks for the "clean" goods out of stock, this will be done, but the general point remains to keep the lines that are on display out.





Infants' dress with round yoke of embroidery. The skirt is trimmed with lines of tucks and fine Valenciennes insertion with a frill edged with insertion and lace. The sleeves are similarly trimmed and the straight slip matches the dress.—Shown by Home & Watts, Limited.

Announcement has been made of the appointment of Alphonse Racine, Montreal, as a member of the legislative council of the Province of Quebec. Mr. Racine is a very well known figure in the business life of Montreal. He is head of the wholesale dry goods firm of Alphonse Racine, Limited.

RURAL ADVANCEMENT LEAGUE.

Some time ago the Regina Board of Trade started what was called a "Closer Community Scheme," the object of this being to get business men and farmers to co-operate to improve conditions in rural communities, so as to make life on the land more attractive to farmers' sons and others. It was soon felt that this should be enlarged to a national body, and this has been formed under the name of the "Canadian Rural Advancement League," with J. H. Haslam, of Regina, as president, and a committee of leading business men and farmers working to advance the interests of the movement.

RUNNING DRESSMAKING DEPARTMENT ON A PROFIT.

(Continued from page 156.)

The credits for the department may run as follows:

Order No. 310 .....$ 8.33
Order No. 311 ..... 12.15
Order No. 312 ..... 10.46

and so forth, probably making for the week $50, $55 or $60, to the credit to the working part of the department. The balance between this and the $41.25 is the profit for the week.

In this way a record of the department, week by week, or month by month can be kept and thus it can be seen whether the charges on the individual orders have been sufficient to pay expenses and provide a profit as well.

Exact Records of All Goods Bought.

One cut used in this article is taken from a form in use in the dressmaking department of the Duncan Ferguson store in Brantford. This, as will be seen, contains a detailed list of all goods likely to be used in the making of a dress, including the fabrics and the price for making. The blank under "Estimate" is used for putting down the price which is quoted to a customer who prefers to have some definite idea at the start as to what the dress will cost. As a rule, however, this is left to the store itself to make up after the goods are finished.

The main point, however, about the system used in this store is that a definite record is kept of the cost of every article that goes into the make-up of each dress. As soon as the order is given for the making of the dress one of these sheets is secured, and the price of the various goods entered. One of the forms remains in the department, and a duplicate is made for the office. Whenever anyone from the dressmaking department goes down to purchase goods she has the articles entered in duplicate on this and the office sheet. This is done even to the smallest detail and where goods happen to be in the department already these are entered also on this sheet—all at the regular selling price.

MADE IN CANADA
CHILDREN'S HEADWEAR
BRAND
From an "Infant to a Miss" range



Concentration is the secret of efficiency in modern merchandising. Concentration has placed us at the head of the field in Children's Millinery and Babies' Bonnets.
Our large factory and long years of experience are both devoted to the exclusive production of children's headwear. Our Spring line embraces every conceivable model; novel and exclusive styles.
We extend a cordial invitation to all buyers to call at our showrooms when in the city. Our newly inaugurated mail order department is at your service. Prompt, careful attention always.



The Canadian Headwear Co., 80-82 Wellington St. W., Toronto
MANUFACTURERS OF ALL KINDS OF CHILDREN'S MILLINERY

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible

A MINIATURE BOLT.

The Dominion Textile Co., Montreal, are mailing samples to the trade of galatea, in the shape of a miniature bolt.

KLIPTIKO.

A new constructional toy is Kliptiko, put out by J. W. Lawrence, 122 Houndsditch, London, Eng. It consists of two tubular strips, which are fastened together by means of spring jaw clips. All the part being standardized, the various units are interchangeable, so that one set may be added to a larger or smaller set, so increasing the number of models possible of construction.

COLONIAL RANGE OR SWEATER COATS.

The Colonial Knitting Co. of Guelph are showing the following lines in stitches and color combinations in their new range of sweater coats: Shot and pleated and angora effects, checks, plain and Norfolk styles. There is a range of 93 different patterns in shot and shot and half Cardigan knit fabrics.

TIMELY TRADE TOPICS.

On or about the 15th inst., J. R. Palmenberg's Sons will remove their offices and salesroom from 710 Broadway to the Palmenberg Building, 63 to 65 West 36th Street, New York. They will have upward of 20,000 square feet for showing and selling goods, and this increase will enable them to increase their lines. They have added wooden display fixtures and artificial flowers and certain other display devices. The new location puts them in a very attractive section of the city; being near the big hotels, the principal stores, wholesale and retail, and convenient to the great railway terminals, car lines, etc. The removal is interesting, too, in view of the fact that it marks the breaking-up of the old down-town store equipment section. The Palmenberg concern has been in business since 1852 and always below Astor Place. The uptown removal will not affect their factory, which remains at 89 to 91 West 3rd street.

MESSRS. N. CORAH & SONS IN CANADA.

It will interest our readers to know that the great British firm of Messrs. N. Corah & Sons, hosiery manufacturers of St. Margaret Works, Leicester, Eng., are well represented in Canada by Mr. R. R. Stewart and Mr. E. Tarry (Resident), Toy Building, 32-34 Front Street West, Toronto, where a stock of goods is kept from which customers may draw; also by Messrs. Shallcross, Macaulay & Co., at Calgary, Alta,; Victoria, B.C., and Vancouver, B.C. The great resources of this firm should appeal to all keen buyers who want value. If any buyer intends visiting Britain in the Spring, Messrs. N. Corah & Sons will be pleased to meet him upon receipt of advice to that effect. A visit to the works at Leicester is one of those experiences where pleasure can be combined with business. The clean, healthy appearance of the workers, together with the excellent situation of the factory, are items that will commend themselves to the prospective purchaser.

SILK GLOVES, UNDERWEAR, HOSIERY.

The new mill of the Niagara Silk Company, Ltd., located at Brantford, Ont., has been in operation for some time, producing "Niagara Maid" silk gloves, silk underwear and silk hosiery.

For years, Canada has felt the need of a home factory for the production of silk products of this kind, and the plant of the Niagara Silk Company, Ltd., was built to supply the demand for Made-in Canada silk gloves, underwear and hosiery.

The corporation is backed by a heavy investment of Canadian capital, and with expert operatives and the most improved type of machines, the new mill is able to turn out large quantities of high-grade merchandise.

The building, which is 50 feet by 150 feet, three stories in height, represents the most modern type of mill construction, being fire-proof, with the stairway and elevators housed on the outside of the building.

When working at full capacity, 500 operatives will be engaged in the manufacture of "Niagara Maid" silk gloves, silk underwear and silk hosiery.

McIntyre, Son & Co., Ltd., of Montreal, are the selling agents for these well-known products.

A NEW AND MODERN HAT MANUFACTORY.

The millinery trade will be greatly interested in learning of the establishment for the first time in Canada of the new patent vacuum process for the manufacture of straw and felt hats for ladies and men. This process has been in successful operation for some time in the United States, where it has revolutionized the hat manufacturing industry and it will be good news, particularly in this "Made in Canada" year to know that goods of this high quality can be obtained right here in our own country. By this process only is obtained the bright finish, light and mellow feeling so necessary to straw hats of the best quality.

The Vogue Hat Manufacturing Company of Canada with headquarters in the Read Building, 35 to 45 St. Alexander street, Montreal, have purchased the sole rights for Canada for the process. A most thoroughly equipped factory has been established occupying 20,000 square feet of floor space in this modern fire-proof building. Here all the latest machinery has been installed, from the foundry, moulding, dye making, dyeing and sewing rooms through all its stages to the finished and perfect article, competent workmen superintending every department. The factory is in charge of Theo. A. Lammers, formerly with the Leyser Green Co. of New York, a man of long and successful and practical experience.

It is the intention of the Vogue Hat Mfg. Co. to give to the millinery trade of Canada in the coming felt season what has been done in the United States in the manufacture of high-lustre felt hats for ladies, including the famous felts in two colors. Ideas will be obtained direct from European fashion centres with the addition of latest New York styles. Handsome offices and attractive mahogany-finished showrooms go to complete the equipment; in fact, no pains or money have been spared to make the establishment first-class in every respect.

LONDON EXHIBITIONS.

The London exhibitions of clothing outfitting, drapery and ladies' wear have been set for April 12 to 23 next, the eighth of the annual series.

These exhibitions, which are held concurrently, constitute a huge market whereat the principal manufacturers from all parts of Great Britain make displays. Every section of these trades are represented, and the exhibition aggregates some three hundred firms.

In the sections devoted to dresses, costumes, furs, lingerie, millinery and similar goods, manufacturers make a point of utilizing the exhibition for placing on the market their newest designs for the ensuing season, so that buyers are enabled to profit very considerably by inspecting the most up-to-date fashions long before they would ordinarily be provided with such an opportunity.

Canadian buyers, who usually have very little time to spend in Europe, will recognize the value of being able, within ten days of this exhibition, to see practically every manufacturer worth the seeing and to inspect and compare the goods shown under the best possible conditions.

Being a purely trade undertaking, manufacturers display their goods openly, so that all the time of opening up boxes that is wasted in showrooms is here obviated.

DRY GOODS REVIEW BUYERS' DIRECTORY

Each manufacturer is entitled to classification under five heads, it being impossible on account of space to allow a more extended classification. Prompt notice should be given of any changes desired.

Artificial Flowers for Decoration.
L. Baumann & Co., 357 W. Chicago Ave., Chicago, Ill.
Schack Artificial Flower Co., 1739 Milwaukee Ave., Chicago, Ill.
Clatworthy & Son, Ltd., 161 King St. W., Toronto.

Bathing Suits.
Home & Watts, 19 Duncan St., Toronto.
Allen Mfg. Co., Toronto, Ont.

Batting.
Robt. Henderson & Co., 181 McGill St., Montreal, Que.

Beads.
Ideal Hair Goods Co., Toronto, Ont.

Belts, Ladies'.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Blankets.
Penmans, Limited, Paris, Ontario.
Fraser, Mather Co., Winnipeg, Man.
Wm. Laidlaw Cumledge Mills, Duns, Scotland.

Boys' Clothing.
Jackson Mfg. Co., Clinton, Ont.
Geo. C. Poole Co., Darling Bldg., Toronto.

Boys' Wash Suits.
Home & Watts, 19 Duncan St., Toronto.
Flett, Lowndes Co., Toronto, Ont.
Oppenheim & Roggen, 84-90 Fifth Ave., New York.

Boxes, Fancy.
Hercules Boxes, Ltd., 400 Richmond W., Toronto.

Braids and Cords.
Moulton Mfg. Co., Montreal, Que.

Brassieres.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Burlap (Dyed, Oil Coated and Sized).
Stauntons, Ltd., 934 Yonge St., Toronto.

Burlaps.
The Dominion Oil Cloth Co., Montreal, Que.

Buttons.
Forsyth Kimmel & Co., Berlin, Ont.
Moulton Mfg. Co., Montreal, Que.
Ashton & Pulford, 22 Black Piccadilly, Manchester, Eng.
A. Weyerstall & Co., 145 Wellington St. W., Toronto, Ont.

Buttons (covered).
Toronto Plaiting Co., Toronto, Ont.
A. Weyerstall & Co., Toronto.

Canvas Coat Fronts.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Caps.
Cooper Cap Co., Spadina Ave., Toronto, Ont.

Carpets.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Jno. M. Garland, Son & Co., Ottawa, Ont.

Cash and Parcel Carriers.
The Lamson Store Service Co., Boston, Mass., U.S.A.
Gipe-Hazard Store Service Co., 99 Ontario St., Toronto, Ont.

Cash Registers.
National Cash Register Co., 285 Yonge St., Toronto, Ont.

Chiffons.
Novelty Import Co., 76 Bay St., Toronto.
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

Cashmeres.
Scarborough, Nephew & Co., Halifax, Eng.

Children's Dresses.
Home & Watts, 19 Duncan St., Toronto, Ont.
Flett, Lowndes & Co., Toronto.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Star Whitewear Mfg. Co., Berlin, Ont.

Cloth Charts.
A. E. Putnam Co., Washington, Iowa.
A. S. Richardson & Co., 99 Ontario St., Toronto.

Clothing (Duck and all Specialties).
Defiance Mfg. Co., College and Bathurst St., Toronto.

Clothing (Made-to-measure).
Crown Tailoring Co., College St., Toronto
E. G. Hachborn Co., Toronto, Ont.

Coats (White).
Robert C. Wilkins Co., Farnham, Que.

Clothing Hangers and Racks.
Clatworthy & Son, Ltd., 161 King St W., Toronto.

Collars (Waterproof).
Arlington Co., 54 Fraser Ave., Toronto.
Parsons & Parsons Canadian Co., Hamilton, Ont.

Comforters.
The Toronto Feather & Down Co., Ltd., 35 Britain St., Toronto.

Cork Carpets.
The Dominion Oilcloth Co., Montreal, Que.

Correspondence Schools.
The Shaw Correspondence Schools, Yonge and Gerrard Sts., Toronto.
Economist Training School, 239 W. 39th St., New York, N.Y.

Corsets.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Corset Clasps and Sanitary Necessities.
Parisian Corset Co., Quebec, Que.

Corset Covers.
F. G. Hayward Co., 77 York St., Toronto.

Cotton Blankets.
The Dominion Textile Co., Montreal, Que.

Cotton, Linen and Elastic Laces.
Parisian Corset Co., Quebec, Que.

Cotton Yarns.
The Dominion Textile Co., Montreal, Que.

Cottons.
Greenshields, Limited, Montreal, Que.
The Dominion Textile Co., Montreal, Que.

Cushions.
The Toronto Feather & Down Co., Ltd., 35 Britain St., Toronto.

Dress Fabrics.
McIntyre Son & Co., Ltd., Montreal.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Limited, Montreal, Que.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Law, Russell & Co., Ltd., Bradford, Eng.
Bradford Dyers Association, Bradford, Eng.
Scarborough, Nephew & Co., Halifax, Eng.

Dress Fasteners.
DeLong Hook & Eye Co., St. Marys, Ont.

Dress Forms.
Clatworthy & Son, Ltd., 161 King St. W., Toronto.
Delfosse & Co., Montreal, Que.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
Hall-Borchert Dress Form Co., 41 Lombard St., Toronto, Ont.
A. S. Richardson & Co., 99 Ontario St., Toronto.

Display Fixtures.
Clatworthy & Son, Ltd., 161 King St. W., Toronto.

Dress Shields.
I. B. Kleinert Rubber Co., Wellington St. W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

Dress Trimmings.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Canada Veiling Co., 84 Wellington W., Toronto.
The Moulton Mfg. Co., Ltd., Montreal.

Dresses.
Star Whitewear Mfg. Co., Berlin, Ont.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Livingston & Scott, Toronto, Ont.
Louis Stecher, 33 W. 34th St., New York.
Federal Costume Co., 53 W. 36th St., New York, N.Y.
Martin, Smith Co., 350 Sorauren Ave., Toronto, Ont.

Dry Goods.
Jno. M. Garland, Son & Co., Ottawa, Ont.

Embroidered Applique Letters.
Krauthelmer & Co., 20 Edmund Pl., Aldersgate St., London, E.C., Eng.

Eiderdown Robes.
Martin, Smith Co., 350 Sorauren Ave., Toronto, Ont.

Embroideries.
Sterling Lace & Novelty Co., Toronto, Ont.

Fancy Dry Goods.
Thompson Lace & Veiling Co., 76 Wellington St. W., Toronto.

Feathers.
Dominion Ostrich & Feather Co., Toronto, Ont.
Strachan, Burden & Plaskett, 59 Wellington W., Toronto.
Jos. Leone, Jr., 314 Notre Dame Street west, Montreal, Que.

Flowers for Millinery.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Strachan, Burden & Plaskett, 59 Wellington W., Toronto.

Frilling.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
The Moulton Mfg. Co., Ltd., Montreal, Que.

Fringes.
Moulton Mfg. Co., Montreal, Que.

Furs.
L. Gnaedinger, Son & Co., Montreal, Que.
Laberge Chevalier & Co., Ltd., Montreal, Que.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.
Silver Bros. Co. "Furs," Ltd., Montreal, Que.
J. H. Bishop Co., Sandwich, Ont.

Furriers' Trimmings.
The Moulton Mfg. Co., Ltd., Montreal, Que.

General Dry Goods.
McIntyre Son & Co., Ltd., Montreal, Que.
J. & N. Phillips & Co., Manchester, Eng.
Vassie & Co., Ltd., St. John, N.B.
Cook, Son & Co., London, Eng.
Debenhams, Ltd., Montreal and Toronto.
A. Racine, Limited, Montreal, Que.
Hitchcock, Williams & Co., St. Paul's Churchyard, London, Eng.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
John King & Son, Glasgow, Scotland.
McIntyre, Son & Co., Ltd., Montreal, Que.
Jno. M. Garland Son & Co., Ltd., Ottawa, Ont.

Ginghams.
Wm. Anderson & Co., Ltd., Glasgow, Scotland.

Gloves.
Perrin Frere & Cie., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
McIntyre, Son & Co., Ltd., Montreal.
Dent, Allcroft Co., Montreal, Que.

Gloves (Working).
Hamilton Carhartt Mfg., Ltd., 535 Queen E., Toronto, Ont.
Big Four Glove Co., 73½ Bay St., Toronto.

Gowns.
F. G. Hayward Manufacturing Co., 77 York St., Toronto, Ont.

Grass Carpet Rugs.
Crex Carpet Co., 377 Broadway, New York, N.Y.

Hose Supporters.
The Berlin Suspender Co., Berlin, Ont.
Faire Bros. Co., Leicester, Eng.
I. B. Kleinert Rubber Co., Wellington St. W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

House Furnishings.
W. R. Brock Co., Bay and Wellington Sts., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Stonards, Limited, 7 Paternoster Bldgs., London, E.C., Eng.

Hosiery.
Chipman, Holton Knitting Co., Hamilton.
Penmans, Limited, Paris, Ont.
Mercury Mills, Limited, Hamilton, Ont.
"Craftana."
Perrin Frere & Cie., Montreal, Que.
Greenshields, Limited, Montreal, Que.
Goderich Knitting Co., Goderich, Ont.
McIntyre, Son & Co., Ltd., Montreal, Que.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.
Wallaceburg Knitting Co., Wallaceburg, Ont.

Handkerchiefs.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Silks Co., 58 Bay St., Toronto, Ont.

Hats, Straw.
Vogue Hat Co., Montreal, Que.

Hooks and Eyes.
De Long Hook & Eye Co., St. Marys, Ont.

Hair Goods.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.

Hair Nets.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Burnet & Temple, Ltd., 4, Fitchetts Court, Noble St., London, E. C.

Hair Ornaments.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Walter G. Bretzfield, 43 Leonard St., New York, N.Y.

Individual Names on Tape.
Narrow Fabric Weaving & Dyeing, Ltd., Galt, Ont.

Infants Layettes.
Home & Watts, 19 Duncan St., Toronto,

Infants Novelties.
Rite Specialty Co., 35 W. 36th St., New York, N.Y.
Richard G. Krueger Co., 162 W. 21st St., New York, N.Y.
Bailey & Bailey, 27 E. 22nd St., New York, N.Y.

Indigos.
Franklin Mfg. Co., 260 Church St., New York, N.Y.

Knitted Goods.
Harvey Knitting Co., Woodstock, Ont.
Greenshields, Limited, Montreal, Que.
Zimmerman Mfg. Co., Hamilton, Ont.
The Monarch Knitting Co., Dunnville.
R. M. Ballantyne, Ltd., Stratford, Ont.
Galt Knitting Co., Galt, Ont.
C. Turnbull Co., Galt, Ont.
Goderich Knitting Co., Goderich, Ont.
Schofield Woollen Co., Oshawa, Ont.
Kingston Hosiery Co., Kingston, Ont.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.
S. F. Gibson & Co., East Ham, London, Eng
Dr. Jaeger's Sanitary Woollen System Co., Ltd., 243-5 Bleury St., Montreal,
F. W. Robinson & Co., Bathurst and Wellington Sts., Toronto.
Wallaceburg Knitting Co., Wallaceburg, Ont.

Kimonas.
Kassab Kimona Co., St. Helen St., Montreal.
Martin, Smith Co., 350 Sorauren Ave., Toronto, Ont.

Knitting Wools.
Thos. Burnley & Sons, Nr. Leeds, Eng.

Linoleums.
The Dominion Oil Cloth Co., Montreal,
Jno. M. Garland, Son & Co., Ottawa, Ont.

Linings.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Bradford Dyers Association, 39 Well St., Bradford, Eng.

Linens.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Wm. Liddell & Co., Belfast, Ireland.
Old Bleach Linen Co., Randalstown, Ireland.
R. H. Cosbie, Wellington St. W., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Silks Co., 58 Bay St., Toronto, Ont.
Alphonse Racine, Ltd., 340 St. Paul St., Montreal.
McIntyre, Son & Co., Ltd., Montreal, Que.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Novelty Import Co., 76 Bay St., Toronto.

Laces (Hand Made).
G. & S. Kassab & Co., Montreal, Que.

Laces.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Novelty Import Co., 76 Bay St., Toronto.
Sterling Lace & Novelty Co., Toronto,
Canada Veiling Co., 84 Wellington W., Toronto.

Lighting System.
Can. H. W. Johns-Manville Co., Toronto, Montreal, Winnipeg, Vancouver.

Leather Novelties.
P. W. Lambert & Co., 64 Lispenard St., New York, N.Y.
Julian Sale Leather Goods Co., King St. W., Toronto, Ont.
Western Leather Goods Co., 1191 Bathurst St., Toronto.

Ladies' Bust Forms.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Leather Novelties.
Walter G. Bretzfield, 43 Leonard St., New York, N.Y.

Men's Furnishings.
John M. Garland, Son & Co., Ottawa, Ont.
W. R. Brock Co., Bay and Wellington Sts., Toronto, Ont.
Alphonse Racine, Ltd., 340 St. Paul St., Montreal, Que.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.

Men's Neckwear.
Crescent Mfg. Co., Montreal, Que.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Ltd., Montreal, Que.

Mackinaws.
F. W. Robinson, Ltd., Bathurst and Wellington Sts., Toronto.

Mitts.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
R. M. Ballantyne, Ltd., Stratford, Ont.
Goderich Knitting Co., Goderich, Ont.

Malines.
Novelty Import Co., 76 Bay St., Toronto.
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

Millinery.
Debenham's, Ltd., Montreal and Toronto.
Morris & Saward, 21-22 Castle St., London W., England.
Gage Bros. & Co., Chicago, Ill.
D. B. Fisk Co., 225 N. Wabash Ave., Chicago, Ill.
D. McCall Co., Toronto, Ont.
Montreal Hat & Frame Co., Ltd., Montreal, Que.
Strachan, Burden & Plaskett, 59 Wellington St. W., Toronto, Ont.

Motor Coats.
National Rubber Co., Montreal, Que.
Defiance Mfg. Co., College and Bathurst Sts., Toronto.

Motor Scarfs.
S. F. Gibson & Co., East Ham, London, Eng.

Motor Vehicles.
MotoKart Co., 1790 Broadway, New York.

Nets.
Novelty Import Co., 76 Bay St., Toronto, Ont.
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

Neckwear (Ladies').
Ladies' Wear, Ltd., 84 Wellington St. W., Toronto, Ont.
Voss & Stuffmann, Montreal, Que.
Sterling Lace & Novelty Co., Toronto,
The Moulton Mfg. Co., Ltd., Montreal.

Oil Cloths.
The Dominion Oil Cloth Co., Montreal.

Office Systems.
Copeland-Chatterson Co., Kent Bldg., Toronto, Ont.

Ostrich Feathers.
S. E. Porter & Co., Montreal, Que.
Jos. Leone, Jr., 314 Notre Dame St. W., Montreal.
J. Leone, 9 E. 20th St., New York.

Overalls.
Robert C. Wilkins Co., Farnham, Que.
Hamilton Carhartt Mfg., Ltd., 535 Queen E., Toronto, Ont.

Ornaments (Silk).
Moulton Mfg. Co., Montreal, Que.

Printed Cottons.
The Dominion Textile Co., Montreal, Que.

Patterns.
Home Pattern Co., New York, N.Y.
The McCall Co., 236 W. 37th St., New York, N.Y.
The Butterick Publishing Co., Butterick Bldg., New York, N.Y.
New Idea Pattern Co., 70 Bay Street. Toronto.

Pads.
Toronto Pad Co., 333 Adelaide St. W., Toronto, Ont.

Plated Jewelry.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.

Pin Tickets.
Copp, Clark Co., 517 Wellington St. W., Toronto, Ont.

Pillows.
Toronto Feather & Down Co., Ltd., 35 Britain St., Toronto.

Quilts.
Jonathan Dearden & Co., 11-13 Bridgewater Place, Manchester, Eng.

Ready-to-Wear.
Greenshields, Ltd., Montreal, Que.
Alphonse Racine, Ltd., 340 St. Paul St., Montreal, Que.

Raincoats.
C. Kenyon Co., 23rd St. and Fifth Ave., New York, N.Y.
Canadian Consolidated Rubber Co., Ltd., Montreal.
The Cravenette Co., Ltd., Well St., Bradford, Eng.
National Rubber Co., Ltd., Montreal, Que. New York, N.Y.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.

Ribbons.
W. H. Barry & Co., Montreal.
Belding Paul Corticelli Co., Montreal.
Silks Co., 58 Bay St., Toronto, Ont.

Suspenders.
Berlin Suspender Co., Berlin, Ont.
Lockhart Suspender Co., Philadelphia, Pa.

Spool Silks (For Manufacturers' Use).
Belding Paul Corticelli, Montreal, Que.

Sanitary Belts.
Walter G. Bretzfield, 43 Leonard St., New York, N.Y.

Staple Dry Goods.
W. R. Brock Co., Bay and Wellington Sts., Toronto, Ont.

Smallwares.
W. R. Brock Co., Bay and Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Limited, Montreal, Que.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Jno. M. Garland, Son & Co., Ottawa, Ont.

Store Fixtures.
Jones Bros. & Co., 31 Adelaide St. W., Toronto, Ont.
Clatworthy & Son, King St. W., Toronto.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
J. R. Palmenberg's Sons, 710 Broadway, New York, N.Y.
Delfosse & Co., Montreal, Que.
A. S. Richardson Co., 99 Ontario St., Toronto, Ont.
Taylor Mfg. Co., Hamilton, Ont.
Walker Bin & Store Fixture Co., Berlin, Ont.
H. L. Wood & Co., Noble and Strickland Streets, Toronto, Ont.
Can. H. W. Johns-Manville Co., Toronto, Montreal, Winnipeg, Vancouver.

Safety Pins.
DeLong Hook & Eye Co., St. Marys, Ont.

Store Fronts.
The Kawneer Mfg. Co., Niles, Mich.

Sweatercoats.
Penmans, Limited, Paris, Ontario.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
Monarch Knitting Co., Dunnville, Ont
R. M. Ballantyne, Ltd., Stratford, Ont.
C. Turnbull Co., Galt., Ont.
Harvey Knitting Co., Woodstock, Ont.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.
F. W. Robinson, Ltd., Bathurst and Wellington Sts., Toronto.

Sanitas Wall Covering.
Stauntons, Ltd., 934 Yonge St., Toronto.

Skirts.
Arlington Skirt Co., New York, N.Y.
Marcus Roman, Jacobs Bldg., Montreal.

Show Cases.
Delfosse & Co., Montreal, Que.
H. L. Wood & Co., Noble and Strickland Sts., Toronto.

Skein Dyeing.
Narrow Fabric Weaving & Dyeing Co., Galt, Ont.

Sashes.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Silk Ornaments.
Moulton Mfg. Co., Montreal, Que.

Skirts (Plaited).
Toronto Plaiting Co., 600 Yonge St., Toronto, Ont.

Serges.
Scarborough, Nephew & Co., Halifax, Eng.

Scarfs.
Novelty Import Co., 76 Bay St., Toronto.

Shirts (Soft).
Robert C. Wilkins Co., Farnham, Que.

Summer Clothing.
Robert C. Wilkins Co., Farnham, Que.

Silks.
Belding, Paul, Corticelli Co., Montreal.
Louis Roessel & Co., Ltd., 64 Wellington St. W., Toronto.
Silks Co., 58 Bay St., Toronto, Ont.

Silk Woven Labels.
Colonial Weaving Co., Peterborough, Ont.

Scout Suits.
Defiance Mfg. Co., College and Bathurst Sts., Toronto.

Shirts.
Tooke Bros., Montreal, Que.
Crescent Mfg. Co., Montreal, Que.
Deacon Shirt Co., Belleville, Ont.
Defiance Mfg. Co., College and Bathurst Sts., Toronto.

Toques.
Reliance Knitting Co., King & Bathurst Sts., Toronto, Ont.
A. Burrit & Co., Mitchell, Ontario.

Tailors' Trimmings.
Toronto Pad Co., 333 Adelaide St. W., Toronto, Ont.

Tweeds.
Greenshields, Limited, Montreal, Que.

Tassels.
Moulton Mfg. Co., Montreal, Que.
Ashton & Pulford, 22 Back Piccadilly, Manchester, England.

Trousers (Duck).
Defiance Mfg. Co., Toronto, Ont.
Robert C. Wilkins Co., Farnham, Que.

Thread (Silk).
Belding Paul Corticelli Co., Montreal, Que.
J. Maygrove & Co., Ltd., 5½ Aldersgate St., London, E.C.

Thread (Linen, Carpet, Machine).
Walter Williams & Co., Montreal, Que.

Underwear.
S. Lennard & Sons, Dundas, Ontario.
Penmans, Limited, Paris, Ont.
Mercury Mills, Limited, Hamilton, Ont.
Reliance Knitting Co., King & Bathurst Sts., Toronto, Ont.
G. Brettle & Co., London, Eng.
Zimmerman Manufacturing Co., Hamilton, Ont.
Humphreys Unshrinkable Underwear, Limited, Moncton, N.B.
C. Turnbull Co., Galt, Ont.
Harvey Knitting Co., Woodstock, Ont.
Kingston Hosiery Co., Kingston, Ont.
McIntyre Son & Co., Ltd., Montreal, Que.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.
F. W. Robinson, Ltd., Bathurst and Wellington Sts., Toronto.

Umbrellas and Parasols.
R. D. Fairbairn Co., 105 Simcoe St., Toronto.

Vacuum Cleaners.
Invincible Renovator Co., 81 Peter St., Toronto.

Veilings.
Canada Veiling Co., Toronto.
Thompson Lace & Veiling C., 59 Wellington St. W., Toronto, Ont.
Novelty Import Co., 76 Bay St., Toronto, Ont.

Velveteens.
J. & J. M. Worrall, Limited, Manchester Eng.
"Louis," 57 Newton St., Manchester, Eng.

Vanity Cases.
Walter G. Bretzfield, 43 Leonard St., New York, N.Y.

Women's Outer & Under Garments.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.

Woollens and Trimmings.
John M. Garland Son & Co., Ottawa, Ont.

Wax Figures.
Clatworthy & Son, Ltd., 161 King St. W., Toronto.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
Delfosse & Co., Montreal, Que.
A. S. Richardson Co., 99 Ontario St., Toronto, Ont.
J. R. Palmenberg's Sons, 710 Broadway, New York, N. Y., U.S.A.

Whitewear.
F. G. Hayward Mfg. Co., 77 York St., Toronto, Ont.
Star Whitewear Mfg. Co., Berlin, Ont.

Waists.
Star Whitewear Mfg. Co., Berlin, Ont.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Ladies' Wear, Limited, 84 Wellington St. W., Toronto, Ont.
Martin, Smith Co., 350 Sorauren Ave., Toronto, Ont.

Window Shade Paper.
Stauntons, Ltd., 934 Yonge St., Toronto.

Wool Underwear, Men's.
Thos. Waterhouse & Co., Ingersoll, Ont.
Schofield Woollen Co., Oshawa, Ont.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.

Woven Labels.
Narrow Fabric Weaving & Dyeing Co., Limited, Galt, Ont.

Wallpaper.
Stauntons, Limited, 944 Yonge Street, Toronto, Ont.
The Watson Foster Co., Montreal, Que.
Colin McArthur Co., Montreal, Que.

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Brief Summary, Editorial Articles, July-Dec.

The list given below is only a brief summary of the contents of The Dry Goods Review during the last six months, and takes no account of hundreds of articles that have dealt in advance stories, ready-to-wear, millinery, house furnishings, fancy goods, stories, ready-to-wear, millinery, housefurnishings, fancy goods, furs, knitted goods, etc. Immediately after the war broke out a number of special articles were prepared dealing with its effects from the standpoints of supplies for Winter, Spring and Fall prices under the new conditions, the buying policy, etc., etc.

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BLACK AND WHITE SCARVES.

There is quite a boom among the better-dressed men of the States in ties with black and white stripes. There are reasons for this. First of all, Great Britain is moving in the same direction, largely due to the suitability of such combinations in ties for mourning purposes. A second reason—and probably one that counts more, so far as this continent is concerned—is that for several seasons now we have had a riot of bold colors in neckwear, and the pendulum is due to swing the other way. There will, of course, be many color combinations this year too, but black and white will be a leader.

Then, again, the matter of dyes becomes an important factor. There is doubtless enough on hand for present needs, but that supply is getting smaller and smaller, and it is at present problematical whether or no we shall be able to get importations when present stocks are exhausted. So that for that reason many neckwear makers are giving special attention to substitutes, and they could not have picked anything better than the black and white lines.

Immense quantities are being cut up, and all sorts and conditions of styles are being furnished. Blacks upon white; whites upon black; perpendicular stripes; horizontal stripes; diagonal stripes; thin, thick, single, double, and check effects—all have representation. All are cut on the bias.

The boom in black and white and checks will help the demand for plain blacks too. Plain black is about due for a revival.

CORRIGAN BROS.' NEW STORE.

Corrigan Bros., prominent dry goods men in Gananoque, have moved their premises from the McParland Block to what was formerly known as the McIntyre Block, which is owned by Mr. Corrigan. The new store is bigger and better than the old, and has been entirely renovated and brought up-to-date, and is a fine business location. The store proper is 90 feet long, with an 18-foot ceiling.

AS TO COLLARS.

It is getting to be a question not easy of solution now—whether the up-to-date Canadian dresses from London or New York. Gradually the two cities have come together in the matter of styles. Take the collar for instance. The latest collar from New York is a cut-away double fold collar, cut well away in front to allow for tie-room. But this is distinctly English, and was worn there long before New York took it up. The only difference is that the American seems to prefer his collars a trifle higher.

This style, for instance, is very popular in England in the one inch and three-quarter depth. In America it is rarely below two inches, and is probably two and a quarter deep.

MONTREAL DRY GOODS ASSOCIATION.

At the annual meeting of Montreal Dry Goods Association held recently, Mr. J. L. Racine, the president, delivered his report for the year and outlined the activities of the association on behalf of the trade, particularly with regard to representations made to the Customs offices as to warehousing conditions. It was shown that the membership of the association had very considerably increased.

The election of officers resulted as follows: President, Geo. Sumner; vice-president, W. E. Cushing; treasurer, P. H. Bartlett. Directors—W. C. Finley, Geo. B. Fraser, Geo. Milligan, J. L. A. Racine.

Mr. G. R. Martin, who has represented the trade on the council of the Board of Trade during the past year, was unanimously chosen as the association's nominee for re-election to the council.

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* -:- H. T. HUNTER, *General Manager*
T. B. COSTAIN, *Managing Editor*
(ESTABLISHED 1888)
Cable address: Macpubco, Toronto; Atabek, London, Eng
PUBLISHERS OF

THE DRY GOODS REVIEW.

F. M. Alexander, *Manager* — H. H. Black, *Editor*
A. B. Caswell, *Montreal Representative* — Miss L. Dixon, *Associate Editor*
F. A. Cockburn, *Toronto Representative* — H. Eayrs, *Associate Editor*
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GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 6074 Stoney Island Avenue. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; Other Countries, $3 a year; Single Copies, 10 cents. Invariably in advance.

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We wish to announce to buyers of ladies' collars that to our range of laundered collars and cuffs, Pique collars, cuffs, vestees, Satin and Silk collars, and cuffs, we have added a full line of

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Polonia Velour	Panamas	Crepes
Crepe Chiffon	Granites	Taffetas
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LAWRENCE & CO.

Exclusive Selling Agents

Boston, New York, Philadelphia, Chicago, St. Louis, San Francisco



January 20, 1915
Vol. XXVII No. 2

Dry Goods Review

28 "Service" Branches throughout Canada

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Canadian Consolidated Rubber Co., Limited
MONTREAL, P.Q.

28 "Service" Branches throughout Canada

Dry Goods Review

VOL. XXVII. JANUARY 20, 1915 No. 2

War Tax on Dry Goods Imports?

Widespread View That This Will be Imposed at 5, 10 or Even 15 Per Cent.—Needed Owing to Falling Revenues—Rush of Importers to Get Goods Through Customs.

THE past few days have witnessed an almost feverish anxiety on the part of importers to rush their shipments across the ocean or over the international boundary line and get them through the customs. Why?

There is a growing idea that a War Tax on nearly all lines of imports will be imposed at the coming session of Parliament.

If this is imposed, what will it be?

Estimates vary from 5, 7½, 10 and even 15 per cent.

And throughout it all, every one is purely guessing; for the secrets of the sources of additional revenue are kept closely locked in the heart of the Minister of Finance, Hon. W. T. White and the Cabinet, and it may well be, and probably is, that at this time of writing, even they have not decided upon even a small proportion of the goods that will be subject to a tax.

CABLING FOR QUICK DELIVERIES.

But a widespread feeling of its extreme likelihood is influencing importers. One large department store is using the cables to get in all the dress goods that are awaiting them in England, and in spite of the usual custom of keeping out all new stock as much as possible during January inventory taking, they are loading up the stock rooms day by day. Another importer cabled for an immediate delivery of some $50,000 worth of hosiery. And others are getting busy

THE NECESSITY.

That additional war taxes are absolutely necessary no one disputes. The revenue, especially from customs, has been dropping rapidly, compared with one year ago, and the extra excise charges have not brought in what was anticipated. Not only has the Government to meet the new war expenses—and although England has agreed to finance Canada for the present, the expenditure must be met as soon as possible—but the revenues for ordinary expenditures are away down.

WHAT FORM?

Will the new taxes be imposed on imports, or on cheques, mortgages, various financial transactions, theatre and moving picture tickets, and in a dozen other directions? No one knows. There always is a contest between direct and indirect forms of national taxation, but the United States boldly added an income tax when they reduced the tariff figures. So it may be in Canada,—that is, the income tax portion of the extra revenue operations.

GUESSING AT 15 PER CENT. IN MONTREAL.

The Review received from its Montreal correspondent the following statement:

"In the dry goods trade it is generally understood that part of the cost of war will be raised by placing an extra tax of 15 per cent. on woolen goods. The duty on British goods is 30 per cent. The American industry would be affected worse, as the duty from countries other than Great Britain is 40 per cent., which would jump to 55 per cent., with this additional tax. It is also believed, and travelers for silk houses are making capital out of the rumor, that a further tax will be imposed on silk."

WHAT WILL BE TAXED?

There are all sorts of rumors, of course, as to the amount of the addition,—if addition there be. One large importer gave his views as follows:

"My idea is that the tax will be graded as to place the lightest burden on what are necessaries for the people, while luxuries will be taxed more heavily, say 5 per cent. to 10 per cent. the highest. It is improbable that the Government will decide actually to revise the tariff: the simplest way would be to put a special sur-tax on, leaving the tariff schedules as they are, so that when the war tax is removed they will remain as they were.

"Some importers have the idea that the tax should not apply to goods already ordered. That would be an impossible position: many goods for Fall are ordered already, and certainly the Government could not make these free from the operation of the new tax, else where would the extra revenue come? Besides such a course would leave the way open to collusion in some cases"

The general view is that the tax will include all goods in customs at the time.

SHRINKAGE IN IMPORTS.

A few figures have been taken by The Review from the latest Government returns that give imports in detail to indicate the serious falling off in goods

(Continued on page 8.)

Sharp Advance in Linens: Another 10 p.c.

Belfast Firm Put Out New List for January Making Total Advance From 20 to 30 Per Cent. —Many Looms Stopping—Dress Goods Slow in Delivery—Tendency of Wool Yarns to Drop—Reports From Manufacturers.

THERE has been at least one consistent element in the topsy turvey revolutions of the dry goods market in the last five months; amid the rush up of crossbreds and the drop in merinoes; with rubber up, then sharply falling; and contrary to all advance theories — the unprecedentedly low prices of goods throughout the retail stores: this consistent jewel has been linen. Up, up, up it has gone with flax cut off and the harvest fields devastated, and the German fleet interposing its bulk against its importation from the Baltic.

First came an advance last Fall roughly of 10 per cent., and the bulk of Canadian buyers it would appear, placed their Spring orders at this figure. Now they will feel lucky for early this month another advance was decided upon, so that now, particularly on the coarser lines fully 25 per cent. increase has been reached. Nor, even at this figure, are supplies certain: for many looms are shutting down simply because there is no supply of flax yarn to work upon.

The following letter was shown The Review from one of the largest manufacturers in Ireland:

UP 25 PER CENT.—NO YARN.

"Cheap goods over here have gone up 25 per cent. There is no yarn at all and looms are stopping all over town. The only orders that are making are for the army, and unfortunately these are using up any spare flax that the trade here looked upon as a little nest egg for the new year.

"We are issuing a new list in January, which is a 10 per cent. advance on lower and medium goods, but I do not think this list will stand longer than June, and it is only for goods from stock: all the orders that we have to quote for are considerably advanced. .We have taken orders at 25 per cent. advance which we really are sorry at, but we have done this to try and keep the looms going: it would not look at the advance in the raw material."

Flax Spinners Anxious.

A report from Dundee states that linen yarns are being held for very high prices, and business is becoming more difficult each week. Flax, of course, is held at top prices, and the production from early in January is expected to be much less than before as supplies, though still coming in in small quantities are so small and prices so dear that the spinner must act with great caution.

Flax Via Panama Canal!

The Flax Mill Owners' Association of Ireland, are taking steps to safeguard their interests in the supply of flax. An enquiry is being made to see whether Russian seed can be sent out by way of Siberia to Port Arthur and the Panama Canal, as the Baltic sea is closed for shipping. The millers feel that in some way a good supply of seed will be secured in time for sowing. In 1912 there was paid some four million dollars for flax seed and linseed.

BUY YOUR LINENS.

With the market subject to so many influences that may produce fluctuations, and local conditions influencing action to so large an extent as they are bound to do, The Review does not usually venture to advise advance buying, but on this occasion as on two or three previously, it would urge the advisability of getting a supply as soon as possible. One large store's buyer has taken all he could get in Canada and has left for Ireland to get more. And this is a firm that got in an unusually large supply months ago.

Must Accept Fall Delivery in May.

Another big group of mills recently have withdrawn their product entirely, and now will only take orders for May 1 delivery. This means that merchants who have only just put into stock their Spring importations are asked to take their Fall deliveries at this date. No deviation is allowed, as very large orders placing a later delivery date have been turned down.

One of the largest Canadian firms has been buying up all the extra stock in the hands of importers and jobbers that it could lay hands upon, and the buyer is now over in Europe with instructions to buy all in sight. When the war started last August this firm immediately doubled its orders placed, and at the present time is selling some grades of linens at retail at less price than it is obtainable in Belfast to-day; but this is for advertising purposes.

Dress Goods Delivery Late.

"Deliveries in dress goods are going to be very late for Spring," writes a large English manufacturer to a Canadian agent. "Half the cotton factories are working only half time," he adds, which will account for a delay in filling orders here. In the case of woolen goods, they are so busy on Government orders that here again there will be delay in delivery, and no one could rely on getting goods on time, in their opinion.

Goods that ordinarily would have been here in January will not arrive until late in February, or probably the middle of March.

Lower Range of Wool.

The Textile Mercury of Manchester, England, in a report from Bradford states that a quieter tone is beginning to dominate the wool market, and it is quite evident that a lower range of values is coming into force. "The greatest cause for satisfaction is seen at the present time in the maintenance of consumption for the materials which have all along been most popular, and of course, orders from the Continent, particularly Russia, indicate that machinery will be kept at full pressure for some time to come. The large army orders that are still on hand are sufficient to keep up prices of wool in spite of the cost of the raw material. The only yarns which are to be any cheaper are those spun out of fine wools, and wanted for purposes other than military. Ordinary civilian needs are having largely to wait."

Silk manufacturers in Switzerland are finding it more difficult than ever to maintain their present output and fear is expressed there that the production will suffer a decrease in the near future.

A Little Talk at the End of the Day

Special Gong at 6 O'Clock Calls Clerks in Poulin Store to Hear of Mistakes That Have Cropped Up During Day's Business—Half Holiday a Week to All Clerks—Factors That Count Besides Sales—A Glance Into the Rule Book.

Staff Interview with L. N. Poulin.

THE education of the clerk is considered a great factor in effective salesmanship in the Poulin store at Ottawa. And that education is not left to other clerks; it is made a part of the store system and the store policy—and the establishment has evidently thrived upon it.

To talk with L. N. Poulin, the head of the firm, it to get the impression that not only has salesmanship received careful study, but that this study has resulted in the application of rules and systems which are the outcome of original ideas and conclusions which show a keen insight into human nature—the nature of the clerk and the nature of the customer.

The education of the clerks in the Poulin store is not effected by fault-finding. It is appreciated that the clerk must be instructed and that it is for the management of the establishment to do so: that it is useless to leave this to other clerks.

For instance, if during the day there is any complaint made to a floor walker by a customer, or if a clerk has anything to complain of regarding laxity on the part of another, the matter comes to the ear of the manager and at six o'clock a gong sounds which means that there are a few words to be addressed to the clerks before they leave.

Actual Complaints Dealt With Same Day.

When the salespeople gather the matter of which there has been complaint is brought up. The name of the offender is never mentioned. The policy is not to complain or to criticize, but to instruct; to give the clerks an insight of what salesmanship of the proper kind means to the store and to appeal to their sense of justness and responsibility to see that there is no need for further complaint on the point under discussion.

By this means the actual complaints are at once dealt with when they are fresh in the minds of the management and the staff, and the remarks of the manager are listened to with particular interest, as they refer to something which has actually occurred during the day in the store. It might also be mentioned that there is always considerable curiosity on the part of the clerks and natural speculation as to whom the cap fits, which makes these little store lessons of live interest to all.

This is but one of many features of the methods by which Mr. Poulin has endeavored to educate his clerks to consider the buyers as the guests of the store and to use their own personality to make them feel as such. On the principle the store never has found fault with the "takings" of a clerk. The main idea is to make the public feel that they will be treated kindly and considerately and to keep this up, says Mr. Poulin, will result in sales in spite of the fact that certain qualities of so-called salesmanship may be lacking.



Clerk is violating two "don'ts" in "lady" and "I," but at least she has realized her duty to try, with tact, to make a sale, even if she has not exactly what has been asked for.

In the Poulin store it is the clerk who will not give the desired attention and consideration to the needs of the customer that is not wanted; takings are of secondary consideration.

Half Holiday Every Week.

That the Poulin store shows special consideration to the clerks may be judged from the fact that for five years every employee has had a half holiday every week all the year round and is paid for it. In addition to this there are summer holidays; clerks who have been employed for one year are given a week and those in the employ of the store longer get two weeks—on pay.

"It means a lot of money to the store," explained Mr. Poulin, "but we have been doing it for five years, and I think they appreciate it. We explain that we are giving them a chance for a change and recreation and that we do so because we hope they will give better service—and I think they try to give it. The married man, for instance, who can get half a day around home each week is able to make good use of it."

Hints From the Rule Book.

The Poulin rule books for the guidance of employees is a very interesting little volume which contains something more than the usual stereotyped injunctions as regards hours, etc. Some paragraphs are worthy of attention:

"The amount of sales made by the sales clerk plays a very important part in the value of said clerk, but it does not alone form the basis of advancement. Regularity in attendance, knowledge of stock in department, courtesy to customers and special care in the detail of a transaction, are recognized as important factors."

"Sales clerks are requested to use the term MADAME in addressing a lady. Customers must be waited on immediately on being noticed. If engaged, call 'forward' to the nearest disengaged sales clerk. Customers must be served in preference to employees of the house. No conversation is to be carried on by clerks while engaged in serving."

"When clerks find that they fail to please a customer, they must report at once to the floor manager, who will select a suitable one in whose charge the customer will be placed."

Call the Floor Manager.

"When a customer asks for an article we do not keep, show the nearest we have (and don't be in a hurry to say, 'no, we have not got it,' or 'we do not keep so and so'), but call the floor manager who may often suggest something else or help make a sale. Immediately enter in the 'want book' the article asked for. Make no promise to customers you cannot fulfill. Always stand while addressing customers."

"If a customer wishes to take a parcel without being wrapped they may do so after it has been checked in the usual way. Always look for your number on your parcels and do not fail to do your part to avoid mixing parcels. Do not give a customer a poorly-wrapped parcel. See To It."

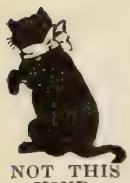
"Be posted as to the hours of delivery. Be careful in taking customers' addresses. It will be well to REPEAT addresses to customers."

(Continued on page 5.)

The "Kitten" in Department Stores

Method of Many Buyers to Prevent Reductions in Selling Prices of Their Goods Telling Against Them—Selling Above Invoice Selling Price in Order to Make the "Kitten" Fat Against the Day of Falling Prices—The Credit Note System.

Written for The Review by a former buyer.



NOT THIS KIND.

MANY readers of The Review may be interested in the methods that are pretty general among the buyers in the big departmental stores, in conducting the managing and the buying for the different sections, and the following account is given, not with a view to expressing an opinion for or against, but to give an interesting view behind the scenes. The writer having had a long experience in several of Canada's leading stores, does not quote herein anything from hearsay evidence, but gives the actual facts as they exist today in many of the departmental stores.

That the reader may easily understand "the system," it is necessary to explain that in most of the big stores the stocks are always taken at selling price. Nothing is ever figured from the cost except the profit. The stock is always considered worth the selling value, minus a depreciation percentage. When merchandise is to be reduced in price, the department manager has to send in to "the office" what is known as a "credit note." The amount of this credit note is deducted from the profits of the department sales.

Now if there is one thing a buyer despises, it is these credit notes. He realizes they are a necessary evil and something he cannot get away from, hence he has to devise ways and means for keeping them down to the minimum. How does he do it?

When an invoice comes in the buyer takes it, checks his goods off from it, marks the stock number and the selling price on his goods (every invoice bears a stock number which is used instead of a cost price). He also has to mark the selling price of each item in the selling price column, so that when the invoice is O.K.'d and handed back to the invoice office, it shows the total cost and total selling opposite. The illustration gives a fair idea of what has been described.

50 Per Cent. Advance on Cost.

Before proceeding it might also be explained that "the office" usually demands that all invoices must show an advance on cost of at least 50 per cent., except on staples, such as groceries, etc. Now here is where the system comes in. The buyer has in his possession (usually carried in his left-hand hip pocket) what is commonly termed among buyers as "the kitten." This is, in other words, a memorandum book and this has to be safely guarded, as the loss of it might bring about serious complications, and some buyers take no chances and keep a duplicate, in case of "confiscation" or loss.

Before explaining the use of the "kitten" I might say that while the system is absolutely forbidden by the management on general principles, it is used nevertheless, and I am prepared to say the management often know it exists and tolerate it, although issuing instructions against it. When a buyer works the idea properly, nothing is said about it, but it is generally "good night" to the man who gets in wrong on it, and finds his stock all muddled up, showing a shortage at stock-taking which he cannot account for.

If the reader will refer to the invoice sketch again he will see that the total cost on this is $142 and the total selling $212.50. Now this purchase is charged up to the department as a purchase of $212.50 (not $142). You will notice the buyer has marked each item in the selling column at 50 per cent. advance. This satisfies the office and the buyer who is using "the kitten" is very careful that he does not mark the selling price on the invoice at more than 50 per cent., as the difference between what he marks the invoice at and what he marks the goods at, "goes into the kitten."

Kitten Fat or Skinny

Thus he buys goods at $8 doz.; this is 66 2-3c each. He finds he can get $1.25 each for these, so marks his "invoice selling price" $1 and then marks the goods $1.25, thereby making 25c each "on the office," or $3 on the doz., which goes to "the kitten."

Supposing a good-sized invoice comes in, say for $500 at cost. At 50 per cent. advance the buyer marks the total selling at $750, but finding he can sell the goods in this invoice at 60 per cent. advance, in goes $50 to the kitten. When a lucky purchase is made which the buyer can make a "healthy" profit on, the kitten starts to fatten (often it grows mighty skinny).

Before explaining further how the kitten is "played with" it must not be forgotten that one of the objects of the "credit note" is to keep a buyer's stock straight. If a buyer desires to reduce a line of say hats (which are marked $2) to 98c, it is necessary that he send in a credit for $1.02 on every hat he sells at the reduced price. Supposing he sells 100, he must put in a credit note for $102, otherwise he would be short this amount at stock-taking on this one transaction. As stated before, this $102 would be deducted from the profit rate of the dept. Now you will readily see the object of "the kitten." **All the money a buyer can get into it can be applied to reductions in the prices of slow-selling lines, without putting in the credit notes.**

Of course, some credits have to be put in occasionally. Otherwise the office might call for an explanation as to how the buyer was advertising price-reductions when no credit notes were forthcoming.

Some Advantages.

As to the advantages of the system, they are many. In the first place, a stock is always kept at 100 cents on the dollar. You have generally sufficient funds (up your sleeve) to cover little losses which are bound to occur in every month's business.

It has a tendency to make a buyer very shrewd in his purchases, as he feels that when he secures an extra good selling line at a low figure that on the extra profit he can make on such a purchase, that it will leave him a nice margin for "the kitten" on which he can move some undesirable lines. He can "kill two birds with one stone."

It also gives a manufacturer or a wholesaler a chance to assist the buyer in getting rid of stock which they have

No.	Doz.	Goods.	Cost	Total Cost	Total Selling
3750	1	Petticoats	$ 12 00	$ 12 00	$ 18 00
3756	2½	Do.	10 00	25 00	37 50
3316	5	Do.	12 00	60 00	90 00
2421	3	Wrappers	15 00	45 00	67 50
				$142 00	$212 50

Stock No. 24,320.
Invoice No. 27,481.
Received, J. H.
Date, Nov. 2.

sold him and which has turned out "a sticker."

As an instance I state this fact. A certain manufacturer of underwear called on a buyer to sell him goods. This buyer was using the "kitten" (or "merchandising," to call it by its proper meaning). Business had not been extra good with this buyer and he had been putting in some heavy credit notes in order to stimulate trade and create business through some heavy price reductions and he was afraid to do any more price cutting, as the credits were cutting down his profit rate so badly. This manufacturer saw the buyer was stuck with an oversupply of his manufacture and knowing the buyer was merchandising, he offered to help him out by giving him some excellent price concessions on a new line which would enable the buyer to make a 50 per cent. profit and also a margin which could be applied to a reduction in the line he was stuck with. The new line was purchased; a sale of both was put on and proved a success.

Now, if this buyer had not "merchandised" he could not have got rid of the slow selling line as soon as he did, and the manufacturer could not have sold him another lot. This is only one instance in many the writer has seen and although the reader may question this system as a sensible one and may say this is not good business, yet if it conducted legitimately it is, in the writer's opinion, the only one for a shrewd buyer in a big store where heavy demands are made on him, such as making a good profit-showing to the directors, keeping clear of slow-selling stock, and making an allround satisfactory showing at the end of each stock-taking.

Grading Job Lots.

The system is purely and simply one of merchandizing and comes under the same heading as the "grading" in the price of "jobs." Would not a buyer be classed as a "poor one" if he did not grade prices? Supposing he was able to secure, say, a line of shoes ranging in price from $2.50 to $6 and he secured them all at $1 a pair. Wouldn't he be a failure if he were to sell the lot at $1.50 a pair? You might say—look at the advertising he would get selling them at $1.50 a pair.

Would he not get just as valuable advertising by selling the $6 shoe for $3.98, the $5 shoe for $2.98 and so on, and sell the left-overs at 98c (2c less than they cost)?

If there was a good quantity of the better ones, what a nice profit he would have on the turn-over and how much good advertising would he get besides, and yet there are many merchants who do not grade their prices when they run across a snap in the way of a lucky purchase, and they wonder why they have so many "left-overs."

As to "the kitten" system, the writer can readily understand why the managements of the big stores disapprove of this idea. Many a buyer has tried it and made a mess of it. It looks easy but it's so easy to get in wrong through it. Every transaction must be recorded at the moment. If one trusts to memory something is sure to happen.

Using It to Store's Hurt.

Managers of the big stores to-day have to be exceedingly cautious with their heads of departments, as they have heretofore found that different buyers were working different systems in the business and proved themselves absolute failures; not that they were dishonest in their intentions, but that through these bad systems they were continually showing shortages of stock. They had either too much system or too little, and it is a known fact that to-day stocks in some departments in some of the stores are showing shortages and will continue to show shortages until able heads who know how to "merchandise" are placed in charge.

The idea of taking stock at the selling price seems to be the idea most favored. The credit note system is the one in general use where price reductions are to be made. There is no system used in any of the stores that cannot be taken advantage of by a dishonest buyer. As an instance, a buyer in one of our big stores in Canada applied to the credit office of his firm for a credit note for several hundred dollars on a line of slow sellers. This buyer was head of several stocks and in making application for the credit note he stated it was on a line of shirts (they were not shirts, but I will use this line as a parallel case). He was given his credit note but instead of using it on the slow sellers as represented, he applied it to a line of underwear, new (on which a good profit had been marked on invoice), and he sold them away below cost. Of course, he got a crowd, handed in some apparently fine sales slips daily, and the manager seeing the crowds daily and also his sales concluded this buyer was doing a grand business, and even raised his salary on the strength of this.

Of course this buyer applied for credits from time to time, and was supposed to be getting rid of a lot of old stock along with new.

When stock-taking time arrived, of course the buyer had only one course open to him: he had to take his stock in at a greatly inflated value to make a showing. He "got away" with this for a couple of seasons, but as "murder will out," it was eventually discovered, but not before he had wrought a heavy blow to the department.

The hard part of this business is that the firm either has to write off a big loss in a case like this or allow the new buyer time to "merchandise" the loss off, and this is why so many new men in departments like this have a gold brick to handle from the beginning, and they seldom get out of the mess. This is one of the reasons why there are frequent changes in some department heads in these big stores.

Quite an interesting book could be published if some of the men who have been "over the jumps" were to get together and compile their experiences.

A LITTLE TALK AT THE END OF THE DAY.

(Continued from page 3.)

"Do not transfer your customers unless the floor manager cannot be reached, and in all cases when it is necessary that you leave your department, return again as quickly as possible."

"Covers must be carefully removed from goods, neatly folded and put in place assigned for them before the sound of the gong, which starts the business of the day. Covers must not be put on goods, nor must goods placed on counters be removed until the first gong has sounded for doing so. When covers have been put on, you will remain in your department until the second gong sounds for closing, when all will dismiss orderly."

Treatment of Late Customers.

"The management desire that late customers receive the same careful attention as at any other time during the day. Do not show any over-anxiety to get away."

"Sales clerks must at all times be ready to wait on customers in the most affable manner and customers merely looking for or exchanging goods must be courteously treated and goods cheerfully shown."

Other rules refer to time of opening and registration, care in exchanging of goods and refunding money, making change, operating cash boxes, handling complaints of customers, renewing stock from reserve room, lunch hours, use of telephone, purchasing by employees, courtesy among clerks, treatment of friends and gossiping, neatness of appearance, use of chewing-gum, perfumes, etc.

An unusual accident caused some $3,000 damage to the clothing stores of Mitchner's, Saskatoon. Water had overflowed basins in the offices above and came down through the ceiling and flooded one side of the store, seriously damaging the stock.

The Parable of the Belated Delivery

I

Once upon a time a certain lady was about to take a vacation. She lived in Montreal, and she was going to Atlantic City. And she said to herself: "I think I need some new clothes and things. I will therefore go down town and I will buy those new clothes and things." And she did so. She bought dresses and suits and suitcases and notions and a great many things, for which her husband charmingly paid the bills and said not a word, for he lived in 1914, and he knew it was no good to say a word. Moreover, he was anxious that his wife should put to shame the other ladies who took their walks abroad at Atlantic City.

It so happened that the very morning this lady and gentleman were going away, the lady discovered that she had not a pair of shoes which were fitting for all the other nice new things which she had. So she went to a store, about ten o'clock, and she purchased a pair of shoes. And the lady behind the counter said in the usual gracefully haughty way which our behind-the-counter ladies affect nowadays: "Take them with you?"

And the lady who had bought the shoes hesitated. She soliloquized: "I have several small things to carry. I wonder if I can trust these people to send me these shoes in time. For the train leaves at 2.30."

So she said to the graceful and indolent lady who was sucking her pencil, preparatory to recording the purchase, "When can you deliver them?

"They will be there by 12.30, madam" drawled the graceful one.

"Then please send them, but do not let them be later than that, for I am leaving town at 2.30."

The graceful one merely inclined her head; when she promised delivery at 12.30, it was infra dig to consider answering anyone's doubts as to whether the goods would be delivered.

So the lady who had purchased the shoes went on her way rejoicing, and called in other stores, and eventually arrived home at about 12.45. Her house was in the suburbs; for she was a member of several clubs and therefore she must live in the suburbs. One has to keep up a certain amount of positions, has one not?

When the lady arrived home she asked for the shoes. "No," said the maid, "they have not arrived."

The lady looked at her watch and reflected that she had only about an hour and a half before she had to catch the train. She must leave the house in three-quarters of an hour. Bye and bye she got anxious as to whether the shoes would come in time. So she telephoned the store, and they told her that the shoes were on their way. And they were very sorry they were not there at 12.30 as promised. And would the lady accept apologies. The lady felt that the only thing she wanted to accept was the shoes.

Came the time for leaving for the depot, and the shoes had not arrived. The lady's husband was chafing and wondering why his wife was waiting around. And she explained that she couldn't possibly go to Atlantic City with a nice new suit, but with old shoes on her feet.

So she waited and waited and waited, and her husband maddened and maddened and maddened. And then the shoes came. The lady put them on and rushed to the telephone and called for a taxi. And they arrived at the depot just in time to see the train to Atlantic City puff out of the depot.

And the lady said:"James, listen to me. I will never buy another thing at that store. They cannot keep their word."

And she never did.

II

And it happened that another lady went to another store on the same day, with the same idea in view —the purchase of a pair of shoes. And the graceful and willowy person behind the counter served her with the shoes and said: "Take them with you?" (which is short for "Will you take them with you?") And the lady soliloquized and said: "Now if I can be sure that these people will deliver them in time, I will have them sent, for a pair of shoes is a wieldy parcel."

And the graceful one, on being asked, promised delivery by 12.30. Now it so happened that the lady had to go away by a train which left for Old Point Comfort at 2.15, so she explained to the graceful one that the shoes must be there on time, please.

She arrived home, after paying some other calls, at 12.45. And she said to the maid: "Was there a parcel for me?"

And the maid said: "Yes ma'am," and handed her the pair of shoes which, duly and truly, had arrived on time.

So the lady said to her husband as they went down to the depot: "What a reliable firm X——' are! I bought some shoes at ten o'clock, and they promised them for 12.30, *and here they are—on my feet. I shall certainly shop at that store again."*

And she did.

* * * * * * *

The moral of this parabolic harangue is this: "A pair of shoes in time saves seeing the customer go to a rival store."—H.S.E.

More Instances like Clerk No. 3 in First Parable

AFTER READING THE PARABLE in the last issue of The Review in which three cases of a wrist bag being returned to department stores were cited J. O. Gareau, of the J. O. Gareau, Ltd., Mount Royal Department Stores, Montreal, gave his decision in favor of the clerk who gave the lady her money back because the wrist bag was scratched.

"The first thing to be considered," he said, "in running a business, is how to please the public. The customer should leave the store pleased every time, even though it is at the expense of the firm. Even in the case of cut goods we will exchange them. There are some customers who will kick at small things, and if they leave the store dissatisfied, their talk will assume large proportions, which is the costliest advertising a firm can have."

SCRATCHED OUTSIDE STORE, BUT WAS EXCHANGED.

Mr. Gareau cited the case of a customer who purchased a gift for a friend at Christmas. It was in good condition when it left the store, but somewhere, and somehow, it became scratched, and was brought back after the holidays. She suggested that the store take it back, but the clerk demurred, arguing that as Christmas was past it would be a difficult thing to sell, and further, that the article was in good condition when it left the store. The proprietor was appealed to, and he offered to take it back if the lady would buy something else in exchange. The article was worth six dollars. She spent fifty dollars more in the store, and has continued to trade at the store, and to express her appreciation of the generous treatment accorded her.

GAVE ANOTHER QUARTER YARD ON THE BIAS.

Mr. Gareau cited another case, where a woman returned a quarter of a yard of satin, after making a mistake, and unjustly requested that it be taken back. She bought the satin to line a muff, and afterwards found that instead of getting it on the bias as required, she had bought it on the straight. She returned the satin, and met with strong remonstrance from the clerk. He tried to argue with her and show the unreasonableness of her request, but without avail. The proprietor was called, and he, after hearing the facts, decided that nothing would be gained by refusing her request. The clerk was instructed to give her some more satin, and to throw the other away if it could not be sold. However, before the woman left, a determined attempt was made to show the woman that the only reason they were giving her another piece of satin was to be agreeable, and to retain her good-will. Mr. Gareau added, in citing this to The Review: "In any case, whether the woman is reasonable or not, we gain the reputation of trying to please our customers."

TAKING BACK DRESS PATTERNS.

Proceeding, he said: "Now as regards dress patterns, we are not supposed to take them back when a customer has made a mistake. Some houses positively refuse to exchange them; but when we have a customer who has made a mistake and taken the wrong one, we never refuse to give her satisfaction. We do our best to prevent this by impressing every customer with the fact that if a mistake is made, it cannot be rectified in the case of patterns. The girl in charge of this department is instructed to do this. She tells the woman to be sure that the one she is taking is the correct size. But still they come back with them. On the other hand, I know cases where mistakes have been made by the pattern company in placing the wrong pattern in an envelope."

It is a difficulty that is met with by dry goods stores every day. The question to be decided is whether the reputation of trying to please is worth the expense of making the exchange.—C.W.B.

Business Needs Organizing in U.S.

In France 50 Cents of Raw Material Becomes $2.50, in States Only 75c or $1—Wool Situation Improving—Co-operation Between Government and Shoe Manufacturers—Passports for Buyers—In the Big Stores.

Gossip from New York.

NEW YORK, Jan. 16.—John H. Fahey, president of the Chamber of Commerce of the U.S.A., speaking at a Sphinx Club dinner, made the point that though the Made-in-the-United-States propaganda was an excellent move and in the right direction, if the emphasis was not laid on the need of improving the quality of American products, the Made-in-the-U.-S.-A. label would degenerate into little more than a shallow appeal to sentiment. The development during the last century in Germany and in Europe had not been accidental. France had developed her industries through the guild system, and Napoleon had consistently encouraged and developed these organizations in the countries and provinces he had conquered. In Cologne and other cities along the German border these guilds are still in existence, and are flourishing, as the Germans have recognized the wisdom of following the lines Napoleon laid down.

In France great profits were made because of the general application of art to manufacture. This meant that 50c worth of material could be taken, and because of the art instinct and the skill of the workpeople the finished article would be worth $2.50, while in this country the same 50c worth of material would only bring when worked up 75c or $1.

This, said the speaker, was not accidental. What this country needs, said Mr. Fahey, is organization and co-ordination in business—something which has been slow to awaken. Labor is organized, the farmers are organized, but business is not. Farm products at the best represent only $9,900,000, while manufacturers and distribution deal with 25 or 26 billions of dollars.

THE WOOL SITUATION.

The owners of the ship Ayrian have received the news that this ship will be allowed to sail. This ship has a cargo of Australian merino wools on board intended for the New England mills. A guarantee is required both from the United States Government and the owners of the vessel that the wool will not be re-exported to Europe. The lifting of the embargo on merino wools from Australia was fully and confidently expected by the users of this wool. There was a decrease of 702,000 bales from July 1st to December 31st in the wool exports from Australia covering that period, and, therefore, there must have been a backing up of wool in that country. A long continuance of the embargo could only have resulted in creating a similar condition to that which is disturbing our own Southern States.

This wool serves no war purposes, save for the manufacturing of underwear, and shrewd buyers already have wool bought which will now be available for delivery at an early date. The requirement that the wool is to be shipped in British ships is of little moment.

There is much loose talk about the wool situation, and a total disagreement as to what prices will be. The general opinion is that when the opening really comes the advances will total from 10c to 15c a yard, though there is talk of 40c or 50c advances, which would make many materials prohibitive.

GARMENTS AND SHOES.

In the near future there will be closer co-operation between the garment and the shoe manufacturers in the United States, for the large use of cloth materials in making shoes due to the shortage of leather has come to stay. An important development is the conferences that have been held between the shoe manufacturers and the leading men's and women's garment makers relating to styles and colorings, so that both garments and footwear should be in accord. There is a very general feeling that there is a serious shortage in leather because of the war in Europe, and if cloth and silk had not been substituted for leather the shoe situation would have been much more serious, and even if the war stopped at an early date there would be no change in the situation.

ABSENCE OF NOVELTY GOODS.

Buyers, particularly those connected with the large stores doing a high-class trade, are complaining about the absence of novelty goods on the market. There are no new colors showing and no new fabrics. American manufacturers are showing more novelties in their collections than are seen in the lines from abroad, and in more than one instance prominent New York specialty houses have sent over American silks to be made up by Paris model houses. This shortage of very high-class novelties will not last long, as such firms as Rodier, Blanchini, Roubaudi and others have mills in Lyons, and are also having new fabrics made up in Italian mills. These novelties, however, will be held back until after the February collections are shown.

SELLING TO A SINGLE RETAILER.

Now that the usual cotton novelties from the North of France are not available, there is a movement on foot with some mills to confine certain of their fabrics to a single retailer in each city. In the last few years the exclusive feature has been one of the chief reasons why so large and so profitable a business in cotton fabrics has been done, and it has been the exclusive feature which has been the big selling point in foreign-made goods. The domestic mills have always made goods in quantity, and have gone in for quantity sales. It is certain that the American manufacturers are making every effort to capture this novelty trade. The buyers in the retail stores are enthusiastic over the new lines, and say that great strides have been made in the developing of American high-grade cotton goods novelties. Many of the New York stores are now showing cotton fabrics for Spring, and the attractive nature of these materials and the popular nature of the price at which they can be sold is made very prominent. The made-in-America movement as applied to cotton fabrics is a popular movement, and has received lots of advertising free and otherwise.

PASSPORTS IN EUROPE.

Buyers returning from Europe report a lot of difficulty and delay over the question of passports. A photograph attached is absolutely necessary.

WAR TAX ON DRY GOODS IMPORTS

(Continued from page 1.)

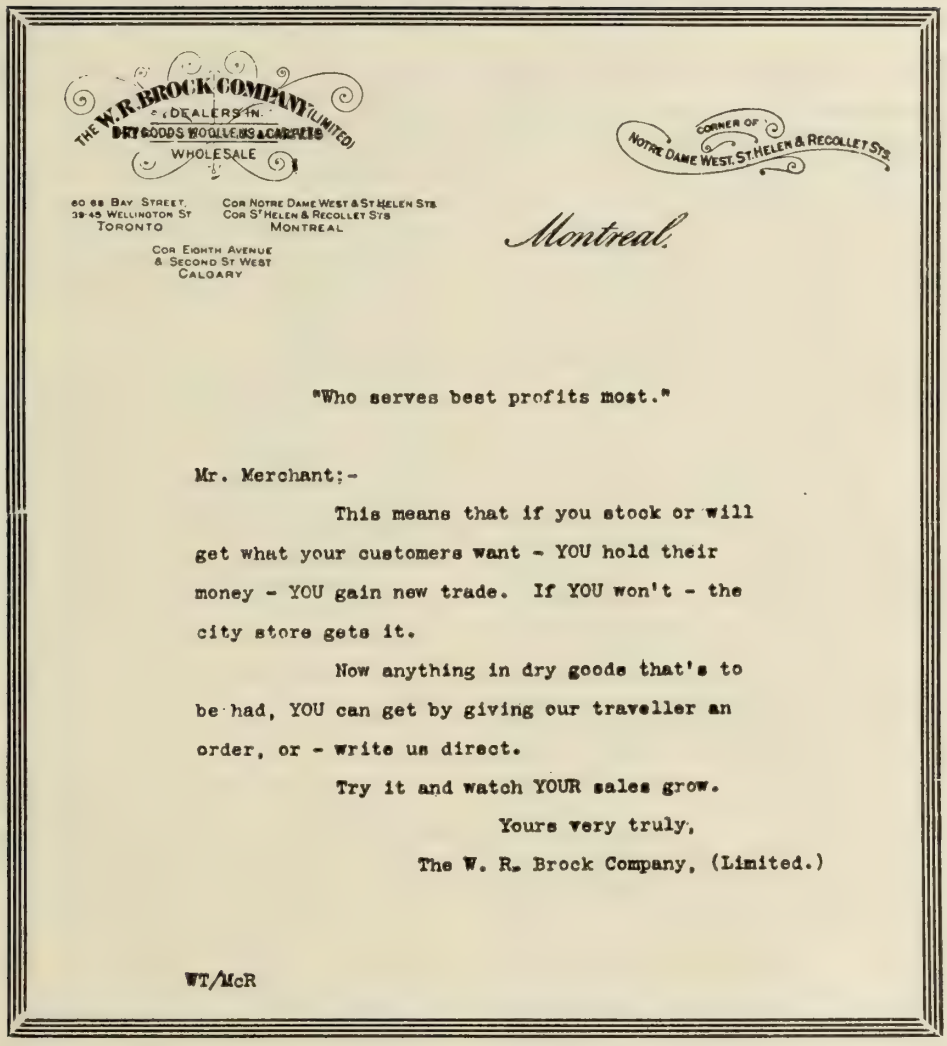
that are available for duty charges.

Take cotton fabrics, printed, dyed or colored. The figures are for October, 1914, and October, 1913, respectively:

From	Oct. '14	Oct. '13
Great Britain	$145,153	$245,689
United States	88,726	106,069

Now taking the imports for the corresponding seven months of each year, note the drop:

	7 mos. '14	7 mos. '13
Great Britain	$1,632,261	$2,296,260
United States	857,931	894,724



THE W. R. BROCK COMPANY (LIMITED)
DEALERS IN
DRY GOODS WOOLLENS & CARPETS
WHOLESALE

60-68 Bay Street,
39-45 Wellington St
Toronto

Cor Notre Dame West & St Helen Sts
Cor St Helen & Recollet Sts
Montreal

Cor Eighth Avenue
& Second St West
Calgary

Corner of Notre Dame West, St. Helen & Recollet Sts.

Montreal.

"Who serves best profits most."

Mr. Merchant;-

This means that if you stock or will get what your customers want - YOU hold their money - YOU gain new trade. If YOU won't - the city store gets it.

Now anything in dry goods that's to be had, YOU can get by giving our traveller an order, or - write us direct.

Try it and watch YOUR sales grow.

Yours very truly,

The W. R. Brock Company, (Limited.)

WT/McR

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVII. TORONTO, JANUARY 20, 1915 No. 2

$665,000,000 in Savings Banks—A Record

DOES any merchant imagine that because purchasing has been curtailed that fundamentally conditions are not sound in Canada? Does anyone imagine that the falling-off in many centres of retail buying signified just that much depletion in the "surplus" of the public? Official returns show that *savings deposits in Canadian chartered banks were greater at the close of* 1914 *than at any time in Canada's financial history* — $665,000,000 *on Dec.* 31, 1914, *compared with* $626,000,000 *on Dec.* 31, 1913, *and* $625,000,000 *on Dec.* 31, 1912.

The Question Box

THE question box, which is being operated in connection with the Retail Merchants' Association, of Saskatchewan, would appear to be a capital idea, and one of those methods which cannot fail to be of mutual benefit to the members. The collection of the views of the local organizations upon certain stipulated questions, which are of paramount importance to the merchants at the time, is almost as profitable as a series of monthly or semi-monthly conferences and has this immense advantage that one is practicable, the other not. Not only does the Provincial Secretary of the Saskatchewan organization compile the conclusions of the local branches that have been forwarded to him, but he has arranged to send to those who have shown interest enough to reply a synopsis of the views that have been taken by the different associations, so that these bodies are kept constantly in touch with the opinions prevailing among their fellow members all over the province. This plan of work should commend itself to all other associations in Canada, and it impresses us as one of the most convincing arguments for the existence of provincial and local branches.

Selling Linens Below Market Prices

HERE is a policy that is worth the most careful consideration on the part of dry goods merchants. One store in Canada is selling linens at a price below what it could purchase them for today f.o.b. Belfast! Is it a reckless throwing away of legitimate profits not to take advantage of the rising market to cash in on an extra supply, or is it a wise policy as applied to the most important consideration of all, future relations with the public? This firm believes its low-price policy on linens is the wisest, and it is known as one of the most shrewd organizations in Canada in winning and holding public support.

It should be pointed out, in partial explanation, that it so happens that this firm—"happens" may not be the fairest word—has a larger stock on hand than usual of linens; that on the first authentic word of a permanent advance in linens, owing to scarcity of flax, it bought largely and has bought largely since; that therefore it has more on hand than its customary supply.

But, some will say, linens are now up 25 per cent. and likely to go higher. Why not hold some of this surplus stock and clean up even 30 per cent. of good profit over and above the ordinary? This is a clear case of wise buying that should net the firm an increased margin. It is a succession of strokes like this that make men rich in the stock markets; why not in retail business?

And yet, there is another side of less glamor, more slow in results. The Review some time ago asked The Merchandise Manager of that firm his policy on "war prices." His reply in substance was as follows:—

"We will not raise the selling price one cent on any line which did not cost us more than usual. That is, we will keep down prices in this store on every line until we are forced to raise them on goods that actually cost us so much to lay down that we could not, profitably, sell them at former figures. Our linens will not go up; our dress goods will not go up; our laces will not go up—until we reach the actual goods that cost us more. We are building day by day for future business; we aim to gain regular customers day by day by establishing with them a reputation for good values. That is how we have built up our business in the past: a steady growth, year by year. Maintaining regular prices on stock in hand in the face of an advance in the market is a splendid opportunity for us to make ourselves more solid than before, not only with old customers, but new ones. Do you think an immediate increase in profits would compensate us for the additional good-will and confidence we might have gained?"

New Kind of Confidence

CONFIDENCE, caution and production are the Canadian business man's essential equipment to face the year 1915. The future is truly uncertain, but whatever comes, no Canadian can afford to forget these three watchwords.

If Canadians lose confidence in their own ability to pilot their well-equipped ship, it cannot be expected that outsiders will continue to exhibit faith in "the land of opportunity." Occasions will arise during the year, says The Financial Post, when confidence in ourselves and our country will win the confidence of British and foreign interests.

But we want a new kind of confidence—not the hilarious and over-optimistic variety which has been in vogue during late years, and which has created weaknesses in our financial position, that now make it additionally hard for us to carry our share of the Empire's burden in days of strife. Rather as a nation we need a cautious confidence—one that will keep us working steadily forward, content even with keeping our heads above water, but never admitting defeat or retreat. The readjustment which started in 1914 will continue in 1915, and the various businesses in the Dominion will go through a sifting process. On account of inherent weaknesses some may fall by the wayside, but this should cause no alarm. It will mean in many cases the triumph of tenacious business ability over the gambling and exploiting element that has played too large a part in Canadian affairs, and which thrives best in prosperous periods and suffers inevitable elimination in periods of reaction or readjustment.

West Adopts Sane Policy.

MANY evidences that the Western Canada farmer is going in for mixed farming have been presented recently in Dry Goods Review. Statistics showing the advances made in the past thirty-three years in cattle and swine give strong additional testimony of the tendencies of Western times. Here are the figures for cattle:

	1914.	1911.	1901.	1891.	1881.
Manitoba	408,302	435,113	349,886	235,696	60,281
Saskatchewan ...	679,000	633,612)			
		)	*591,739	*231,827	*12,872
Alberta	812,100	649,850)			
Br. Columbia ...	134,793	139,183	125,002	126,919	80,451
Totals	2,034,255	1,857,758	1,066,627	594,442	153,604

*Northwest Territories.

These figures demonstrate them since 1901—fourteen years—the growth in cattle has been doubled, while since 1881 it has been thirteen-fold.

In swine the following statistics are even more interesting:

	1914.	1911.	1901.	1891.	1881.
Manitoba	286,276	188,416	126,459	54,177	17,358
Saskatchewan ...	854,703	286,295)			
		)	*73,916	*16,283	*2,775
Alberta	897,123	237,510)			
Brit. Columbia...	39,031	33,604	41,419	30,764	16,841
Totals	2,077,133	745,825	241,794	101,224	36,974

*Northwest Territories.

It will be seen that during the year 1911 the production of hogs amounted to less than a million animals, while last year the figures were beyond the two million mark. Since 1901—fourteen years ago—the advance has been nine-fold and since 1881 more than fifty-fold.

With advances made also in poultry and egg raising the Canadian West is now on a sound and sure footing in so far as mixed farming in concerned. In the past the Western farmer has been content to grow wheat alone, but now he finds that he must put back into the soil something in return for the wheat and he has gone into mixed farming. In future, therefore, we shall see a strong, steady growth in the West rather than spurts here and there. The West has come into its own.

Editorial Notes

LET optimism predominate.

* * *

ARE YOU DOING any guessing on the war tax?

* * *

MR. BUYER, HAVE you your passport and photo ready?

* * *

THE REAL test comes with the lull—anyone can get business when trade is good.

* * *

IT IS UP TO the retailers throughout the country to offset the mail order catalogues going out now.

* * *

OUR OLD FRIEND VON KLUK is making a noise again. Some Allies' bullets must have struck his nest.

* * *

HERE'S TO THE PRINCESS PATS! May they gain many more miles, "For Canada and Old England."

* * *

NOW THAT THINGS are beginning to settle again more in their regular stride leave "The War" out of your store announcements unless there is some special reason for mentioning it.

* * *

JUDGING BY REPORTS from Europe, buyers are having almost as lively a time on the Continent these days as war correspondents. Kitchener seems to have reserved judgment on the former.

* * *

THE "REDUCED BARGAINS" offered in some of the January sales suggest almost as much truth in the make-up of the ad. as in the daily hallucinations of messages from "Berlin—By wireless to Sayville, L. I."

* * *

WHEN the war is over it will be found that the men who kept a bold front, who advertised as usual and who maintained their reputation for honesty and quality, will be the men to first feel the beating of the pulse of good times.

* * *

AN ANNOUNCEMENT RECENTLY made in a trade paper is likely to bring back memories of happy days to many men past middle age. This was none other than that copper-toed red-topped boots are coming in again. These were all the rage about forty years ago, and, according to all accounts were "some boots." They could be both seen and heard.

* * *

BECAUSE HE SENT a receipted bill for a pair of shoes by parcel post in a dummy package, and marked the package "C.O.D., $4.50," alleged to be due on a purchase of footwear, a Milwaukee dealer was fined $25 for violating the postal laws. The parcel post will do many things in the business world, but it is not yet ripe for the collection of accounts in accordance with the plan adopted by the Milwaukee dealer.

The January Sales

Art Needlework is Sharing in the Offerings This Year — Activity in Crochet and Embroidery Cottons.

THE art needlework section is beginning the year by participating in the January white sales. As this department is now run there is a very attractive selection of goods to feature at this time of the year. Household articles such as pillow covers, stamped towels, doileys, centres, runners, etc., and women's gowns, combinations, corset covers, negligees, dressing sacques, boudoir caps, etc., as well as infants' and young children's dresses, coats, and other garments form the bulk of the offering: goods soiled by handling in the preholiday sales as well as stamped patterns and designs that it is thought desirable to discontinue because newer and more attractive patterns are coming in to take their place form the contents of the bargain offering. By no means all the sales made are on bargain merchandise for many women pass up the bargains in favor of the more desirable regular goods. This is perfectly understandable when the woman's attitude to the work she puts into the garment is considered. She is saving by doing the work herself and she can easily be induced to pay a little extra because she likes the other pattern better.

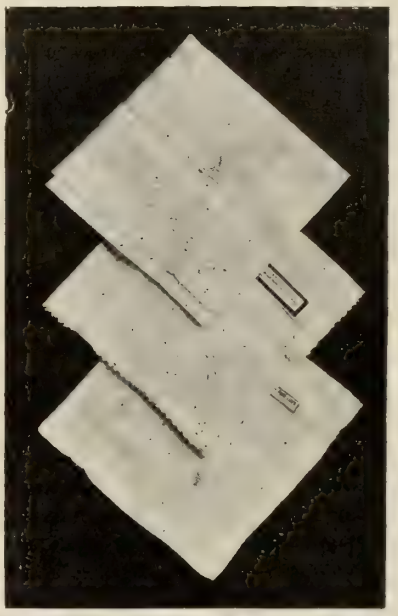
The knitting for the soldiers has led to a revival in both knitting and crocheting. Many new books are on the market showing new designs in crochet patterns. Many of these are for crochet lace in the form of edging, insertions and medallions. Many really beautiful designs are accomplished by combining Coronation and other cotton braids with the crochet stitches to form the pattern. These crochet laces are used to trim the various articles of household use, such as 5 o'clock tea covers, runners, etc. Crochet work done on macrame cord in the natural color is used to trim cushions, pillows, centre-pieces and other articles. Medallions are let into the canvas used for macrame embroidery in place of the more elaborate and difficult work.

There is a marked activity in all kinds of crochet and embroidery cottons, and now that the much-liked D. M. C. is no longer obtainable, other brands made in the Empire are having an opportunity to make a solid position for themselves.

In New York crochet and knitting silks are selling and many attractive articles are being made up in the same, sets consisting of boudoir slippers and cap to match. The slippers are crocheted solid in double crochet stitch, and have three straps across the front and a crocheted strap comes from the back of the slipper and crossing over the instep buttons on to either side of the slipper. These slippers are further embellished with embroidery. Cross stitch is used as well as sprigs and sprays of rambler rose patterns. The color effects are decidedly pretty and these slippers are very much more attractive than those of wool. Mercerized cottons may be substituted for the crochet work, but the effect is not quite so good.

To match the slippers boudoir caps are shown with the crown done in a lacy open pattern and a band around the head crocheted solid and edged with a ruffle of lace.

IMPORTED SPRING NOVELTIES.



No. 1—Shadow hem with corner embroidered on hem and centre.

No. 2—Armenian lace handkerchief, hemstitched and initial embroidered by hand.

No. 3—Pure linen handkerchief, narrow hand-rolled hem; double spoke-stitched border with hand-embroidered corner. All three are white.

Sand Shade Buttons

In Pyroxaline and Galalith—Military Buttons Becoming Very Popular Particularly For Children and Misses.

MILITARY and semi-tailored styles continue to gain ground and consequently the button manufacturers are confident of an increased demand, as buttons form, with touches of braid, the only logical trimming—indeed, many suits are simply button-trimmed. Military buttons in brass and gunmetal are being used to trim suits, dresses, particularly for misses' and children's wear, and also in the smaller sizes for trimming waists.

There is very little that is new in other lines. Jet is keeping its place and there is a growing demand for covered buttons in novelty forms. Many combinations of colors and materials are shown in acorn, olive, barrel, balls, pyramid, squares and triangles. Covered buttons trimmed in metal or bone are also well liked and bone buttons similar to those used in the men's wear trade are proving popular. Pearl buttons come in all sizes and very small pearl or bone buttons are the latest for trimming both waists and neckwear. These buttons are both plain white or tinted, and ovals, triangles and other irregular shapes are selling. Pyroxaline and galalith buttons are showing but there is little that is new here, the only feature being that the new buttons come in sand shade to match the new colors in dress fabrics.

INITIAL LETTER FORMS.

Many merchants when they sell towels and other household articles are often requested to have them stamped with the initial or initials of the customer. There is an easier way than stamping both from the store's and the customer's viewpoint, and it will be found a profitable investment to have the initial forms in stock. These forms come in a variety of letter forms such as Old English, Script, Block, Text and Japanese. These forms are guaranteed washable and take the place of both stamping and padding. They are just tacked to the material and then worked over.



Standardize the Notion Department!

Don't try to stock "a little of everything." This usually means overstocking and slow "turnover"; and the effect upon the customer is often confusing.

Concentrate

upon a few well-selected lines of satisfactory quality and active selling power! That is the secret of a well-balanced and profitable notion business.

The DeLong Hook and Eye Company's Line

meets all requirements, in both price and variety. It is not necessary to make a large investment, as our selling plan makes the price the same for one gross or one hundred gross, and permits the exchange of any sizes or colors which may be found undesirable.

DeLong Hook and Eye
See that hump ?

DeLong Press Button
World's Flattest Fastener

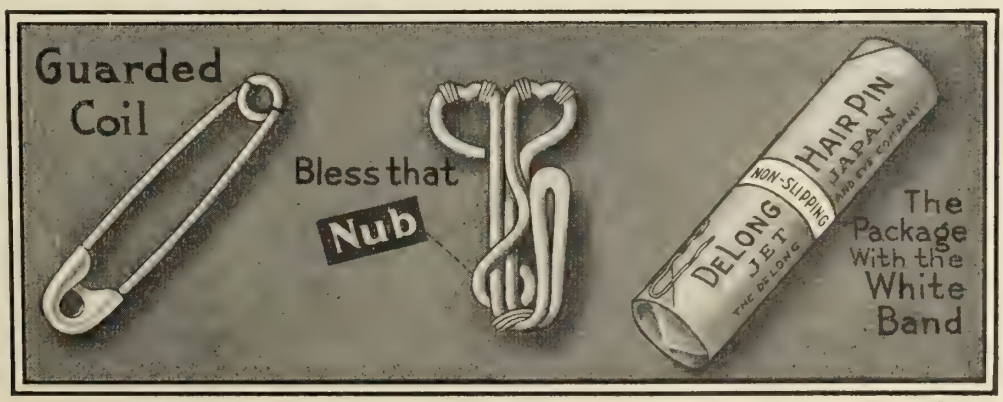
DeLong Safety Pin

"Nub" Hook and Eye

Correspondence Invited.

The DeLong Hook and Eye Company of Canada, Limited

St. Marys - - - Ontario



Catering to Sewing at Home

Manufacturers Putting Out Many Articles to Help the Woman Who Sews—It Pays to Feature Dressmakers' Supplies and Home Sewing Needs in One Department — Collar Forms, Bust Forms, Dress Linings, Skirt Markers, Etc.

ECONOMY has become fashionable, and many women are taking quite a pride in the production of pretty frocks, smart suits, and dainty waists for their own wearing. This home sewing is a good thing for the notion department, for besides supplying all the usual notions, such as pins and needles, tapes, silk spools and thread, there are other aids to sewing that are introduced from time to time according to the dictates of fashion for achieving some point of effect, and without their aid the home dressmaker would find it very difficult to produce the desired result, whereas, provided with this article, she can quickly and easily do so. This class of notions of necessity changes. They come into the market with the advent of the fashion that produces them and drop out again when the fashion drops, only to be replaced by some other like article. The notion department featuring these aids to home dressmaking always attracts business, and though there is more risk in stocking these articles, profits are always large, and sales correspond while the vogue lasts.

A New Belting.

Now that fashion is again decreeing that the waist line must show beltings and girdle forms, these have become important. There is a new belting on the market that is an improvement upon the straight stiff belting. This new belting is curved so as to fit the figure perfectly and produce a smooth fit to the upper part of the high dress skirt. Another girdle form is really a deep yoke fitting closely over the hips. It is made of stiffened material and boned in the proper places.

Another girdle form that keeps the waist snug and always in place consists of a band of belting with bones projecting on either side about three inches. This girdle form comes by the yard and the customer can buy the required length. By the yard also comes a girdle form of crin boned at four-inch intervals. Different widths, narrow medium and wide are procurable.

Net Forms for High Collars.

Now that the high collar is coming into use many women are finding the guimpe and high collar hard to achieve. Net forms can be bought in the notion department over which the chiffon and lace can be attached and a properly fitting collar will be the result.

Another great aid to home sewing consists of tapes with fasteners or hooks and eyes attached at the proper intervals. These tapes can be attached to the gown by machine stitching and do away with the labor of sewing the individual fasteners and hooks on by hand. It takes a lot of care to sew hooks and eyes or fasteners on so that they shall each be placed in the right place and so that each meets the opposite part without puckering. These tapes are washable and will not shrink or stretch, and the metal parts are rust proof and are not affected by water or perspiration.

Canvas Bust Forms.

A very great help to the woman who is planning to make her new Spring suit is given by the canvas bust forms. These forms come in black, white and natural shades and are cut and stitched in true tailored fashion. The use of these forms gives the proper trim and tailored effect. These forms are easy to use as they are slipped between the cloth and the lining.

Some stores are showing ready-made dress linings. These come in two styles —one in net and the other in percaline. The net foundation is intended for making up chiffon lace or other transparent material and the percaline is designated for use under heavier materials.

Waist tapes form another handy help to home dressmaking, for a tape of this kind will hold a waist down securely. These tapes come to fit different waist sizes and have snap fasteners as well as a buckle in front so that the tape can be adjusted to the different waist measurements.

Hem Turners.

A hem turner is another useful article that should be brought to the notice of the home dressmaker. It consists of a thin metal rule on which the inches are marked and there is a slide which can be moved to indicate the width of the hem that is being used. Kept in the sewing basket this hem turner is always handy and it is much more accurate than the old plan of cutting a piece of cardboard or paper.

Next to a sewing machine the most important need a home dressmaker has is a dress form, for its possession saves an almost incredible amount of time and labor. The simplest dress forms are non-expanding and will therefore only serve for the members of the family who have the same measurements. The cheaper forms are made of papier-mache and they are covered either with black jersey cloth or natural colored canvas. These forms come in four sizes and are in perfect proportion and give the correct poise for the figure. Forms that are a little more expensive have wire skirt forms. There are forms on the market that are not unduly expensive which can be varied in proportion. These forms are 32 when closed and can be enlarged at will until the proportions of a 38 bust measure is obtained. It is possible also to obtain forms to fit individual measurements but special orders have to be given for them and the price is correspondingly high to pay for the extra trouble.

Sleeve forms can be had which are adjustable, or which come in three sizes small, medium or large, and in rights and lefts. The adjustable sleeves can be altered at shoulder, elbow and wrist so as to conform to any measurements, and with a sleeve of this kind it is possible to fit and trim sleeves without any great trouble.

Skirt Markers.

A skirt marker will be found to be a ready seller. There are many kinds on the market but the simpler models as a rule are the most satisfactory in the hands of the home dressmaker, while the more complicated ones make an appeal to the professional class. One of the best markers has a rod and a chalk holder, and in the more expensive a standard having a sliding marking rod which cannot go wrong is a general favorite. With the general tendency to the wearing of very short skirts in the coming Spring the exact evenness of the hang is very important and the home sewer will welcome any help that will make this feature easier to achieve.

In the last number in the old year The Review gave a drawing showing a booth erected in the store for featuring dressmakers' supplies. February should be a big month as women who are doing their own sewing and also the dressmaking trade will be busy on the advance outfits for the coming Spring and it will be both a help to sales and a great convenience to customers to find all goods of this class in one part of the store. This catering to customers' convenience has been at the back of a wonderful growth and development in other departments and there is no reason why this idea should not work for more business in the notion department.

DRESS FABRICS AND SILKS

Silks Improving

Plain Fabrics Lead in the Selling, But There are Striking Novelties Showing—Black and White Stripes Very Much Favored.

CONDITIONS are becoming more normal in the silk market. Under the influence of an increasing demand the raw silk market is becoming more active, and prices are advancing all along the line. The habutai market is reported to be awakening to more activity than for some years, due to the greater demand for these silks from Europe and America. Other Japanese silks are on the market, and are basing their selling appeal upon the excellent wearing qualities, and the fact that they also are washing silks. The success of habutai is leading to a more general showing of tussah silks. The silks are right in line with the prevailing color tendency, and also the tendency to use a little stiffer material.

In the American market there is a revival of interest in taffetas, largely due to the change in the fashion tendencies favoring wider and more flaring skirts. Several attempts have been made in recent seasons to bring taffetas to the front, but these have only met with a partial success. This weave has been taken up in high-class expensive silks, but small headway has been made from the point of popular selling. Now that styles are changing so that stiffer weaves are to be required, taffetas and also various cord weaves are coming into favor. One of these new weaves is gabardine. Poult de soie, gros de Londres, and faille weaves are all in accord with the demand for garments that flare at the hem.

Printed silks are also favored across the line, and both warp and surface prints are showing. Floral effects in the shape of buds and blossoms in soft dull tones on both dark and light grounds are seen. Very extreme patterns have a pronounced black check ground, combined with floral patterns in natural colors. Black and white stripes are also favored, and large polka dots, either black or white on the opposite ground, may be counted among the novelties; waved stripes are also new. These materials must be looked upon from the novelty standpoint, and in this connection it must be remembered that the great bulk of the advance selling, which has been considerable, has been done in plain silks, and with satin fabrics as the leader. Crepe de chine, Georgette crepe, crepe meteors and kindred fabrics have been very largely taken by the manufacturers of ladies' ready-to-wear garments. In plain materials, silk and wool poplins and weaves with a heavier cord are included among the better selling materials.

The general color tendency is towards dark colors, with the exception of the new sand shade.

NEW SPRING LINES.



1—Voile with ratine stripe and novelty sport in two colors.
2—Embroidered voile, black pattern on white ground.
3—Novelty crepe with Roman cord stripe. Shown by McIntyre, Son & Co., Ltd.

French Novelties

Rodier Making Goods Outside War Zone—New Colors Quiet and Subdued — Stripes, Checks and Spots Shown in Printed Materials.

AS an example of what France is accomplishing, and as a sign that there is now promise of a return to more normal conditions there comes the report that Rodier is showing a collection of novelty materials for the Spring season that is quite up to that shown in other seasons. These are the materials that the leading Paris model houses use in making up their Spring costumes, and therefore will be strongly favored at the Paris openings which are announced for the first two weeks in February. Rodier fabrics are not mentioned in the belief that they will become in any sense of the word popular with the general trade; it is because they always influence the class and character of the fabrics the popular trade always buys. And in spite of all difficulties, in spite of the fact that economy rules, women are still interested in Dame Fashion and her doings. This collection of materials has been made up in factories outside the war zone, as their factories in the north of France are in the territory now occupied by the Germans.

There is a complete change of colors. The loud, bright colors that were such a feature of the Futurist and Cubist movement are dead, as their place of origin is now not being given consideration in Paris. The new colors are quiet and subdued and both colors and patterns show quite a new influence.

Among the new fabrics shown is a cashmere de soie weave, and a linen silk gabardine, also a moss-like velour material. The line is very strong in printed patterns. Stripes come in narrow, small and wire designs, and also in squares and checks. Spotted patterns are again introduced.

Grey in the new battleship shades, which is the color of mist or storm clouds, promises to stand first in the more exclusive trade.

Opening Favorably for Cotton Fabrics

Voiles Steadily Gaining in Favor, and Many Novel Effects Shown—Embroidered Patterns and Cord Stripes Strong—Printed Organdies Are High Style.

PREDICTIONS are freely made favoring a big season in cotton dress fabrics. It is in the novelty end of the trade, where of late years the big business is done, and though some of the high-grade novelty lines of European origin may be absent, there will be no shortage of new effects in lines that sell at well-established prices. Organdies, lawns and muslins are the high novelties, and these materials are showing in beautiful printed patterns in floral effects. Voiles are steadily gaining in favor, and the new lines include beautifully finished voiles in very sheer, fine weaves. These voiles come in white and in solid colors, as well as in a big variety of printed patterns. Many of these patterns are almost identical with those shown in the ranges of silk fabrics. A very large proportion of the new patterns come in black and white. Voiles in striped effects formed of ratine and cord stripes are very freely shown. Many of these striped voiles are further decorated with embroidered dots and figures, and as a rule the ground and stripe is white, while the embroidered figure is in color. Seed voiles or rice cloths, voiles with small shadow-like patterns in the weave, and lace cloths are all big selling materials. Some of the lace cloths are shown with printed patterns.

Crepes are selling very freely, and many crepe weaves are showing at low prices. These crepes are staple, and are selling for making under-garments and for children's wear. There is some indication that ginghams are coming into vogue for other than staple purposes. English manufacturers are showing zephyrs ornamented with cord stripes as a high novelty for the coming season. Another novelty is a covert cloth of cotton in the new sand and putty colors.

In all white fabrics organdies take the first place and marquisettes and dotted Swiss are also brought out as novelty materials. Voiles hold the first place. Many fancy voiles are showing, and combinations of cord stripes and embroidered patterns are good. The wool voile gabardines are closely imitated in cotton weaves and promise to have just as much popularity in cotton as in wool fabrics. Piques are showing for skirts and for wash suits, and crepe is looked upon as a staple weave, and is showing in crepes for underwear purposes as well as in fancies for dresses and waists.

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Wool Fabrics

Plain Materials in Simple Weaves Are the Only Ones on the Market — Sand and Putty Shades Are Interesting Buyers Now.

THERE is no question but that the wool dress fabrics section is up against a difficult situation in the near future, and that something very like a shortage of desirable materials is anticipated in many quarters. Dress fabrics for the repeat season and also for the coming Fall can come only from two sources—Great Gritain and the United States. In Great Britain every loom that can possibly be turned is weaving army cloths, and in the States should the wool embargo not be arranged shortly there will be a shortage in many grades of raw material. Prices are advancing

(Continued on next page.)

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WOOLENS MAY DROP?

A large buyer of dress materials expresses the opinion that wool may not be so high, and that the manufacturers will be more easy to deal with in the course of a month or two than at the present time. He bases his opinion upon the fact that enormous quantities of wool are now held by England and Australia, and also because the war office will be seeking cotton khaki for Summer wear, and many of the mills now busy with army orders will be looking for other business

Though scarcely any French mills are producing, and from all accounts many will have in many cases practically to be rebuilt and refitted when the war is over, materials made up before the war are still obtainable. These materials will be perfectly saleable next Fall, as the whole trend of fashion is in favor of plain materials. In favor of this view is the raising of the embargo on merino wools by the Australian Government, and the weakness of merino wools at the December series of London sales. On the other hand serges that cost 42c are now 50c, and it is declared that no order can be placed in Canada without a cabled confirmation of price from the manufacturer at the present time.

WOOL FABRICS.

(Continued from page 16.)

daily- serges that cost 42c are now 50c and further advances are expected. The mills will accept no order at old prices and no order can be placed without a cabled confirmation of price.

The whole situation hinges upon the wool situation. Crossbreds for the time being are higher than merino wools. Prices were lower in merinos at the last London sale, and a lower level may yet be reached. The whole of the wool situation is due to conditions created by the war, and changes that may influence the situation will come from the same source.

As the fashion tendency for some time now has been favorable to plain materials these fabrics are right in line for the new season for plain and semi-plain fabrics in simple weaves are the only ones on the market. At the present time coverts are most in the limelight, but from the yardage point of view serges will have first place.

Where Canada Leads the World

In a strong article in the February issue of MacLean's Magazine, Elmesley Bartlett brings out a host of interesting facts with reference to Canada's pre-eminence in certain lines. Silver, nickel, asbestos, furs, binders are among the products of the Dominion that are dealt with. Much has been done to bring the name of Canada into the limelight of foreign competition and to establish the possibility of a manufactured product from a "tenderfoot" country winning its place against a phalanx of freight rates, tariffs and prejudice.

After reading this article you will gain a deeper pride in the land of your birth and a wider view of the possibilities that the future holds forth.

The February issue is full of other features that will appeal especially to business men. Here are some of them:

Safeguarding Canada's Level Crossings.

Service and Super-Service.
An article dealing with new ideas in retail merchandising.

Canadian Women in Business.

Organize Men for Peace.

The Camphor Monopoly.

Cutting the Cost of Education.

The Business Outlook.
A review of conditions in Canada by the Editor of The Financial Post.

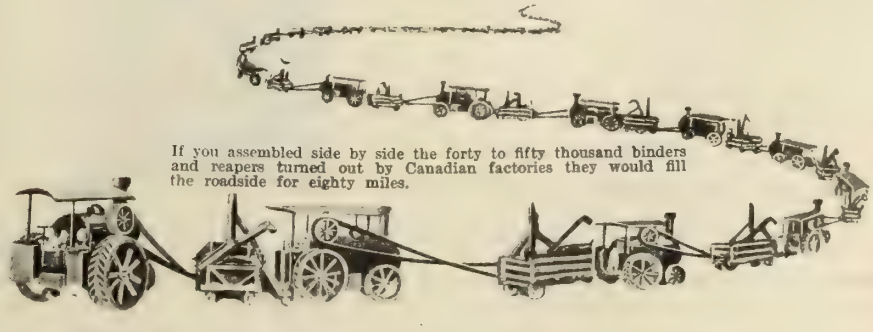
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If you assembled side by side the forty to fifty thousand binders and reapers turned out by Canadian factories they would fill the roadside for eighty miles.

DRESS ACCESSORIES

Dainty Laces

Those Selling on the Light Order—Business in This Line Waiting for a More Definite Trend.

THE lace business is backward at the present time owing to the absence of novelties and the lack of any definite idea as to the expected trend of fashion. From all that can be learned of the way selling has gone Orientals and net-tops are taking the lead, with shadows a good second. Good stocks are available and there is no reason to expect a shortage in any of these lines.

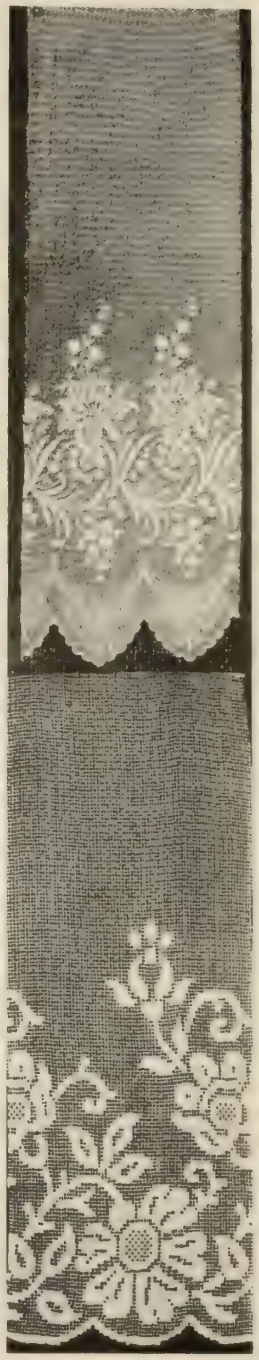
With lawns, organdies and materials of a like nature coming into use there is a revival of interest in Valenciennes. This lace has been out of the running for the past few years and as it is made chiefly in Calais and Nottingham there would be no difficulty in securing a fair supply. Calais, though so close to the firing line, is not only taking orders but is showing novelties. Of course the mills are handicapped because many of the trained operatives are on the firing line but the factories are in the majority of cases open and going after business. Nottingham is also going after the business that the German manufacturers cannot hold.

Should flounces come with the Spring there would be an instant and strong demand for lace. Some of the dresses prepared for Palm Beach and other American southern resorts would seem to point in this direction while others show drapery effects developed in light laces. Already there has come a fair demand for flouncings in shadow, net, top, and filet. Eighteen and twenty-seven inches are the best selling widths.

SAND AND PUTTY SHADES.

Sand and putty shades made their appearance in Paris during July and August, and have had a very great run in the United States and the New York market. In Canada they enjoy the advantage of not having been put too early on the market and the outlook is promising for these colors.

FLOUNCINGS LIGHT AND LACY.



The top flounce is a very fine sheer net-top with the pattern clustered on the lower edge and a very clear scalloped edge. The bottom is a filet flounce and filets are expected to be good for spring selling. Shown by Thompson Lace and Veiling Co.

Veilings Good

The flare veil the high novelty—Black veiling selling now but colors and white indicated when the season is fully opened.

SINCE the first of the year increased space has been given to veilings and since that has been done there has been a decided advance in the sales. This enlarged interest is traceable to the important veiling novelties that are being put on the market by United States manufacturers. These novelties have been taken up in the millinery parlors and departments, and the interest that has developed should bear fruit in the coming Spring season. The most important development is the revival of the full flaring veil as a most material adjunct to the smart small hat. These veils are selling in a variety of meshes and finishes, but the hexagon still holds its place as the best liked veil. Filet meshes are very much in favor and this mesh is very smart, but it labors under the disadvantage of not being very generally becoming. There are many faces and complexions to which it is quite trying.

Just at present it is the black veil in staple meshes that is selling, but with the opening up of the Spring season nose veils will be worn with the small hats. These veils have many varieties of borders. Borders in woven in and in chenille and velvet dots are good and so are the borders in shadow lace effect. The new small sailors, Glengarry caps and small military shapes are worn with separate veils. Some of these are of Chantilly, and others come in various meshes with a ribbon or velvet edge. These veils are simply placed around the hats and allowed to hang. Some are frilled in to a velvet which is fastened around the top of the brim or to the crown of the hat and allowed to hang free.

For the southern trade in the States the sand-colored veil edged with white has sold; other colors are dark blue, dark brown, dark grey and taupe.

As a white season is expected white veils are indicated for the late Spring and the early Summer.

Looking for Low Cut Model in Neckwear

Stock High at Back Still Holds, But Compromise With V is appearing—Net and Lace, and Tulle and Satin Replacing Organdie Temporarily—Starched Waists.

DESIGNERS are still busy with the new lines for early Spring selling, but it cannot be said that anything that strikes a very new note has yet come out. The only thing that is really new is the combining of sand shade with white. All the new models so far are along the line of the high neck, for the high neck has made good though it was so coldly received when first introduced. It is again shown for the early Spring though often there is some compromise arrived at between the high closed stock and the much liked comfortable V-neck effect and though the collar is high at the back, in the front it buttons up an inch or so and then turns over forming a V, or there is a ribbon or velvet band or bow in front with high or flaring frills at the back and side. Many collars are cut to a V in front and high at the back, and the back is finished with a square collar of pleated lace or embroidered organdie. Other collars have a ribbon band a flat bow, or a folded piece of tulle fastening over with a tiny bunch of silk flowers.

Much speculation is indulged in for the future as the open neck is so becoming and comfortable, and has done so much to improve the appearance of the throat that women look with pronounced favor upon models that expose the neck and throat. With this powerful influence behind it low cut models should make their appearance in the coming Spring.

At present bands of fur edged with net or lace ruchings or pleatings of lace and finishing with a knot of flowers are worn with a dress, with the front opening cut low and square; pleatings of lace with a band of folded net or ribbon are also used in this manner. This fashion is very attractive and becoming and may be taken as the basis of a further Spring development.

The neck finish of the new blouses and the waist of the new Spring models will afford the desired clue for the future. So far as can be seen now the high straight stock in endorsed. In some cases this stock is combined with the chemisette. At this early date models are shown in pique carrying out this idea, some of which are very high and slashed at the back and midway between the back and the front so that they stand away from the neck.

Net and lace, tulle and satin have for the time being taken the place of organdie though organdie is still selling. Cotton fabrics are forging to the front rapidly and the starched waist is spoken of for the coming season. Novelties in starched collars and in collar and cuff sets as well as in the soft finished models are assured.

LINES INCOMPLETE.

Dress accessory lines are unusually incomplete for this time of the season and travelers are not yet on the road with the new lines. A few of the more adventurous buyers have been in Europe; if they found much that was new there they are carefully holding the news under cover so that they may keep it specialy for the benefit of their own customers. With the opening of the spring season so near, however, all that there is to know will be out soon. Meanwhile there is a growing feeling that more business will develop in the coming season, and that conditions more nearly approaching the normal will rule. This does not mean that the end of the economical buying that has marked the past season has been reached, it has not, but the business of the past season has proven that women buy largely of accessory lines, such as ladies' neckwear, to bring garments that are becoming "passe" up to the minute in appearance.

Braids Growing

Soutache patterns appearing in cords —Military and fancy braids are the best sellers at the present time— Tassels and frogs indicated.

MILITARY fashions have brought braids into notice, and wide and narrow military braids, and braids in lacet and fancy effects as well as binding braids are on the market. Braids are being formed into military trimmings in combination with loops, frogs and olives and barrel buttons. There are signs, too, that soutache embroideries are due for a revival. Already embroideries in silk cord are seen in soutache patterns.

The fact that many lines of trimmings that came in season after season from Germany and Austria are unobtainable, is making buyers look round to see what they can obtain to put in their place, and as far as this continent goes there is very little else than braids. When braids have been fashionable before there has been no shortage in novelties and new ideas from these sources, and there is no reason to expect that this condition will not be repeated.

Early models show a free use of tassels for trimming purposes and quite an assortment of tassels is shown in various sizes, materials, colors and combinations. The lengths vary from the very tiny to tassels seven or eight inches long. Jet is very strong in trimming lines and many of these tassels are worked up with jet in combination. Frogs and passementerie ornaments are also appearing. Besides black, braids are coming in navy blue, and in combinations of beige and navy, as well as gun-metal and navy.

An old form of trimming now that more width is allowed in skirts is cording. This trimming is done by means of a special machine which sews a cord to the back of the material in such a manner that it appears as a raised ridge upon the right side.

For some time now there has been a distinct feeling that a better business was coming in embroideries but the development is slow in coming. The wider skirts will certainly help for it means that underskirts and princess slips are again selling and quite a yardage of embroidery is consumed for trimming. There is a distinct revival of interest in narrow band and edge trimmings, and dainty models for children's wear in voile and lawn are trimmed in this way. There is very little that is new in designs and patterns, the most striking of the new ideas being the use of the battlemented edge. Quite a number of the newer patterns are in long flat stitches resembling Japanese embroideries. Patterns as a rule are fine and neat and floral sprigs and garlands are much favored.

Flouncings are selling, eighteen and twenty-seven inches being the widths most asked for. Baby flouncings are very much in demand and the variety is large and attractive, and many of them have a narrow edge or ruffle of Valenciennes lace.

Carpet Wools are Scarce

Stocks Are Low in the Hands of the Trade, and the Business Conditions Are Improving—Will Prices on Oriental Rugs Advance?

THE new year starts with a decided improvement in the business outlook, and though no conditions that even approached a boom can be expected, a gradual and decided improvement is looked for both in the wholesale and retail selling of floor coverings. Stocks are low throughout the country, and after the inventory sales in January and the special sales in February, there should be good orders for the manufacturer.

The wool situation is of absorbing interest for, due to the large use of crossbred wools for army cloths, the supply available is restricted. The wools are scarce and the prices are soaring, and in sympathy, carpet wools are also on the up-grade. The dye-stuff situation is also affecting carpet prices and as soon as buyers begin to come into the market higher prices may be anticipated.

The question of supply has been uppermost in the minds of many buyers for some of the usual sources are of course cut off entirely. Buyers are of the opinion that this matter will adjust itself. On the other hand, there are always the new homes to furnish, and the people who have spent their summers abroad and are kept home because of the war will have this extra money to dispose of.

January, as a rule, is devoted to cleaning up the stock in preparation for the end of the year inventory, and the new goods that come into the department in February. In February the public begins to make plans for the Summer. The housewife is thinking of the Spring housecleaning and is calculating upon the replenishing in carpets, draperies and other housefurnishings that will be needed. In induce early buying the majority of stores hold Housefurnishing Sales in February. At these sales new goods are offered, and, as well, special lines that can be placed attractively as well as the balance of the old stock left over from the January pre-inventory sales.

For the past five or six years the carpet department has been paying increased attention to rugs and the demand is very largely on the increase. It is the general comfort and convenience as well as the sanitary aspect that accounts for the rapidly increasing sale of rugs. There is not making and laying to increase the first cost, and as the carpet is cut to fit one room only and needs altering with every change, while the rug is easily adaptable to different sized rooms, the rug has an immense selling advantage. The rug is easier to keep clean as it can be taken up and thoroughly cleaned at more frequent intervals, and as there is a space of flooring around, the sweeping and dusting are done more completely and are more easily accomplished.

Buyers were into the market early for Oriental rugs as they feared that they could not satisfactorily fill their needs if delay was made. There is a fair stock in the usual patterns and grades, but if anything a little out of the usual is looked for an early selection should be made. Prices are expected to go higher as the season progresses, and a rise is inevitable when present stocks are exhausted.

Owing to the European war, it is hard to procure carpets from either Turkey or Persia. Even if the war should end at an early date it would be many months before shipments could be got ready in Europe and Asia and sent over to this country. In some parts of Persia rug-making is still going on, and there is plenty of goods awaiting shipment, but the railways and other routes are all given over to the use of the troops. In Constantinople rug weaving is at a standstill. Just before the war very large shipments were made to the United States and stocks are reported to be generally in good shape there.

There is no rival on the market to Oriental effects and there is no end to the duplication of Oriental patterns and fabrics. Some of the latest duplications not only reproduce the patterns and colorings but they duplicate the actual tying of the actual knots. Therefore they are hard to tell from the real Oriental carpet except by an expert, while they are marketable at a price that is below that asked for the imported Oriental rug of the same quality. These Oriental imitations are, of course, made on a power loom.

Among the novelties for the coming season come pile carpets in Chinese patterns. These patterns come in the patterns typical of the best period of Chinese art, the colors used being light blue, dark blue, drab, gold and grey.

In the big cities and in many of the smaller centres there is a demand all the year round for rag rugs, grass rugs, wood fiber rugs and mattings. These goods, of course, strictly speaking belong to the Summer trade, but it is remarkable how large the sales are in the off months where stocks are kept forward and in fairly good assortment. While, of course, this business should not be allowed to interfere with the space that is devoted to the strictly seasonable merchandise, it is worthy of attention as bringing in extra sales without adding materially to the selling expenses in the department. In the carpet and the drapery department there is more and more of a disposition to look for what is new. Moreover, the average woman is less led by what the salesman tells her; as a rule she has some definite scheme of decoration and coloring in her mind, and the carpet or other fittings she buys will have to fit in. Therefore the buyer of this department has to keep posted upon the new ideas. He must keep posted as to what is offering in kindred lines such as wall papers and furniture. When the buyer and through him his salesmen know what the manufacturers in these lines are bringing out then he can judge just what to show in rugs or draperies. Though certain patterns can be retained in stock over a period of years, there must be a large proportion of new patterns placed in stock each season. Even the salesmen get used to patterns that are repeated from season to season, and find it difficult to get up the necessary selling enthusiasm.

With millions of dollars' worth of European floor coverings cut off, you're going to find a big demand for CREX Grass Rugs and Carpets this Spring.



And you ask, "Why CREX?" Simply because, as soon as a woman or a man either, for that matter, decides to use inexpensive and sanitary rugs the first name that comes to mind is CREX. These rugs and carpets have been so extensively advertised throughout America that the name CREX has become synonymous with floor coverings that are sanitary, durable and give satisfaction.

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MILLINERY

Small for Spring

The Small Hat Promises Well For Early Selling—New Shapes Run From the "Fried Egg" to the 1830 Poke Bonnet.

AS The Review has previously reported all the tendency for early Spring points to small shapes: small sailors, Scotch or Glengarry caps and miniature tricornes and turbans. Many of the new shapes are curiously like children's models only a little larger and the trimming schemes are as severe and simple as may be.

The so-called torpedo turban is among the newest of these shapes; it is long and has a crease in the front and at the back. Some of these models are decidedly out of the ordinary—one is made of beige faille and is shaped like a bolt of ribbon and a fancy warp printed ribbon is wound around and is tied into a loop at the back.

More striking than attractive is a hat of barnyard straw shaped like a box. This box is low and four-cornered and is set on the head with a corner in front. The top of the crown is slightly raised like the lid of the box might be, and a bunch of flowers is shown as though peeping out of the box. A bow of blue ribbon is attached to this box and the ends form long streamers.

Ribbon streamers, by the way, are a part of almost every model. The small hats have small loops and little tail ends highly suggestive of the ends on the Highlander's bonnet. Judging from the models seen so far ribbons are to be very freely used as hat trimmings for the early Spring, but it is chiefly in the narrow widths and in firm cord or moire weaves.

Besides the little streamers already described there are endless varieties of flat bows, and pleated ornaments. Ribbons are pleated in the centre and used around the base of the crown, or around these square and pill box shapes.

Another way in which to use these ribbons is to flute them in imitation of a cartridge belt. Other new shapes are on the pill box order, and there are a number of flat mushroom shapes that have been dubbed "fried egg" shapes. The yoke forms the shallow rounded crown and narrow little brim droops in a limp Dolly Varden fashion. Other shapes have the same crown but the brim has more curve and undulation.

Military shapes are very fashionable the two most popular being the Glengarry cap and the cap of the Belgian infantryman.

The vast majority of these early models are of material and straw. Putty colored and sand shade velvet, satin in white putty and sand, and poplin in the same colors are used as well as black, navy, Belgian blue, and rose and raspberry shades. Many shapes are covered with ribbons two or three inches wide interwoven to cover both crown and

(Continued on page 24.)



AN IDA MARGUERITE MODEL.

This toque is of black straw and the trimming consists of flowers made of silk ribbon in dregs of wine shade.

At Fixed Prices

Sales Often Helped by a Series of Three or Four Fixed Prices—Change by Altering Trimming.

IN many departments it would help sales if certain prices were featured. If, say, the department specialized upon $4.50, $5.50, $7.50 and $10 hats, or if the class of trade warranted four graded prices at higher figures, it would be in a better position to attract trade. If customers knew that they could always be sure of a good selection of models at these particular prices being in stock they would make the practice of seeing what the store had to show before purchasing elsewhere.

This feature, moreover, might be made to help out in keeping the stock clear for a model that did not sell within a reasonable period of time might be taken to the work-room and the expensive plume or feather which served to run up the price might be removed and replaced with something cheaper in the way of a mount. Even when so cheapened because of the quality of the other materials the hat should be extra good value for the price at which it is offered and the lines of the shape would be superior.

It is well known that there is considerable loss in handling millinery, because it is not until the ultimate clean-up is made at the end of the season that the profit can be calculated, and from this viewpoint what you have left over is as important as the volume of sales. As far as volume of sales goes you may have had a splendid season, but because you have made mistakes in buying and the stock on hand is heavy your profits may be the very opposite of satisfactory. Millinery requires a large initial profit, but a careful buyer will have the inestimable advantage of being able to get along with only a normal margin of profit and remember it is the small profit and the quick return that piles up big business.

Millinery Opening
Spring, 1915

We beg to announce our opening of
PARIS, LONDON and NEW YORK
Pattern Hats and Novelties

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on Monday, 1st March
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Department and Methods Up to Date

Fittings and Furnishings Should Look Well—Small Show Rooms Easily Achieved and an Advantage in the Majority of Stores—Modern Methods Call for Close and Frequent Buying—This Kind of Merchandising Makes for All-the-Year-Round Selling.

A MILLINERY department must have the proper location given it to do business. It should be in some part of the store that can be made extra attractive for the surroundings will have much to do with the selling of the merchandise carried in the department. The best stores rightly devote a good deal of thought to the proper fittings, for the surroundings have to be in keeping with the character of the goods.

It can be laid down that all good millinery departments are carpeted and the carpet used is the regulation green either in monotone pattern or perfectly plain. Mahogany cases or cases painted white or pale gray are also in favor as all these colorings blend in well with the varicolored line of materials shown.

Too much attention can hardly be paid to the appearance of the department and all the period of the opening season some form of extra decoration should be used. One big department with the cases done in grey and the carpet a plain one in green has signalized the fact that early season models were showing by trimming the pillars with long stemmed red roses, artificial of course, and the placing of palms in brass jardinieres on various stands and tables.

This firm has also moved the cases out far enough from the windows on one side to enable them to locate small show and fitting rooms behind. These fitting rooms have dresser stands and other fittings painted white while the carpet is a rich shade of old blue. Special displays, and the very choicest of imported millinery, are put on sale in these rooms.

The millinery department it must be remembered, is a special proposition and must be handled as such. You cannot treat millinery like staples and buy a bill of goods just twice in the year when you enter upon the Spring or the Fall season. This kind of buying will never keep a millinery department going, that is, as a department earning its salt, let alone return a fat profit. It used to be that the merchant was well content if the millinery department paid its own way or only made a little profit: the idea was that this department was a great attraction to the store and acted as a feeder to the other departments. This idea has gone by the board long ago and now the millinery department must stand on its own merits and make its proper share of the general profits.

Plenty of Margin in Buying.

Though there must be the proper buying to begin the season, there must always be plenty of margin so that all the novelties can be taken up as the season develops. This means almost continuous buying so that the most can be made of every turn and change of fashion during the season and more important still it means that stocks will be kept down to a workable limit, and that they will show a better turnover.

Business All the Year.

The millinery business done in the regulation way confined trade to two short seasons with a long period that was an almost utterly dead one in between. Modern methods have changed all this and though the period of the regular seasons still continues to coincide with the period when sales are heaviest there is always some business passing in an up-to-date department. The big city stores are showing early models already, and this is, millinery suitable for the first sunny days that give the first hint that Spring is on the way: and there are models that are suitable for the woman who is going south for the early months of the year. Later will come the showing of mourning millinery, and then the official openings.

Easter openings will keep the department busy right into April: after which will come Summer openings, followed by mid-summer styles. Then will come hats suitable for outing wear, and then the advance Fall models. It is not pretended or claimed that every customer will be induced to buy this long list of new models, but that there will be some purchasers for every hat, and thus for the greater portion of the year there will be a live department.

Buy Lightly of Novelties

To do business of this kind buying must be close, and you must buy lightly of all these novelties for their day is not long. You must get your money out of them while the craze is on, and use it to buy other novelties to take their place on the selling line. To a great extent this business can be done without displacing the selling from the general stock.

When the system of buying is properly regulated and looked after it is possible to keep stocks low, and this means a constant stream of merchandise coming in and going out of the department. Buying novelties is a risky if profitable business and it is a very good point to bear in mind that it is not safe to risk a second venture—"buy a novelty but do not repeat," is the only safe course. let it alone when it has reached the height of its popularity. If the majority of buyers will look back to previous mistakes in buying that loaded them up with unsaleable stock they will almost invariably trace it back to a repeat order. At the time the order was given the article was selling freely. Between the period of giving the repeat order and the arrival and putting into stock of the goods it was already on the wane and a few sales would be made and then the rest of the last order would become stock that was well nigh unsaleable.

SMALL FOR SPRING.

(Continued from page 22.)

brim. There is a band of ribbon around the crown ending in little loops and tails behind.

Hat of Beige Poplin.

To illustrate: A hat of beige poplin in one of the new small sailor shapes has a narrow straight brim of chiffon bound with the poplin. Around the crown is a narrow cerise velvet ribbon which is passed through a slash in the trim at the back and finishes in four short loops. On each side of the crown and above the loops are clusters of raisins in the natural color combined with pink and green small berries and green leaves.

Pass Trimming Through Crown.

This passing of the trimming through the crown or brim is a new idea that is extensively used. A hat treated in this way is of coarse green straw with an oval crown and a very narrow straight brim. From the base of the brim laid flat on the band is a fitted band covered with taffetas. This band is tied on a knot holding a bunch of cherries which extend over the brim and the ends of the silk are passed through a cut in the crown.

Buckles in various sizes are a much used trimming. Some are of pearl but many of them are made of silk and they come in all sizes from those about one inch square to quite large sizes. These buttons come also in silk.

Proper Lighting of Show-cases

These Should be Interior Show Windows—View of Contents Must Not be Obstructed—A Good Type of Reflector—Do Not be Niggardly.

Written for The Review by A. J. Edgell.

PROPER lighting of the store interior does not end with the installing of correct lighting fixtures in the ceiling for the general illumination of the store.

A well-lighted show-case is as attractive an object in the store interior as a brightly illuminated window is to the outside.

So far as lighting is concerned, probably the most abused selling privilege is that which lies in show-cases. Cases costing $4 per foot, more or less, are sold to the merchant in the first place because they will enhance the appearance of his store and fill the role of silent salesmen. Much talk is made about the great amount of merchandise these beautiful show-cases will sell. The possibility of doing this is there, and the well-lighted show-case with properly displayed goods will pay for itself over and over.

Storage for Surplus Stock.

How does the average merchant utilize the opportunity? Many times after the novelty has passed the show-cases are used as storage places for surplus stock. The lights are seldom turned on and the beautiful show-case is doing work for the merchant that a fixture costing one-fourth as much would do, and better. Sometimes the case is used for the display of merchandise as originally intended; but the lights are used only on special occasions.

The Lights Turned Off.

Not infrequently the cases are removed from one section to another, the lighting wires severed and never re-connected in the new location.

Because of these things, what originally were intended as interior show-windows are as much use in this respect as the show-window whose owner counts on the light from the street lamp on the corner to illuminate his displays.

Show-cases should be interior show-windows, rows of them forming streets in the store interior, selling their contents to the shopper as do the show-windows. They should never be used as storage places any more than show-windows should, and during all the hours when shopping is done, should be lighted in order to create sales, assist the customer in making a choice and aid the salesmen in interesting the customer in his goods.

The merchant who owns a small specialty shop, in the high-rent district, where he is required to do business on the intensive plan and make quick turnovers, will generally be found making excellent use of his show-cases.

It sometimes happens that show-cases through an oversight are not equipped for lighting. That need not cause any hesitation on the part of the merchant who wishes to avail himself of every opportunity he has. The cost of installing show-case lighting equipment is not great enough to be considered in view of the increased selling efficiency of the lighted case.

Light From Top and Front.

As in all store lighting, there are several good and many bad ways of lighting show-cases. The same principles apply as in show-window lighting; the light should come from the top and front of the case, the light source itself being concealed from the customer's eye. In addition, good show-case lighting requires that the lighting equipment obstruct, as little as possible, the view of the contents of the case, and care must be taken that the lamps installed do not make the case excessively hot. Many show-cases, because of an endeavor to make them dust-proof, have little or no means of ventilation, so the question of the amount of heat generated is of importance if cracked tops or sides are to be avoided. Under no circumstances should a show-case have large unshaded lamps either along the top, front edge or down the side. The former is dangerous and the latter bad lighting practice.

A Tubular Lamp.

A special type of Mazda lamp is made for show-case lighting. Instead of being pear-shaped, this special lamp is made tubular and is about twelve inches long and less than one inch in thickness.

The filament, as the part which "burns" is called, extends from end to end in an unbroken line and so gives a line of light.

Special reflectors are made for use with lamps of this type. These are shaped like the trough reflectors used for window lighting, and are in extensive use, as they light the cases effectively, and being compact, fit into the angle made by the intersection of the top and front and do not materially obstruct the view of the merchandise.

Good Type of Reflector.

Another type of reflector that is meeting with much favor has recently been placed on the market. This is made of one piece of blown glass with pure silver reflecting surface, and is used with a round candlebra Mazda lamp. This reflector is also very compact and the wiring which connects the reflectors is enclosed in pipe of very small diameter. Wall cases and cases on the store exterior bulletin boards with the store's ad, and various other places will be made to do their work better if lighted in either of the ways mentioned.

True economy in store lighting means



Illustrating proper method for lighting of showcases.

getting the greatest benefit from the current consumed. If the newest types of Mazda lamps are used and the installation has been planned by an expert, every dollar's worth of current burned will give full value as a sales-help.

It is an excellent plan to see that the lights in unfrequented sections such as stock-rooms and large floor areas where few customers go, are not burned needlessly.

"Save the Juice."

"Juice" is the word by which electric current is known among electric workmen, and one large electrical concern has hanging from each lamp a card, saying, "Save the juice. Save the juice, turn off this light when not in use." The desire to prevent waste of current is apparent all through the electrical industry and the constant endeavor is to give better service at less current consumption. The idea of a few years ago, that a central station, as the light power company is called, rejoiced at the big light bills has been dispelled.

Steadily Grows Cheaper.

The lighting company desires that the merchant get full lighting value for all the current consumed and is willing to assist him in eliminating waste. It is interesting to note that while the cost of all other necessities has steadily increased, electric lighting has steadily grown cheaper.

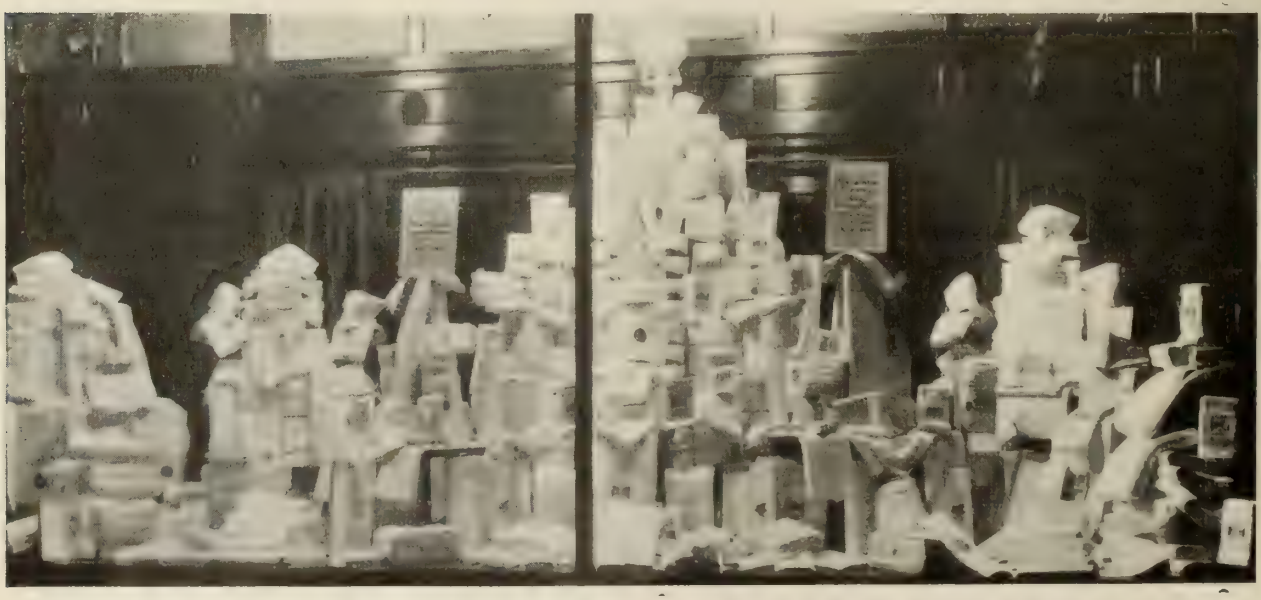
Because of this fact the turning out of lights in the little-used sections of the store in itself will not make a material saving, but as the burning of these lights is a waste, the waste should be eliminated.

The attempts to economize in the busy sections of the store is quite a different matter.

Thinks Store is Niggardly.

Nearly every one has experienced the temporary semi-blindness that comes from stepping from the bright daylight of the street into a dark store. For several minutes, until the eye adjusts itself to the comparative darkness, the view of the interior of the store is very hazy. Even in some large department stores

Suggestion for February White Goods Window



In connection with the annual white sales the best windows during the month have been decidedly those featuring staple and household goods. This window was one used by the Robert Simpson Co., and designed by E. P. Burns. There was no attempt made at creating any background effect, just a green velour panel was used to qualify the dark wood of the background. The various brands in the pieces of cotton, nainsook, etc., also served to give a little color to the all-white display. Emphasizing the snow whiteness, was a model of a white rabbit of the North. This rabbit was about half-way up the centre pyramid of merchandise and at the top was as a finish a small statue of Atlas with the world on his shoulders.



CROWD LOOKING INTO WAR WINDOW OF WILLIAMS', REGINA

the sections of the store near the street are in semi-darkness at noon day.

This condition is most likely to exist on those days of the week on which business is dullest. A mistaken idea of economy impels the floor manager to turn out many of the lights.

The effect on the customer who comes into the darkened store is unpleasant and instantly she is put into a less receptive mood. The walk through the "dark section" to reach the department she is in quest of may mean the loss of several possible sales.

If by chance the management feels that it must economize on light, sections where the saving will be less noticeable to the customer should be chosen.

The floor-manager who goes about turning out lights would not think of furnishing newspaper to the salespeople to wrap the customers' purchases in, but he would hurt the store's business no more by doing this than he does by giving the "hard up" appearance that comes from semi darkness. Every customer who enters knows the reason for the darkness is the desire to economize. That would not matter if she felt that the economy would benefit her, but she doesn't. She thinks the store is niggardly and hastens to the store where bright lights give an air of prosperity.



Dale Figures and Fixtures Solve the Problem

How to overcome the tendency of the public for unnecessary entrenchment is a problem giving many Canadian merchants a great deal of worry.

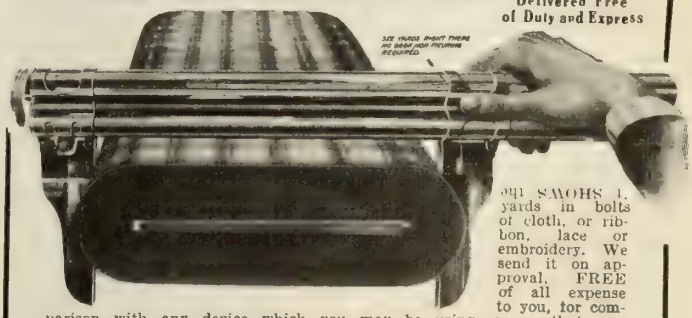
Here's an idea—display your goods so tastily and temptingly that if the passerby has the money, the desire to buy will dispel all thoughts of unnecessary economizing. Dale Wax Figures are made with just this purpose in view—to show merchandise off in the most attractive manner.

Get in a few Dale Wax Figures for your Spring displays.

Write for catalogue to-day.

DALE WAX FIGURE COMPANY
Formerly Dale and Pearsall
106 Front St. E., TORONTO

PUTNAM'S IMPROVED CLOTH CHART Price $12.50 Delivered Free of Duty and Express



Just SHOW 1, yards in bolts of cloth, or ribbon, lace or embroidery. We send it on approval, FREE of all expense to you, for comparison with any device which you may be using, or so that you may satisfy yourself whether this sort of thing may be satisfactorily done. Our machines are used in over 20,000 stores. Let us show you. A larger illustration and particulars sent on request.

The A. E. PUTNAM CO., Mfrs., Washington, Iowa

¶ A condensed advertisement in the DRY GOODS REVIEW will bring good results.

READY-TO-WEAR

Spring Samples Late

Few Garment Lines Yet Complete and the Main Samples Will Not be Shown Until February—Buying Closer in Future.

NO one can claim that the ready-to-wear business is entirely and fully satisfactory. Stocks are large in the retail store, and it will take strenuous efforts and much price-cutting to get them down to a workable proportion during the few weeks that intervene before the opening up on the Spring season.

No lines are complete yet for Spring, and the principal manufacturers will wait until February before showing full lines. Travellers who have gone out on the road with advance samples do not report any very large amount of encouragement. The trade is buying from hand to mouth, and will continue to do so until both the style and the trade conditions are clearer and more favorable; indeed, it is very probable that closer buying will be the rule in the future. This means that samples will have to be shown at closer intervals and that travellers will have to make more numerous trips to get the business.

Under the new order of things both the merchant and the manufacturer will have to enforce more up-to-date methods; the markets will have to be studied for new ideas and for more efficient ways of making and selling goods. They will have to be more than usually sure that the styles and merchandise they put out are right.

There are some manufacturers who always go after business in this fashion, and these are the firms who are continuing to forge ahead; not perhaps as rapidly as when things are flourishing, but in spite of all drawbacks they are keeping their factories going and their hands employed, while many others are either lagging behind or at the best standing still.

These progressive firms, when any condition arises that makes for a general slowing down of business, redouble their efforts in an intelligent way. They look over the situation and think out just how they can best serve the trade, just how they can feed the retailer with merchandise that cannot help but sell, either because of its value or because it is up-to-the minute in popular style. It is this kind of effort that counts.

At all times and in all seasons business should be done on this basis, for it is

(Continued on page 32.)



Tailored blouse of striped lawn, stiff collar of pique, full length bishop sleeve with straight cuff with turn-back of pique, small pocket on sleeve with pique flap. Note the military pocket on the belt that finishes the pique separate skirt.

Tailored Waists

Sand and Putty the Fad of the Hour, But White Waists Are the Sellers —Habutai and Crepe de Chine the Best Selling Materials.

ALL the waist models shown so far, and the selling in the better-grade blouses, strongly emphasize the tailored idea in waists. This simplicity of style corresponds with what is put out in suits and separate skirts. The favored materials for Spring wear are crepe de chine, Georgette crepe, Habutai and satin in silk fabrics, with voile, crepe, batiste, lawn and organdie for making up into lingerie waists. There is a tendency creeping in for materials having a stiffer finish which promises to lead back to the starched waist. The use of organdie as a waist material was the first step in this direction and when Summer comes more may be heard of this change.

The newest feature at the present time is the introduction of waists in sand and tan shades. These waists are showing in crepe de chine and chiffon and are selling in the city stores. Many waists show the sleeveless of jumper effect, the body part being made of striped silk, voile or crepe and the sleeves and chemisette of white organdie or voile. It is expected that when the season opens that more white will be sold than anything else.

A very new departure is the introduction of the round yoke. The yoke in this case comes just above the breast-line and catches the top of the shoulder. The material is fulled on to the yoke both back and front. All waists, it should be remembered, are less full and do not blouse so much. Collars are high at the back and are either buttoned up almost to the chin in front or show more or less V space. Sleeves are full length for the early season, though sleeves just covering the elbow are expected later.

SPRING MODELS IN SAND SHADE



LEFT—Military model in covert. The coat has braided frogs and olives with epaulettes and cuffs to match. Black binding braid edges the front and collar. The skirt has a deep yoke and is very short, revealing the gaiter top boots to match.

MIDDLE—Dress of silk cashmere. The full skirt has two folds above the hem; the girdle is of silk, knotted in front and the waist has a demi yoke and is crossed with tucks, and is decorated with satin cords and buttons in navy blue. The Malines neck ruche and the full chiffon sleeves are banded in with navy silk.

RIGHT—Tailored dress of poplin. The skirt consists of two circular flounces trimmed with cord loops and buttons. The bolero effect is braided with soutache and the waist is of sand-colored chiffon with the neck and front finished with a pleating of net.

New Ideas in Misses' and Children's Styles

Slip-On Middies and Blouses New — Voile Dresses Embroidery Trimmed — New Styles in Embroidered Dresses.

MANUFACTURERS are bringing out samples embodying the later ideas in children's and misses' dresses. These lines, as usual, follow the fashions chosen for their elders, but they are so modified as to make them suitable for children's wear. The latest sailor dress is so cut that the blouse slips over the head. There is a sleeveless underbody to which the front and a straight band collar buttoning at the back are attached which fills up the long V opening in front. The collar is in true sailor shape and is trimmed with rows of braid and the neck finish is a knotted ribbon tie. The skirt is in three pieces and flares conservatively and there is a narrow yoke which buttons over the blouse on to the lining waist in Oliver Twist fashion.

A smart middy dress made of white duck with collar, belt and cuffs of sky or navy, or of tan with facings of scarlet, is also cut in this slip-over fashion. The belt comes well below the normal waist and two patch pockets placed on the blouse below the belt will doubtless be much appreciated by the child that wears the dress. The sleeve is cut in bell shape and comes to the elbow. The skirt is pleated and is somewhat fuller than those shown last year and is attached to a cotton waist.

Very dainty little dresses are developed in wash fabrics. Voile is coming into use in pink and sky as well as in white. The new idea in trimming here is the use of fine muslin embroidery in the form of bands combined with insertions of narrow lace.

Many pretty models are made up in flouncing embroideries. The new tunic effects stop at each side, leaving a panel down the front. This tunic is put on with a heading at the hip line and there is a folded girdle of silk or ribbon above. The waist of the muslin with sleeves of the flouncing and a band of lace insertion and ruffled edging finishes the neck and continues down to the girdle in front. A redingote dress of dotted crepe has a round yoke of the same with shawl collar of hemstitched white voile. The sleeves are attached to a lining waist which is completed by a skirt of the crepe. The long redingote body buttons down the front and is belted in by a ribbon girdle.

These are models for present selling; as new ideas come to hand they will be put on the market. This new method of doing business has been adopted because it is found that it enables the retailer to sell more goods and make better profits. Samples made up in June of July cannot embody the latest features and some style always comes up at the turn of the year that proves more interesting to the majority of customers and which sells more easily than the more staple dresses which are made up before styles are thoroughly settled.

Spring Suits Simple and Smart

Tailored and Semi-Tailored Models With Flaring Skirts and Coats Are Accepted—Military Ideas Are Very Much Favored.

THERE is plenty of novelty in the Spring suits shown so far to last out the season, and as the Paris openings will not be over until well on into February, and Easter Day falls on April 4th, there is neither time nor necessity to introduce any radical change for the coming Spring; therefore the smart, simple tailored and semi-tailored models along the lines now laid down will be the popular suit styles for the coming Spring. Moreover, we know that Paris is working along the lines of short flaring skirts and short coats that when they come below the waistline have godet flares. Together with this coat come Eton models that scarcely reach to the waistline.

Some suits are on modified sport or Tommy Atkins lines, and have belts, inverted pleats and patch pockets. Modifications of this type of coat have a fuller flare, and the belt placed higher than the normal waistline and the pockets on the skirt of the coat below.

While some suits have the notch or shawl collar, the high military collars or collars having the new form high at the back and with wing points or turned over at the side and giving a V effect totally without revers. Military styles are very much in evidence, but they are based upon the present service uniforms rather than those worn on parade occasions, though a good deal of braid trimmings across the front and frogs, as well as braid upon the sleeves and shoulders, are introduced. Cord ornaments made of the same material as the suit are also used, and buttons are often covered, ball and acorn shapes being very much favored.

The success of the new ripple skirts seems to be assured, though very few are more than 2¼ yards wide, and some are narrower. They all show ripple effects, but the more extreme models ripple only at the sides, and are flat back and front. Skirts of this kind have a panel front and back, and sometimes the fullness is laid box pleats that are stitched down to the hip line.

Many gored skirts are shown, and they are given preference over the circular cut, because the circular skirt is apt to sag, no matter how carefully it has been cut and finished. Yokes of all descriptions are used in making up the new skirts. Skirts are showing a very decided tendency to become shorter—so short that they only come to the tops of the very high boots. Coverts are showing, and these cloths with gabardines, serges and poplins are the leading materials.

Sand colors, black and white checks, navy, military blue, tans on the mode order, battleship grey, and black are the leading colors.

It is the evident intention of the big city stores to show all the new models as they come along. The first week in January saw a window display of Spring models in the big corner window in the T. Eaton Co.'s Toronto store. This display has been followed by one showing suits and coat dresses in sand shades, and now the same background is serving for showing suits of covert priced from $17.50 up to $22.50. These suits follow the lines above described.

MAYOR OF CAMPBELLFORD.

Mr. W. J. Armstrong, dry goods merchant in Campbellford, was elected mayor. Mr. Armstrong has been in that town since 1881. The Review extends congratulations.

N. Greaves, Thamesville, Ont., general merchant, has sold to L. B. Mitton.

MADE IN CANADA

THE Richardson BRAND

the new Canadian line *of*

INFANTS' WEAR

If there's any time in a mother's life when she feels liberally disposed toward her children it's when the tiny, helpless infant is in her arms. Other people too are affected the same way, with the result that more money is spent on the little tots' garments than seems necessary.

By reserving a small space in your store for an infants' department and announcing it to the public you will find your investment and efforts well directed. An infants' department pays the year 'round.

We are showing a very fine range of dainty little garments from underwear to dresses. We also make a fine line of aprons from kitchen to dainty tea styles.

Travellers are now out. Drop a card to-day asking for a call.

James Richardson Company

14 Breadalbane Street, Toronto, Ont.

Many Coat Dresses Promised for Spring

The Fuller Skirt the Big Feature, Russian, Bolero and Semi-Bolero Models Showing — Skirts Have the Hem Basted So That the Customer Can Regulate the Length.

THE coat dresses brought out last Fall were so well received that manufacturers are showing numerous models for the coming Spring season. The new styles afford the designer good scope for producing smart designs, and the new dresses come in military as well as in Russian peasant designs. Many of the new models show the bolero and bolero effects, and braiding and embroidery worked directly on the cloth give a decidedly new trimming touch. All these dresses show the fuller circular skirts so that while the idea is not exactly new the use of the full skirt produces a totally different effect from the models produced last season. Take the long-waisted dresses with a deep belt: the elimination of the tunic and the fuller skirt gives an entirely new and smart effect.

The sleeveless over-blouse or bolero is very much in evidence. The sleeves are of satin and are attached to the lining or to an under guimpe.

Dress skirts measure from 2 yards to fully 3½ yards in some of the lighter materials. Many models are corded or shirred so as to form a yoke effect down to the hips and the skirt hangs full below. In addition there are circular and gored circular skirts, the former being less numerous, as they are apt to sag badly.

Some very advance models show drapery but the prevailing idea is that the full circular skirt will be the model to meet with popular acceptance. As in the separate skirts the hem is as a rule basted up, so that the customer may choose the length of skirt she desires. There is going to be a decided difference of opinion about the question of the length of the skirt. The very short skirt is the one that is fashionable, but it will not be universally adopted during the early season, and some women will turn it down altogether.

MR. McNICHOL TO SASKATOON.

After a service of nearly two years in the employ of Allan-Cumming, Limited, Moose Jaw, J. P. McNichol, the advertising manager, left for Saskatoon, where he has received an appointment in a similar capacity with J. F. Cairns, Limited.

NARROW FANCIES IN RIBBONS.

The Spring is always the best season of the year for selling ribbons and good orders are already placed. While there is an expectation that fewer novelties will be shown there will be sufficient showing to stimulate trade. The new ideas are coming so far in narrow ribbons, and narrow ribbons are wanted chiefly in the production of early season millinery. Military models are nearly all finished with bobbing loops and short streamers behind, while the new small sailors are covered with narrow ribbon. These ribbons are either corded or ribbed and the leading shades are sand, tan, taupe, Belgian blue, and raspberry red.

Many of these narrow novelties come in black and white in the form of stripes combined with black or gun-metal gray. Others have warp-printed edges, and

some are in the form of metal brocades and edges. Wider ribbons come in satins, taffetas, grosgrains, failles and other cord weaves. In fancies there are extreme novelties in velour effects, as well as the usual warp-prints and printed ribbons.

LARGER SHAPES LATER.

Though for the time being the larger shapes are pushed into the background by the early vogue of the small hat they are expected to come into their own later. Some of these large hats are exceedingly graceful in shape and are decidedly on the picturesque order. Indeed one of the more notable of the Summer changes promises to be that the picturesque type of millinery will rule rather than the smart.

One of these large shapes is on the lines of a capeline but is turned up at the back. It is of black crepe Milan straw, and all round the edge of the brim goes a double pleating of narrow black ribbon. At the base of the crown is a band of ribbon with a flat bow in front and at the back of the crown. These bunches secure standing bunches of black paradise feathers, for though paradise cannot legally be brought into Canada or the States the stocks in the hands of the trade can be legally used and sold.

Another large capeline was of ecru lace straw with an oval crown, and a broad flopping brim faced with rows of velvet ribbon. Narrow bands of velvet ribbon encircled the base of the crown and tied in small bows at the back. A wreath of variegated flowers was laid on the brim around the crown.

METAL EFFECTS IN BRAIDS.

There is a considerable showing of metal effects among the braids and braid trimmings on the market for the coming Spring. Button and loops, arrow-heads, straps and epaulettes come either all in gold or having gold in their make-up. Hussar sets all in gold braid or in black and gold have the braided fronts with loops and olive-shaped military buttons and besides there are other motifs intended for shoulder, sleeve and belt decorations. Many of the new military and Hercules braids are ornamented with gold thread.

There is confidence expressed generally in braids for Spring and soutache and binding braids are showing in sand and all the new colors.

Cottons Go Up

Dominion Textile Co. Announces Advances of 1 to 2 Cents a Yard —More to Come?

The Dominion Textile Company announced an advance of from 1 to 2 cents a yard on all their lines, just as The Review went to press.

This advance has been contemplated for some time owing to the rapidly advancing cost of manufacturing due to scarcity of chemicals and dyestuffs and many other causes but business has not warranted it until this time.

Stocks of cotton goods carried by wholesalers and merchants throughout the country now have to be replenished.

A second increase is expected by many in the near future.

Get Your Passports Ready

Buyers who are contemplating a trip abroad this season, will do well to remember that to visit other than old country markets a passport is imperative. Buyers who have taken the trip have found that obtaining a passport is a work of time. Government routine is slow and it takes time and patience to untie red tape. The necessary information and passport can be obtained either in Ottawa or by being properly identified at the High Commissioner's Office in London, England. When in France, if Switzerland is to be visited a further passport has to be obtained in Paris. Photographs have to be attached to all passports.

LACE FIRMS COME TO U. S. A.

Manufacturers of lace and embroidery with factories already established in Germany, France and England, are looking over the ground with a view to opening up branch factories in the United States. It is said that plans are already out for a factory to be built at Hoboken, N. J., to cost over a quarter million dollars. The United States has made big progress in making lace in the last decade, and the output from that country is almost as large as that of Switzerland and it is this fact that is attracting the present influx of foreign manufacturers.

SPRING SAMPLES LATE.

(Continued from page 28.)

this kind of work that makes a reputation solid. Now that selling means more strenuous effort, it is specially noticeable as value and saleability in garments offered is all that counts It is the firm that lays itself out to do this kind of business that is getting in solid now; and not the firm that depends upon good connections.

The business outlook is already showing signs of improvement; the conditions generally are better than they have been. Confidence in the future is growing and while the return to prosperity will be gradual, there is every reason to believe that before long trade conditions will show a very general and material improvement, and this improvement will make for more sales in the ready-to-wear department.

Fire damaged the stock of the Princess Garment Company, Toronto.

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DRY GOODS REVIEW

The Recognized Authority of the Canadian Dry Goods Trade

Vol. XXVII TORONTO, JANUARY 20, 1915 No. 2

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Special articles on hat fashions, flannel shirts in winter, men's wear in London and New York, rise in coarser cloths, 5,000 cards sent out by Robinson upstairs store, men's store in suburbs, latest style news.

THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* -:- H. T. HUNTER, *General Manager*
T. B. COSTAIN, *Managing Editor*
(ESTABLISHED 1888)
Cable address: Macpubco, Toronto; Atabek, London, Eng
PUBLISHERS OF
THE DRY GOODS REVIEW.

F. M. Alexander, *Manager* — H. H. Black, *Editor*
A. B. Caswell, *Montreal Representative* — Miss L. Dixon, *Associate Editor*
F. A. Cockburn. *Toronto Representative* — H. Eayrs, *Associate Editor*
S. S. Moore, *Ontario Representative* — Chas. W. Byers, *Associate Editor*

CHIEF OFFICES.

CANADA—Montreal, 701-702 Eastern Townships Bank Building; Toronto, 143-149 University Ave., Telephone Main 7324; Winnipeg, 34 Royal Bank Building, Telephone Garry 2313.

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 140 So. Dearborn St., Room 607, Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; Other Countries, $3 a year; Single Copies, 10 cents. Invariably in advance.

The Original Optimist

ROBINSON CRUSOE was the Original Optimist. Times looked bad for Robinson—couldn't have looked much worse. But he didn't say "What's the Use"; didn't lie down, whimper, kick, and growl at destiny.

No, Crusoe used his *head;* he *thought*—then he thought some more—real serious line of thinking. Just what to do was the puzzle Crusoe was solving. Finally it came to him in a flash—"I have it," said Robinson,—*"I'll advertise."*

A thousand miles from nowhere—a possible buyer coming within reading distance of his ad every few years—that was Robinson's outlook. It was hard times,—business depression, a stringent money market,—also what Sherman said about war.

But Crusoe, as before mentioned, was an Optimist, also a believer in persistent advertising.

He wanted a ship—how would he get it? Answer—"Advertise." And he did—flung a shirt from the top of a pole.

The first advertisement brought no returns.

But Crusoe wasn't discouraged. He changed the "copy" — put up another shirt. Yes, times were hard—awful hard; but Crusoe won out—he got his ship—and he did it by *persistent advertising.*

Crusoe was the original Optimist.

Sales Booster

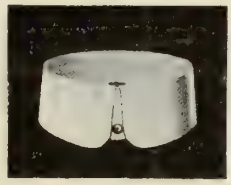
THE FIRST

Certainly, you're right into stock-taking up to your neck, and, well we can't blame you much for being a little indifferent about whether you push sales now or not.

However, stock-taking won't bring in the cash, which is quite a necessity now-a-days in running any business.

You perhaps forget that many of your customers with the pressure of the holiday season over, are taking stock too—taking stock of their wardrobes, and perhaps finding the cash reserve in a depleted condition have decided to carry out some small economies to balance up "the ledger."

Now is your time to take a few minutes off and stick up a natty little window display of waterproof collars — Arlington Brand if you have them—place right in the centre a neat ticket using an illustration of a collar and, if Arlington collars, word it like this:



Cut down your 1915 Expenses by wearing an "ARLINGTON" Waterproof Linen Collar

A Suggestion for a Display Show Card

Explain to prospective buyers that they can eliminate the laundry bill by simply using soap, water and sponge and have a brand-new, clean collar every morning.

Point out that Arlington Collars are made in the most popular styles for both young and older men, in dull linen finish and that they, as well as the five other Arlington lines, give the best service of any brand on the market to-day, being a third heavier than similar priced collars in other makes. There's a grade to meet every requirement of your trade, ranging in price from 70c to $2 dozen.

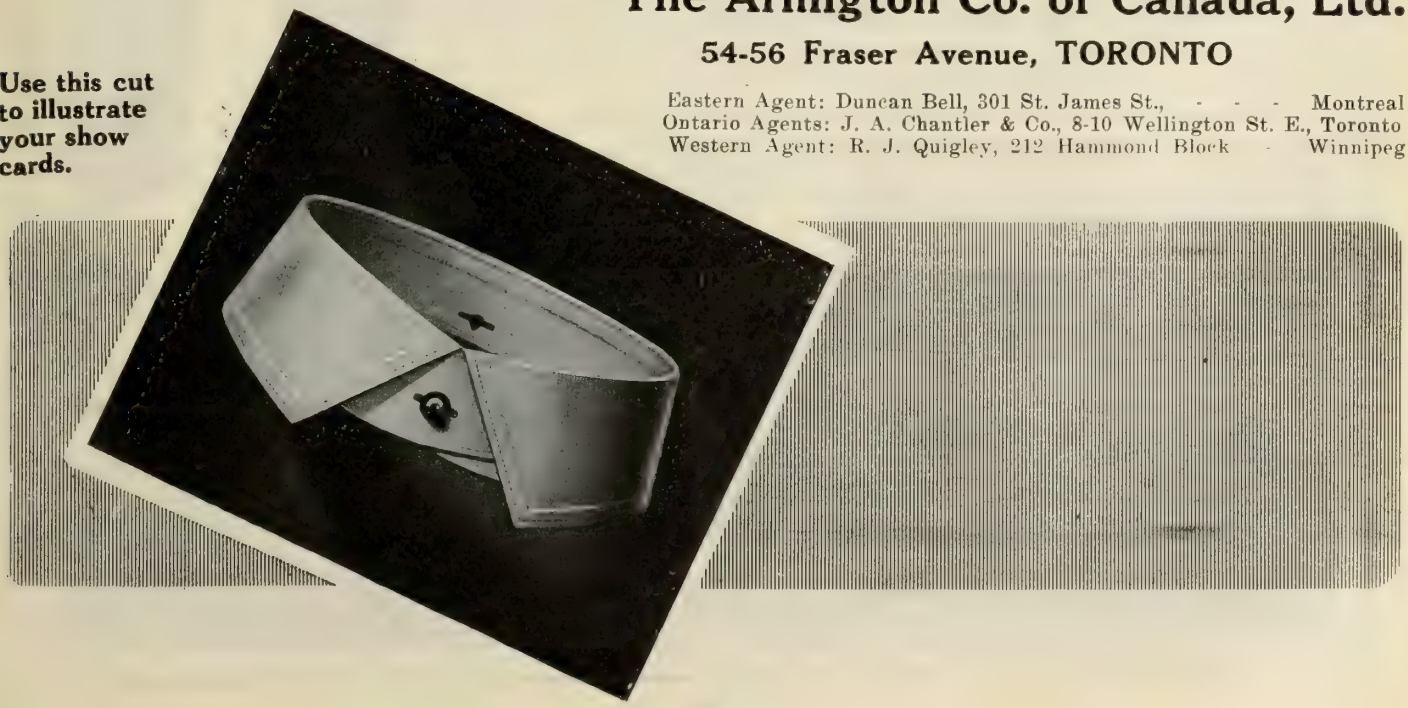
Boost Arlington waterproof collars for bigger 1915 *business.*

The Arlington Co. of Canada, Ltd.

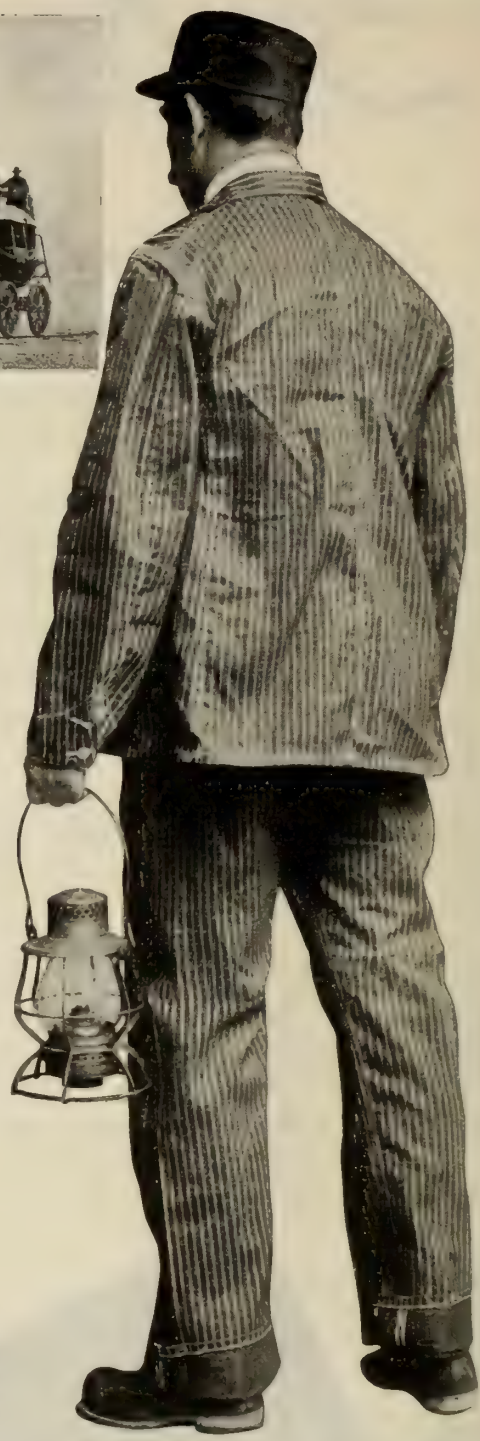
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Eastern Agent: Duncan Bell, 301 St. James St., - - - Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block - Winnipeg

Use this cut to illustrate your show cards.







Since the first railroads

STIFEL'S INDIGO CLOTH
Standard for over 75 Years

has been the "old reliable" Overall---Shirt--Uniform--Jumper--cloth for the *"men of the road,"* factory and field.

To three generations of dealers and wearers it has demonstrated that *it's the cloth in the garment that gives the wear.* Stifel's Indigo wears like leather and looks good as long as it lasts.

Be sure you see this mark 

on the back of the cloth, *inside* the garments before you buy. It's your guarantee and your customers' guarantee of the genuine Stifel Indigo.

All printed Denim patterns are protected by patents.

Cloth manufactured by

J. L. STIFEL & SONS

Indigo Dyers and Printers

WHEELING, W. VA.

SALES OFFICES

NEW YORK.....260-262 Church Street	BALTIMORE.....114 W. Fayette Street
PHILADELPHIA.....324 Market Street	ST. LOUIS.....425 Victoria Building
BOSTON.....31 Bedford Street	ST. PAUL.....238 Endicott Building
CHICAGO.....223 West Jackson Boulevard	TORONTO.....14 Manchester Building
SAN FRANCISCO...Postal Telegraph Building	WINNIPEG.....400 Hammond Block
ST. JOSEPH, MO.....Saxton Bank Building	MONTREAL.....100 Anderson Street



Penmans

Closed-Crotch UNION SUITS



The Family Man Prefers *Penmans*

What a man finds best for his own use, he naturally buys for his family. When he has found by personal experience the comfort, warmth and durability of Penmans goods, he sees that wife and the youngsters get the same make.

This is the trade you capture when you handle the superior Penmans lines, a solid, good-repeating class of business worth going after.

How are your stocks of Penmans Underwear, Hosiery and Sweaters?

Made in Canada by

PENMANS LIMITED, - PARIS, ONT.

A complete Cardwriting Outfit

goes with every course in cardwriting given through the

"Edwards Short-Cut System."



THE moderate initial cost of the complete course is practically the only cost and this may be paid in convenient instalments.

What You Get

The most complete, most practical and simplest course on the market to-day—the personal attention and criticism of the author of the course, who has had extensive experience in actual department store work and who has proven his ability as a cardwriting instructor. With every course goes a complete outfit, every article the best and most practical. Satisfaction is guaranteed. **If interested in making yourself a necessity whose place is not easily filled, write to-day for our handsome two color prospectus. Act now.**

The Shaw Correspondence School

Yonge and Gerrard Sts., - TORONTO

Boy Customers to-day— Men Patrons to-morrow



Have you ever figured that in satisfying the boys of your community with their clothing you are laying the sure foundation for their trade as they go into manhood?

Keep the boys satisfied by selling them or their parents Lion Brand clothes—the smart, dressy clothes that withstand the rough and tumble play of the healthy, robust boy.

Every coat has double elbows, every pair of knickers has double knees and seat. Why not have the agency for your town? Write to-day.

The Jackson Mfg. Company

CLINTON, ONT.

Factories at :—Clinton, Goderich, Exeter, Zurich

"Craftana"



THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

MEN'S WEAR SECTION

Tie-up on Coarser Grade Cloths Continues

But the Better Class Grades Are Coming Through—Even in Case of Coarser Fabrics Delay is Not as Bad as it Was—Converging Prices—Coarser Appreciate; Better Graded Prices to the Consumer Remain Unchanged.

Written for The Review by a prominent importer.

CONDITIONS for importers of cloths and fabrics do not alter very much as the weeks go by. Delays and tie-ups are still the order of the day. The mills in Great Britain are still working night and day. They have never enjoyed such prosperity in so far as being kept busy is concerned. But this does not help the importer in Canada very much to get his stuff through. It is in the cheaper lines of stuff that the tie-up occurs. The better grade continues to come through from Great Britain and to arrive here pretty well on time. This is the stuff which is priced about $21 or $22 and upwards. But cheaper lines are harder to get.

We are not experiencing difficulty in actually getting the cloth over. Our trouble is that it is all delayed. Three or four or five weeks behind on every order makes difficulties at this end. The likelihood now is for the stuff to come through more on schedule time, because the Government orders in Britain cannot last for ever. Some of the mills that were working their men from six in the morning to nine at night—a fourteen-hour day. And there are signs that the tie-up is loosening. However, it will be difficult for some time yet for importers to be sure of having their goods on time here.

Converging Prices.

Prices show that the tendency to converge which was noticeable some three or four weeks ago. Lower grades have certainly appreciated, and are still going up—though much more slowly. There is a demand for lower grades which seems to increase rather than decline. One dealer suggests that the reason is because the consumer sees so many retailers selling suits and overcoatings at low prices that he expects to be able to buy much more cheaply nowadays. There is comparatively little demand for high class cloths for suitings and overcoatings. The result is, therefore, to send down the prices, and they thus tend to meet the upward prices of coarser grades. The mills in the West Riding of Yorkshire are feeling the truth of the adage about the "ill wind." Certainly, it blows them some good, because the natural trend year after year, if markets were open, would be for shoddies to decline, since rags—from which they are made—are easier year by year to procure. But the demand for khaki has kept the mills busy and shoddies and coarser grades of cloths have become a second consideration in the making, and yet a first consideration to those who would buy.

The khaki trade has been a real savior to towns like Bradford and Batley and Dewsbury although there is lots of money in rags—strange as it may seem—and the people at Bradford and Batley and Dewsbury are much more wealthy than they pretend to be. Still, the khaki orders have come at an opportune time for their mills.

Serges Difficult to Get.

It appears now that serges will be very difficult to get from Great Britain from now on. The trouble is first of all that to which I have referred—the tie-up in general and secondly, and this is more important, the fact that the dyers in Britain can get no dyes immediately. These, of course, come from Germany, and are non-obtainable just now. It is a matter of real difficulty to get a good fast dye on serges without the German dye-stuffs. The same applies to linings. The cloth people, in this regard, are therefore at a full stop, unless somebody steps in and does things. The Government, it is felt, has saved the situation in Great Britain by backing a big co-operative syndicate for the purpose of making dyes.

It is understood that serges will be dropped to a marked extent in Canada next Spring and Summer. Cashmeres, pilots, whip cords and other cloths will predominate. The only point is will serge come back? If you drop a thing and preach to the general public that you have something else just as good can you ever persuade the public again to take up the thing you dropped? Serge is an old stand-by and a tried and tested fabric, but if the people have to do without serges, well, they will do without them, and then they may be loth to take them up at some future time.

Prices to the Trade.

The prices on better class serges to the trade will be up slightly for Spring, and more in the fall, because, cheaper lines not being procurable, the better lines will be the only lines. Levels will not show very great appreciations, however. On cloths generally, prices for Spring will not advance, notwithstanding the difficulty the importer has to contend with, and the higher prices to him. Better half a loaf than no bread. The trade has got to be created in a time like this; it does not—taking it by and large—flow of its own accord. The retail stores in any city are a testimony to how cheaply clothes and almost anything else can be bought just now.

DINNER FOR NEWSBOYS.

W. L. Joyner, the well-known men's wear man of Moose Jaw, Sask., has made an announcement that has taken the newsboys of that Western city by storm, that on the evening of January 12th he will entertain them at a Christmas dinner, to be served on the main floor of his store. Mr. Joyner has always had a strong respect and admiration for the boy who is struggling upwards, and has shown this at various times in his own career. He came to Canada about twenty-five years ago and found work in Ottawa. Before locating in Moose Jaw in 1912 he was vice-president of the A. A. Fournier Co., Limited, Ottawa, with which he had been connected for eighteen years.

Store Features a Symphony in Grey

This Shade Predominates in Neckwear in Certain Quarters — Taking up the Tweed Hat — Horizontal Strip in Ties—White Silk Band Instead of Black for a Monocle.

By a Toronto Staff Correspondent.

IF it be true that there is nothing new under the sun, what a lot of people there must be in the business world who are guilty of what Mr. Winston Churchill called "terminological inexactitudes"! On the other hand, if there really are as many new things as the inviting windows of stores assure us, then the old proverb must be taken in its broadest of meanings. I incline to this latter way of looking at it, for in Men's Wear at least, there is much that is new.

A Symphony in Grey.

In the windows and store of Bilton Bros. you have a symphony in grey. This shade is featured and is worn a good deal just now by smart men. It predominates in neckwear. This is of all sorts of styles, wide, narrow, knitted, of a silvery grey color. Grey is useful because it clashes with nothing and it matches everything. It is particularly smart with dark cheviot cloth, made up in morning coat or frock, as well as in lounge. The quieter wave that is sweeping over men's wear this year on account of the fatalities on the battlefield is responsible for more attention being paid to grey, and truth to tell, one wishes sometimes that it might be a vastly more popular tint. Many men have no sense of fitness—it isn't that they haven't got some sort of taste—but they neglect the most obvious rules for color schemes. Imagine a sallow man wearing a crush strawberry pink tie! Yet you may meet them in the foyers of our theatres and on the street. Age too has much to do with the question of color fitness. It is a safe rule, when in doubt, to wear grey. It suits old and young, sallow and high-colored.

Grey gloves, in doeskin, are fashionable this year, and should be worn for visiting and semi-formal occasions. The shade should match the tie, if a grey tie is worn, and hose of the same hue all keep up the idea of the symphony in grey. Sir Wilfrid Laurier might have been called this for many years, though now and then he breaks in on the symphony by a heavy chord in the nature of a red tie.

As to Hats.

It is another mark of the British influence on American and Canadian dress that the tweed hat should have enjoyed such a good run this year. This may be had in either fedora or telescope shape—and more frequently in no shape at all. The first advantage of a tweed hat is that it suits all weathers, and that is a pre-requisite in Canada. It is not strictly smart for business wear, but what Sydney Smith used to call the "muddy giltitude" has taken it up to a marked extent, and I suppose that that legitimatizes its usefulness and appropriateness as a business hat. It is an exceptionally comfortable style of headgear, and its easy, somewhat shapeless appearance is entirely suited to the material of which it is made. Jess Applegath featured some exceptionally nice shades in grey and fawn and these are still selling well.

It is possibly not surprising that the newest style in felt hats should have fallen flat—metaphorically, of course. I refer to the shape which is a cross between the Welsh villager's hat and a sort of dwarfed stove-pipe shape which Parisians used to affect in the days when Montmartre was a hurly-burly of everything quaint and original and Bohemian. We had it in the Summer, in straws,—the high tapering crown, and narrowish brim. It wasn't so bad in a straw, but in a felt it has not taken the public fancy. The old, gracefully curved hat, in all its multifarious shapes, still holds sway with the man who wears felt at all.

Yet, strangely enough, it has "caught on" in the silk hat. Most of the well-dressed men are wearing this new shape in their silk hats, and opera hats, and it is certainly a finishing touch of smartness.

A Natty, Cloth-Topped Shoe.

In one store I saw a very smart model in the cloth-topped line. The lower part of the shoe was of patent, and was quite plain, no pattern at all. The upper was of cloth, and the material was a dark grey cheviot cloth, such as is used in morning coats and so forth. It looked very dressy, and the plain patent added to the effect.

A "Different Stripe."

We have had ties now for such a long time that have the perpendicular or diagonal stripe that, except in knitted lines, the horizontal stripe has almost been forgotten. But I see that Stanley and Bosworth are featuring some of these again in silk lines, broad ties, and they looked mighty effective. The colorings were many, and usually the stripe was a quiet one, contrasting not too sharply with its background. The stripes should also be about half or three-quarters of an inch apart. Whether the horizontal trend will be marked or not is difficult to say. The perpendicular,—and this applies to the patterning of hose, too—has one big advantage; it gives the impression of added height, whereas the horizontal style tends, perhaps, towards squatness. But this only applies to men of slight build, and the majority of people are growing taller—so the Government returns in England say—as the generation follow one another.

Tie-Pins and Such.

Half the effect of a man's neckwear is in the tie-pin. The collar and tie count for much, but the finishing touch is the pin. In this particular the Canadian has it on the Englishman. Generally speaking he can afford a nice pin, and afford to give good money and get a good one. The Englishman does not affect the jewelled pin for day wear so much, for the simple reason that in the main he is not as well able to afford it. A few years ago though, there was a pin introduced which is now getting into favor in Canada. It was the bar or safety pin, a long gold bar, plain and about an eighth of an inch in thickness. This looks particularly well on a dark tie, and is moreover a great help in the set of the tie. It keeps its shape, and is useful in holding the tie away from the collar just that little bit which relieves the flat appearance. There are different opinions about this pin (the play on words is not intentional.) Some think it is too racy looking, and should be regarded as the portion of the betting man, but there are quantities of them sold nowadays.

Anything For Novelty.

Time was when this country would not stand for a monocle. The la-di-dah who gazed at the world from a single-spectacled background was accused of "putting on the haw-haw,"—to descend to a vulgarism. But

Continued on next page.

A Few Soft Velours Are Still Selling

Some Stores in St. James Street Have a Few on Hand—New Style of Bandana Scarfs, Long and Narrow — Colored Collars Losing in Demand — Not Repeating on Regimental Colors.

By a Montreal Staff Correspondent.

MONTREAL, January 14.—A month from now it will be possible to make some more interesting observations on what is being shown in Montreal stores. Buyers will by that time have returned from New York and elsewhere, supplied with Spring novelties. At present, discount sales are the order, from the high-class houses on St. Catherine and St. James Streets, to the humblest stores in the east end. We are between seasons, and strong efforts are being made to clean out before the Spring business sets in.

Demand For Small Dress Stuff.

With the shortage of money which exists, the tendency is to curtail functions of all descriptions. This is equally true of dances, with a consequent curtailment in buying of evening dress. This business was good around New Year's, but slackened off early in January. The demand was mainly for small stuff, such as shirts, collars, gloves and waistcoats. The white mushroom shirt, as was expected, proved very strong, plain and fancy pique also selling well. Black back gloves had a bigger call this year than ever before.

Oriental Designs Hold in Neckwear.

What new neckwear has arrived during the past month shows a marked tendency to Oriental design. These are shown in green and old gold, green and red, blue and old gold, etc., being figured and brocaded. Roman stripes prove popular, and excepting ties made from grenadine silk, are perhaps the best sellers. The latter, which are remarkable for their durability, sell almost at sight. Neckwear in regimental colors went well for a time, but few firms will repeat on them. Knitted ties, mostly stripes, bring good prices in the better class stoves. Plain shades in crepe enjoy only a moderate demand.

Colored Collar Short-Lived.

It is difficult to find anything new in collars. Colored novelties, as I predicted, did not remain long, and proved only a short-lived fad. A well-known manufacturer has arrived on the market with a new collar, which in shape differs little from the moderate cut-away to which I referred a month ago. That, and the collar with the V at the throat, are holding their places on the market, which means that nothing new has so far appeared.

Stiff Front and Very Short Bosom.

A shirt with stiff front and very short bosom seems to meet with considerable favor. It is made in black and white and the usual colors. Negligee shirts are fairly good: sales of pleats are only medium. As stated before, white mushroom pleats are still very fashionable for evening dress. Taffeta wool and flannel are in demand during the cold weather.

Not Much in Fur-Lined Gloves.

One of the features of the glove trade is the lack of interest the public are showing in fur-lined goods. This is attributed not so much to a desire to economize, as to a marked tendency towards a lighter glove. White knitted silk gloves, white chamois, and Angora wool gloves in grey and natural, are all enjoying fairly good sales. The wash cape with black trimming, to which I referred in a previous issue, has had a remarkably good sale.

Bandana Scarfs.

Bandana scarfs have held their own very well throughout the Winter, selling from $2 to $5. There is a new style, which is long and narrow, instead of in a square, which can be purchased for $3.50 at high-class stores.

The knitted scarf is becoming a thing of the past, excepting plain grey and white, which are being worn considerably for dress.

A St. James Street store has an attractive dressing robe, for which they are asking $18. It is of twill silk, with shot effect, the cuffs, collar and cord differing in color from the rest of the garment.

A Few Velours Hats Selling.

Just now it is impossible to say very much about hats. As I stated before, it is in between seasons, and merchants are in New York making their selections for next season. I notice that soft velours are selling freely on St. James Street, even though some of them do have the Austrian stamp plainly on the inside. The ordinary peak cap, light in weight and in color, appears to be holding the field quite as well as the chinchilla storm cap, which sold so readily early in the season.



STORE FEATURES A SYMPHONY IN GREY.

Continued from page 40.

monocles have their users in Canada nowadays: all the Algernons and Marmadukes are not in London. For two seasons now a feature of evening dress wear has been the eyeglass band, a strip of black which ran across the shirt front, and relieved the monotony of dead white. In Bilton Bros.' window the other day, however, I saw a variation. This is a white silk band, not a black one, about the same thickness, three-eighths of an inch wide. It will not give the same contrasting effect with the shirt which the black one did—unless we take to black silk shirts—but on the other hand, when the eyeglass is used, the white band will show out well against the black coat. I see that this white band has had some vogue in London, and in these patriotic days, we dress from Bond Street.

H. S. E.



ON TO THEIR CURVES

JOHN Hadden, who is running a large tailoring establishment in Winnipeg, once posted the following notice: "All requests for leave of absence owing to grandmothers' funerals, lame-back, housecleaning, moving, sore-throat, baby sick, headache, wedding, etc., must be handed to the manager not later than 10 a.m. on the morning of the game."

Stiff Hat Coming Back for Spring?

Travelers Report Greater Demand—More Conservative Shape Taken — The Curl Brim Will Have Prominence—No More Welsh Hat Shapes—Fedoras To Be Strong in Soft Lines—Elimination of Strong Contrast Bows.

HAT salesmen are on the road with their samples for Spring, in felts and soft lines. The marked feature which all of them are recording is the revival of the demand for stiff felts. These had little sale in the Fall; in fact, they were a disappointing quantity, but the call is coming in now for derbies. The general opinion now seems to be that the smart man is surfeited with soft hats. In the Fall of last year the hat oracles proclaimed a soft hat season. So it was, and now the pendulum would appear to be swinging the other way.

The evidence is to be found on the streets of the big cities. Our smarter humanity now tends to be felt-hatted more than soft-hatted.

High Crown and Curl Brim.

High crown lines are featured. Low crowns are defunct. All are high, though in varying shapes. The popular line is a pronounced curve on the crown. There is no approach to squareness, but a pronounced curve from brim over to brim.

Trimmings are a little wider than the Fall stuffs. Some of the new hats have the Anglesey brim.

The bow is either hand-tied or ordinary and is either on the side of the hat or three-quarters. Both styles are being featured. The one place where the bow must not be is on the back. This is the Austrian style, and is therefore taboo.

It will be seen that we are getting back to the more conservative style. The model in the shape of a Welsh hat, a sort of tapering crown, is not to be featured in Spring stuff. The innovation was not a success.

Some New Soft Lines.

In soft hats there is little sweeping change, the modifications being in detail chiefly. The soft hat, it is thought, will not have the same big vogue as last year when the stiff lines were not competing at all.

The Alpine fedora likely will be the leading shape. These are to be very strong, particularly those lines which have the curled brim. Bound and welt brims will also make a big showing. While the fedora shape is to be the leader, because it is the style which suits practically any shape of head, there will be some telescope crowns, as there are every year. These will be of medium height and have the slightly curled brim. Some rough-and-tumble shapes will be featured, hats that are at your service either as fedoras or telescopes. These are to be strong, in grey particularly.

While the general tendency is for higher crowns, there will be some tape shapes shown. These may have either a curl or flat brim. Some of them have the pneumatic or rope-edged brim: a string of rope running through the edge of the brim which raises it.

Contrast Ribbons Scarce.

As to trimmings, contrast ribbons are to be scarce. Any there are will be in much quieter contrast than heretofore. There will be no really light bands on dark background, but the fairly dark band which shows up not too conspicuously against the darker shade of the hat will have some little vogue.

The bow, as on the stiff ones, will be on the side of the hat or three-quarters. Mostly all will be hand-tied effects. A new style is the cross-bow, diagonally crossing on the reverse side from the actual bow. This is a strong point with the flatter brims.

Some Hat Ideas for Spring

Soft Hats Have Straight, Dip Crowns—Few Panamas Will Be Worn—Straws Have Higher Crowns, With Shoulder or Side Bows—Bullet Crown for Stiffs

Special Montreal Correspondence.

SPRING is not so far away. At this short distance one is able to form a fairly accurate idea of what will, and what will not be worn on the heads of Canadian young men. A rough survey of possibilities will assist the merchant in his buying for next season.

The soft hat is going to be a big seller again. That is sure. The panama is not going to be a big seller. That also is sure. Latest models have a fairly straight dip crown, but can also be worn as a fedora. All crowns are higher. Contrast bands will not be as popular as they were in 1914, but will blend more with the hat, and be slightly narrower. The puggaree band is also becoming a thing of the past. Soft hats of mushroom shape will not be good sellers. The new hat will be blue chiefly, or slate, but colors will not be unpopular.

The young fellow's stiff hat for 1915 has a bullet crown. There is little change in the band, except that it will be of large or small cord. The bow is at the shoulder or side, and not at the back. It would be ridiculous to attempt to carry contrasts in stiffs during the coming year. Bands on stiff hats will be black bands.

Taper Here Again, But Weak.

As for straws, the newest English blocks indicate high crowns. These were introduced a year ago, but were not big sellers. The high taper crown was not a success in 1914, but it is here again, but will likely take second place to the straight high crown, 3½ by 2⅛ inches, having a band of 18 lines.

Back bows on straw hats are a thing of the past. Next year they will be worn on the shoulder or side. The brand is made of sennit braid, which is another name for seventh stitch. As stated before, the taper crown straw will be shown, but will sell more to the lower classes than to the well-dressed young man. It will have a 24-line band. The business man will wear the straw above described.

Except for lower prices hats, panamas will be pretty well out. People are getting tired of them. There may be a limited sale to gentlemen for outing purposes, but where they sold freely at ten to fifteen dollars a year ago, there will be few sold in 1915.

Plain Straw Hat Bands.

Straw hat bands will be plain. A few fancy ones are being introduced, but are very few. Hat bands containing regimental colors have been on the market, but will not affect the trade, being more in the nature of a club band.

Caps are being made with the wide crown again, in the "golf" style. They are made light in weight, and run in all colors, but grey, fawns and browns predominate.

A fire in the store of P. Grossman, men's furnishings, 1425 St. Catherine St., east, Montreal, early in January, did several thousand dollars worth of damage.

Who Determines Fashions for Men's Hats in Canada?

What determines the fashion in men's hats for Montreal? If I were to come out with a flat-footed statement, there would be a storm of protest from merchants all over the metropolis. If you were to ask me who determines the style of hat that will wear next Summer, say in Toronto, or Ottawa, or Winnipeg, or St. John, I would find more difficulty in answering you. At least I could not point to one particular man, and say, "He did it." That is what I can do in Montreal, and I believe I am right, although you, and scores of others, may disagree with me. I shall mention no names, but shall indicate pretty clearly to whom I refer.

On other pages of this issue will be found prognostications on the later fashions for Spring. These are, more or less, general, confined to a bald statement that the soft hat will have a higher crown, possibly a dip crown, or fedora if desired. Then again, it is safely argued that the stiff hat will tend more to the bullet shape. However, it would be a far more difficult matter to talk about what will be worn all the way across the Dominion of Canada. It certainly does not follow that what is worn in Montreal is also being worn in Toronto, or Halifax, or in Vancouver.

TORONTO MORE EXTREME THAN MONTREAL.

In that respect, Canada differs radically from the United States and European countries. We are far and away more conservative than the United States, and much less susceptible to the whims of fashion. Several years ago we were governed still less by prevailing fashions. Gradually the novelty hat is making inroads, and to-day there are cities in Canada where young men wear hats according as they are worn in New York or in London. Toronto is a very close imitator of New York, while Montreal wears something which combines the novelty and the staple. The bulk of Montreal trade will not go to the extreme as in Toronto.

WINNIPEG THE MOST COSMOPOLITAN OF ALL.

Taking a glance at other cities, we find Quebec very plain, indeed, and Ottawa resembling Montreal in its quasi-novelty, quasi-staple tendencies. The influences in the Capital are about equal. Winnipeg is a more cosmopolitan city, and is a market for all kinds of stuff, from the commonest to the very finest. It is difficult to describe the position of Winnipeg in this respect. Vancouver handles mostly English stuff, and does not follow the Americans in stiff hats. On the other hand, the bulk of their soft hats are of American manufacture. Going to the other extreme, Halifax is very English in both soft and stiff hats, and more especially in caps. St. John, on the other hand, is more American.

GOES AFTER THE SEASON'S NOVELTIES.

Climate has quite a lot to do with the fashions of our cities. Toronto, more or less, wears soft hats the whole year round, and in that time her fashions change repeatedly. Montreal on the other hand, puts aside the soft hat to a great extent—as soon as the weather smells like zero. When Spring comes, it is the man who captures the bulk of the young man's trade who determines to a great extent what will be worn in the Canadian metropolis. There is a merchant there who, more than anybody else, goes after the young man's trade. He does not give a snap-of-the-finger for staple trade, but makes a respectable living by introducing the season's novelties to the well-dressed young man. It is unnecessary to state that his store is in the up-town district. He takes chances, and often you find him clearing out stock at ridiculous prices to make room for next season's goods.

In this respect he differs from many of his fellow merchants, who cater more to the older generation. Among the latter class are men who wear the same style of hat all their lives, and only need to call their hatter on the 'phone to be suited to perfection. They require a staple line, known to the trade as the "gentleman's hat." Such dealers often carry lines for years and years, and never require to clear out their stocks at ninety-nine cents, for their stock is as good next year as last year.

Consequently, there are two distinct trades in Montreal: one for the well-dressed young man, and the other for his father. Both are important. One rarely encroaches on the other. It is the former who creates the fashion for this city. He goes to New York, and seeks out something that combines the novelty with the staple, and what he chooses becomes more or less the standard of fashion.

On the other hand, it often happens that these two stores carry the same style of hat, but present them to their patrons in entirely different forms. The young man enters his store and purchases "the latest thing" which the hatter twists in such a manner as to give it a distinctly sporty appearance. He leaves the store with cane and gloves, convinced he is dressed right up to the mark. At the same time his father enters his store, and purchases something new, which makes him look well dressed. The two return home, and each discovers that the other is wearing a new hat. To all appearances they are two different shapes. Close inspection shows, however, that their hats are identically the same, but are worn differently.

C. W. B.

New York: So Near and Yet So Far

Formal Dress in New York Approximates, Though it Does Not Quite Arrive at London Styles —A Comparison in Morning Coats—The Gauntlet Glove—The Ascot or Cross-Over Tie Comes Back.

NEW YORK, Jan. 14.—It is a strange thing, but no matter how near London tries to get to New York styles in the matter of dress—thought it does not try often—and no matter how near New York tries to get to London, it never reaches the mark it is aiming for, either of them. And in a case like this, a miss is worse than a mile. A wide difference is better than a near approximation which is yet but an approximation and not a meeting point.

For some time now New York has favored the English cut in suits. It has scattered the padded shoulders—which made every man look like a policeman—to the four winds of the heavens. In their place we have the sloping or the straight shoulder, whichever is suitable, but always unpadded and natural. That is London. And New York has foresworn what once was a darling possession—peg-top trousers so baggy that they would not get into a respectable trouser-press—and has adopted the medium width trouser of British custom. It is true that London came part way in this trouser question. Several seasons ago the trousers of the Britisher were as lamentably tight and stove-pipish as the New Yorker's were too sack-like. New York is dressing from London now. Temporarily it has decided that it will follow London's lead; later it may return to the task of setting its own fashions.

And yet no matter how many American houses sent their cutters over to London, the American tailor cannot cut a suit on the English style. He just misses it, and the effect is quaint.

Graceless, Because So Near To Graceful.

This was very noticeable the other day when I was talking to some men who are reputed America's best dressers. One man was wearing a morning coat suit. The thing was positively graceless because it came so near to being graceful. It compared oddly with that of the man who was standing near, a well-known figure in Bond Street, London. It was cut with an attempt at a decided waist, but the curve was not the right curve. It was supposed to be morning-coat length, but it was not the right length. The shoulders were set in a curious undulating curve instead of either a frank curve or a frank slope, giving even from a front view an impression of round shoulders. The vest, which was a thing of broad lapels which crossed over each other, had a "V" at least three inches too long for conformation to morning coat styles of this year, and most outstanding fault of all, a double lounge collar was worn.

Compare the Londoner.

Compare the Londoner who stood by. He was wearing a morning coat suit cut, first of all, to hang the right length. The waist was pronounced and yet not too tight. The lapels, which had a slight oval tendency on the outside edge, crossed one another at the button leaving the one on the left to sweep over a couple of inches, thereby giving the under-lapel scope to continue the line from the top of the lapel to the bottom of the front tail in grace and elegance. The shoulders were sloping straight down, evidently sitting well on the shoulder of the man wearing them. The whole appearance was just that mixture of military precision and indolent grace which Bond Street achieves. The outstanding impression was one of ease and superb fit. The American who was wearing the same sort of suit looked anything but at home in it, simply because it came so near to and yet was so far from being truly a morning coat.

There is a decided call here among the best dressed men for the frock overcoat. This again is a London mode, and has been popular there for formal wear for many years. It is made usually of a soft vicuna cloth, has pockets which are cut on an angular, semi-diagonal plan; the tails and skirt which are characteristic of the ordinary frock coat, and the broad lapels, with a slight oval tendency on the out edge which I remarked on in connection with morning coats. They fit very snugly at the waist, of course. Many of these are being worn this year. The collar may be of silk or velvet.

Whether the gauntlet gloves will be popularized or not remains to be seen but these are being worn by some of our fashion-setters. Various browns or greys or plain white buckskin are the colors, and they have no buttons. The soft gauntlet wrist is apparently a la mode. But the average man will take a long time to accustom himself to these and by that time the leaders will have something else new.

Ascot Scarf Back.

The Ascot scarf is coming back again, after an absence of several seasons. This is a throw-over scarf much affected in London, and is usually of a black background with some quiet spot pattern. Occasionally striped ones are seen. The correct collar is the "butterfly" cut perfectly straight, known to some men as the legal shape. The pear pin is the general decoration, and quite a number are to be seen even in these days of financial stringencies.

Many scores and hundreds of mufflers must have been sold of late. The popular taste runs to plain white silk or black and white close-knit silk. To the plain white there is usually a border in color or colors. The stripes in the black and white run lengthwise. Grey is being featured too. Brighter colors do not seem to have caught the public fancy.

Fewer Soft Cuffs

Is Tendency to Go Back to Stiff Cuffs for Summer? —Khaki for Next Winter.

MANUFACTURERS, more or less, have been occupied during the past few weeks with Government orders, and have not yet had time to pay any attention to novelty lines for the coming summer. One house is just finishing off a $125,000 order for flannel shirts required by the British Government. On this they have been working night and day for the past few months. The last shipments are now being made, after which they will be able to pay more attention to domestic trade. But at present there are no new models on the market.

When asked by The Review for his opinion of what would be worn during the coming year, one of the best known manufacturers stated that he believed there would be less soft cuffs worn, giving place to the stiff cuff. While there has been talk of stiff fronts, he did not believe that the soft front would be ousted this year. He expected an enormous demand for khaki flannel shirts for next winter, and the public would have difficulty in getting them. These garments would come out in flannel and union, and in khaki and grey.

The representatives of an English shirting house called on a certain manufacturer, and was asked what would be worn next Summer. He was unable to give an answer.

Will Wash Ties Be Popular Next Summer?

WILL wash ties come back next Summer? This is an interesting point just now to retailers who are placing orders for Summer neckwear. Last season, generally speaking, was poor in this regard. Few wash ties were sold in Canadian cities, though there were more sold in the West than in Toronto and Montreal. This was probably the reaction from the two or three seasons that went before, which were certainly money-makers on the wash tie proposition.

A big department store has placed an order rather bigger than usual. It found quite a demand for wash ties last year though it admits that it was below 1913 or 1912. This year's order is to be bigger, however.

American manufacturers are anticipating a good demand, and numbers of retailers have placed orders already.

Stronger in Some Localities.

It is a noteworthy feature of this question that this kind of tie takes better in some localities than in others. Manufacturers report that some large firms who are operating stores right across the continent have placed large orders for some of their stores but much smaller ones for others. For instance, the Central Western States are strong for wash ties next Summer, but the Eastern demand is not so great.

Wash Tie Suits Light Clothing.

The main reason why there should be a good demand is that far more light-colored suits are being sold nowadays for Summer wear, and the apposite neckwear is assuredly a wash tie. It fits in better with the atmosphere that the Summer suit creates. Hosiery and furnishings are on the light side too. Silk shirts are becoming "au fait" with numbers of men who did not wear them three or four years ago. Soft collars each Summer show an appreciating popularity. Moreover, wash ties can be made to harmonize better from point of color scheme with soft silk shirts and soft collars than the usual silk or knitted tie.

It is said that, judging from the samples, the manufacturers have certainly bettered their previous best in patterns this time. There is a great deal more variety and many added effects that will be entirely novel. As to patterns, there are stripes, embroidered effects, plaids and checks. Some very smart bat models are shown in pointed ends and in square ends so far as bow ties are concerned. Pale contrasting stripes are seen, and a very attractive tie is one with a plain cream background, upon which a bias stripe in blue, helio or pink runs at intervals of about three-quarters of an inch. This is in a pointed end bat. Spot patterns will have little demand, it is said.

Probably the four in hand shaped tie is the most popular. It has certainly been with us longest, and this usually has the panel design in quiet color upon a white or cream background. It is anticipated that the open end wide scarf will have quite a good run in wash ties this year. A particularly neat sample shown is a cream background with a thick dark blue or black stripe running diagonally at intervals of half inch or inch. Slighter stripes, and broken stripes are shown, too.

Crepe de Chine Model.

As to material, silks, cottons, linens and crepes will be used. Madras and picque are favored by a good many retailers, who claim that they launder better than silks or cottons, and that a better knot can be tied. An unusual tie has been ordered extensively by one big department store in Toronto. It is a crepe de chine, in cream and white, with embroidered effect. The store sold so quickly the few they had last year that they have purchased heavily again for next Summer.

Dyes Independent of Germany

British Government is Advancing Syndicate £1,500,000 to Start Operations on Big Scale—Essential to Output of £200,000,000 and 1,500,000 Workmen.

GREAT enthusiasm is shown throughout England in the working of a government scheme for assistance in the manufacture and supply of colors in quantities sufficiently large as to make Great Britain independent of Germany for the future. At a meeting of representatives of the largest firms that make use of artificial dyes the principle of the national effort was approved unanimously. England usually consumes about £2,000,000 worth of dyes a year, and these are essential to an industry of something like £200,000,000 per year, on which sum 1,500,000 workmen are dependent. Of this £2,000,000 worth of dyes, scarcely more than one-tenth is produced in England. Lord Moulton in bringing up the subject before the manufacturers declared that a great national effort was necessary as for a long period German chemical industries have been allowed to develop without challenge from Great Britain. The success of the venture would depend on its characteristics of being large, British and incorporated.

The proposal as outlined before the meeting was that a limited company should be formed with an assured capital of £3,000,000 divided into three million shares of £1 each. The government would advance the company half of that amount, £1,500,000, at the rate of 4 per cent. interest. The government would have the right to appoint two directors of the company with the power to veto any undue enroachment on the businesses of British manufacturers of products other than dyes, colored, or the giving of any undue preference as regards supplies, prices or otherwise to consumers of the company's products. The company, of course, was to remain British.

Agreement for Five Years After Peace.

The committee that was appointed suggested that those interested should subscribe to the share capital and enter into a contract by which they shall agree for a period of five years after peace is established, or five years after the expiry of existing contracts, to take their supplies from the company in all cases where the company is able to supply them of good quality, and at reasonable prices, but that if a consumer should consider that the prices fixed by the directors of the company too high, then they require that an independent referee shall investigate. To meet the difficulties of the present situation it was proposed to take over certain existing color works, and use these plants to manufacture certain dyes that were necessary. Steps towards this end have already been taken.

Patent Difficulties and Others.

Some difficulties that have come up have already been met with. One of these was the likelihood that they would be unable to secure the necessary alcohol

(Continued on page 46.)

What the Londoner is Wearing

The Streets Are Full of Khaki—Evening Dress and Morning-Coated Humanity in the Minority —Some New Dress Vests—Also Dress Ties — The Return of the Sports Coat — Vogue of the Soft Collar.

LONDON, Jan. 2.—A change has come over London in matters sartorial. The streets seem full of soldiers now; civilians are a minor quantity. This is particularly true of the leisured class, who might be seen formerly trotting round Mayfair in the morning, and lounging in the foyers of the theatres and at various social engagements in the evenings. The theatres are, of course, subsisting upon more or less thin houses, and at that the wealthy, evening-suited class seems conspicuous by its absence.

An attractive evening suit which is being worn by some of the more original is very pronouncedly waisted. The lapels gave a tendency towards being slightly oval. The collar is of dark blue velvet again, a style which was much affected among the better-dressed men three or four years ago. The trousers have a wider braid than has been in vogue latterly. The coat is caught by a loop in place of the bottom button. The whole impression is one of "finnickiness" in dress, but it suits some men.

New Dress Vests.

There are several new dress vests being worn here, new rather from the point of material and so on than from the point of shape. One is a cream silk vest, cut so as to fall in precise line with the fore-part of the coat, and edged with a thin black cord line. It is, of course, the wide "V" shape. Another, and more extreme, model is made of darkest purple silk, edged in like manner with the black cord. I saw two or three of these at Frascati's the other night. They are dressy for certain types of men, but they do not suit all. There is a tendency to patterned vests in the plain white, and some of them are mighty effective. The more subdued the pattern is the better.

Great latitude is allowed the Londoner this year in the matter of dress ties. Time was when black silk or white linen were the only two choices, and both were depressing enough. But the wider tie is much favored here now, and is had in all sorts of shapes and all sorts of designs.

A very natty thing is a white crepe, dotted here and there with white or silver spots, unobtrusive and neat. With the new cream vests that I spoke of a modish tie is a cream silk, edged with black. It is a widish tie, and makes a very neat bow. There are some few black bows edged with white, but they have not gone here.

This most comfortable coat seems to have taken on a new lease of life. It was originally designed for golfing or shooting wear, but three years or so ago became very popular as Summer wear, with trousers. It is something after the manner of the Norfolks that were popular in the States two seasons ago, with the exception that it is pre-eminently English; waisted and with gracefully hanging skirt, and is not so extreme as to shoulders as the American Norfolks were. It is made, moreover, of Donegal or Harris tweed, for the idea is to have an out-of-doors coat. A number of men just have the coat, while others have a suit made, wearing for golf and so forth the long trouser and for shooting the knickerbocker. The pockets of the coat are well defined and large. The "ticket" pocket on the right-hand side of the coat above the ordinary pocket is a feature of this Winter's style. The lapel is much lower than heretofore.

This is a most attractive coat for walking or sports wear, and bids fair to have another big season.

Soft Collar Has Vogue.

The soft collar has had a vogue for the last few months which it never enjoyed before. London seems full of young men wearing this instead of the linen collar, and very comfortable the boys look too. Contrary to the style of fastening you affect in Canada, Londoners do not use buttons or diminutive studs to fasten the two sides of the collar together. They use the bar pin, which catches the bottoms of the collar and lies across the intervening space. Black ties are as popular for soft collar wear as ever.

A Question Box

Saskatchewan R.M.A. Get One Another's Views on Live Problems —Figuring Out Debts to Merchants.

SOME of the local branches of the Retail Merchants' Association of Saskatchewan are displaying great interest in working out what is called the "local rating," a scheme by which the members bring their ledgers to the meeting and call out a list of their creditors, with a comment as to whether they are good or bad pay. A general list of creditors of retail merchants is thus made out, and by co-operation amongst the majority of local merchants it is possible to fairly secure a complete list of the total debts to retail merchants of a large number of citizens, and in this way each merchant has a good idea as to the kind of credit that each of the customers is.

The collection letters are also proving very satisfactory, and resulting in payment of bills after the second notice has been sent out to prevent the creditor being placed on the list as a delinquent.

Another very important and very useful scheme is being tried out called the Question Box. Questions are made out once a month, and copies sent out to each branch in the province, one being for the secretary and the other for the president, asking them to take them up and discuss them at their meetings. The secretary makes note of the various opinions expressed, and sends in a report to the provincial office. There a file is kept under each subject, and the provincial officers are thus enabled to form an opinion as to the feeling of members upon the subject, while in addition the members themselves are enabled to consult these lists, and extend their information on the subject itself. Among the questions sent out lately were the following:—

"What, in your opinion, is the most effective way of dealing with the mail order competition?"

"How, in your opinion, should bankrupt stocks be disposed of?"

"Are you in favor of abolishing the business tax? Would its abolishment work out to the ultimate advantage of the consumer?"

"How should a special sale be conducted to obtain the best results and not kill business following the sale?"

DYES INDEPENDENT OF GERMANY

(Continued from page 45.)

free of duty. This has been met by the Board of Customs agreeing to allow them to use alcohol for all industrial purposes free of duty. Another trouble that was suggested was that there might be a restriction at the instance of German holders of British patents. This is met by the new act of 1914, which will enable the company to obtain on reasonable terms the rights from the Board of Trade empowering it to manufacture such commodities covered by such patents, so as to enable the community to enjoy the full use of the British inventions.

Why Not Wear Flannel Shirts in Winter?

THESE are the days when to be English is to be fashionable—particularly in the matter of clothes. You get it in New York; you get it in Montreal; you get it out west as far as Victoria—which prides itself upon its Anglicism, anyway. Certainly there is a boom in English, or perhaps I should say British. We wear British suits, of a British cut. We are so British that we have taken ourselves—we democrats—the cane and the spat which have signified all manner of objectionable things to us heretofore.

The strange thing about the boom in things British is that we are inconsistent. We do not dress like the Englishman—all through. We miss some details. Take the question of flannel shirts, for instance. It is a good cold-weather subject. Consider flannel shirts. How many Canadians wear them in the winter? About one in five hundred and I doubt if you could keep up that average if you could get hold of Canadians generally. Yet the flannel shirt is peculiarly a winter habiliment. You can't obviously wear it in summer. And yet flannel shirts are made. They must, therefore, be intended for winter.

SAME SHIRT IN WINTER AS SUMMER.

The Britisher is very much attached to his flannel shirts. When winter comes along, he carefully lays away his delaine or cotton or silk summer shirts, and overhauls his wardrobe of winter woolen wear. It would not occur to the average Englishman to wear summer shirts in winter. Numbers of Britishers who come out here come laden up with the practical precautions they have taken against our climate. They get the idea that Canada is positively the North Pole, and they prepare accordingly. And, if they wear flannel shirts in mild and damp and muggy England, "a fortiori" they must wear them here. Yet when they have been in the country a year or two many of them never think of wearing anything but the same sort of shirts in the winter as they wear in the summer. So much for the custom of the country and its psychological effect upon habit.

I have talked to a number of men, men's wear dealers and consumers too, upon this point. Nobody has yet given me a really water-tight reason why they do not use flannel shirts. They say, "Oh we make up the extra warmth needed by heavy overcoats." Or, "Winter underwear is enough protection," or "The houses are so hot by reason of the furnaces, and so are business places, that we don't need flannel shirts as protection against the cold." But, why change from thin underwear to thick in the winter if you are not going to be consistent? Why not carry the change from thin to thick right through? You wear a heavier suit, a heavier overcoat, heavier underwear, additional wrappings in the shape of gloves and mufflers, and yet you don't bother with heavier shirts. And they say that women cornered in Inconsistency some years ago!

FALLACY ABOUT FLANNEL SHIRTS.

The fact of the matter is that there is a public fallacy about flannel shirts. People think it is plebeian to wear them. They are supposed to be associated with derelicts, with the flotsam and jetsman of the city. Where the fallacy sprung from I don't know. Nothing could be more absurd. Flannel shirts are made up just as carefully; are patterned just as handsomely, and are manufactured at considerably more cost than are the summer shirts. Moreover, they look just as smart and just as presentable.

Flannel shirts were rejuvenated in Britain some eight years ago. Up to that they had been merely useful, because of their warmth. But no one had apparently thought up to that time of making them attractive to men who were smartly dressed. Patterns of a most attractive kind were gotten out, and have been gotten out ever since. A plain white flannel shirt, with turn back, double cuffs, and a pattern of a single dark blue or black or green or pink stripe running perpendicularly is a mighty dressy looking shirt front for day wear. There are all sorts of designs to be had, of course, but some firms turn out some specially attractive things in this line.

The objection was made in one-quarter when I asked why flannel shirts were not more popular that it was because they were too expensive. It was pointed out that $2.50 at least was the cost of a decent flannel shirt. This is so, but it is all owing to the slight demand. You cannot expect the manufacturer to bother shipping a few dozen over from England to retail at about $1.25 apiece. It wouldn't pay the manufacturer. And there is only a limited demand.

This, it seems to me, is an opportunity both for the retailer and for the manufacturer. There are few flannel shirts made here in the country at all. If cheapness is the reason why they are not more sold, woolen manufacturing firms can get over that by making them.

This is the psychological moment. We are blatantly and patently British in our methods of dress just now. Here is a chance to catch the public favor, then. It would pay as a business resource. And it is as conceivable that a flannel-shirted humanity is as "au fait' in the winter as a silk-shirted humanity is in the summer.

THE MAN ABOUT TOWN.

Tendencies of Store Fronts and Windows

More Attention Being Given This Subject in Large Cities — Eliminating the Door Step — Curved Glass Going Out of Favor—Deep Entrances for Narrow Fronts— Windows Above the Awning.

IN large cities like Montreal, Toronto and Winnipeg, where rents on the principal streets are exceedingly high, it is often a problem how to make the most of the store front. In some cases, the front has been in existence for several decades, and is utterly unsuited to a store, the rent of which is enormous, and whose value depends upon the number of people attracted to the store.

There are two or three ways of attracting customers to a store. They can be drawn by newspaper or circular advertising. An effective ad will attract people into a side street. There are several cases, particularly in Western cities, where the largest stores are located away from the centre of the city. In such cases, the newspaper ad must be effective first, and the window display follows up the work.

Then customers may be attracted by a reputation for good value. There is a store in Montreal which is known everywhere for its splendid dress goods department. That store will draw people. There is another store remarkable for the bargains it offers every week. Here again, the display window is secondary.

Good Window Essential.

On St. Catherine street, Montreal, where store rents are probably higher than on any other street in Canada, a store, and especially a dry goods store, cannot afford to rely solely on its advertising and its reputation for bargains or quality. It is freely conceded that a store window is one of the most valuable assets to an establishment, and the bulk of business done can often be traced to a well-dressed window.

The store of the Hamilton Company, Montreal, is an example in point. This company's lease was due to expire towards the middle of this year and naturally some decision had to be arrived at whether to move or remain in their present quarters. It is understood that they have decided to remain where they are.

During the past few years, the Hamilton Company have had it brought home very clearly that their windows were to a large extent responsible for the large amount of business done within the store. They have decided, we understand, to make a radical change to their display windows, both in size and background, in order to increase this "window trade." What form this change will take remains to be seen.

Of recent years, many changes in store fronts have been effected on St, Catherine street, showing the desire to draw into the stores the large crowds which frequent that street. The illustrations shown herewith depict a change which was recently made. Formerly, the Saxe store was composed of one large glass front, with a small entrance at the side. This had the appearance of being a private opening and certainly was not inviting. As will be seen from the drawings, two display windows were made out of one, with a middle entrance. This type is known as a "double straight" front.

The windows leading to the entrance are the most attractive feature. Being at an angle, they are seen by people passing along St. Catherine street, who are drawn towards the entrance by the attractive display. It can also be seen easily from the other side of the street.

No Door Step Here.

There is another feature in this store front which should be noted with care. There is no step. Door steps are being avoided wherever possible. In some stores, where the entrance is at the sidewalk and the floor is high, a step is necessary. In the case shown herewith, a slight slope from sidewalk to the door was possible, allowing passerby to walk straight to the door. The floor at the entrance can be of mosaic, or, as in this case, of terrano, a composition in several colors.

A specialist in this work, who erected the majority of the high-class store fronts on St. Catherine street in recent years, gave The Review a few facts regarding tendencies. He advised a window not exceeding 10 x 12 ft. or 10 x 13 ft. The largest window in Montreal measures 12 x 12 ft., and it was necessary to import the glass from Europe. This took six months, and on arrival the glass was broken while being transferred from customs to warehouse. This meant a further delay of six months. The window is in the store of Fairweather's. The two sizes named above are kept in stock by local dealers.

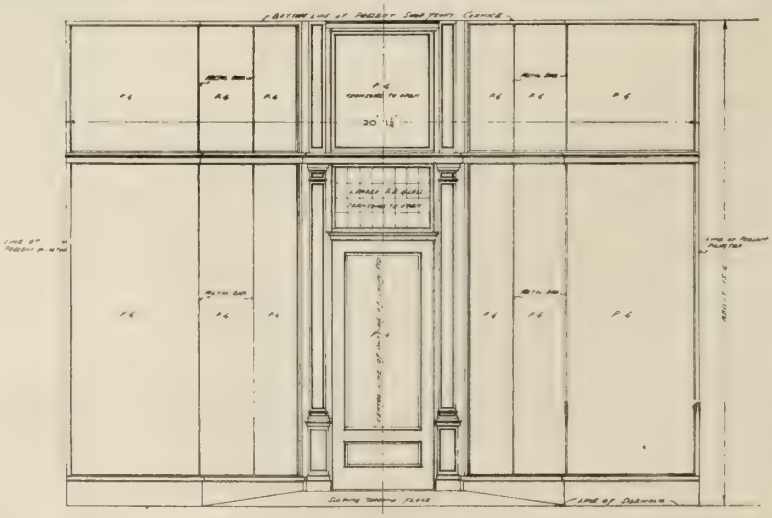
Speaking of curved windows for corners, he said people were doing away with these, as it was difficult to see through them. Glass can only be seen through straight without hurting the eye. Another common mistake to which he drew attention was the practice of having the awning on a level with the ceiling of the window. On a bright day it is impossible to see a display properly owing to the peculiar action of light under such circumstances. In the accompanying illustration it will be seen there are smaller windows above the awning. This overcomes the difficulty referred to above.

Ventilation and Frost.

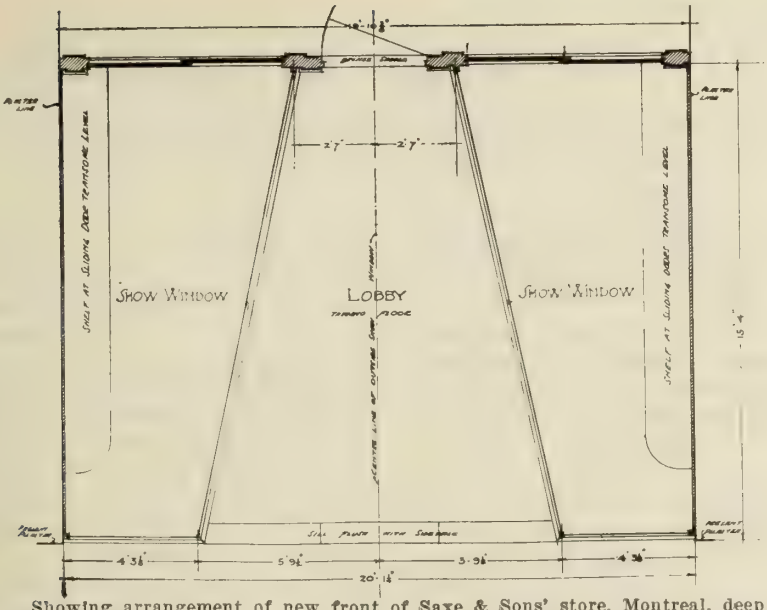
Asked about frosted windows, which are a common cause of annoyance, especially in Quebec Province, an informant, who claims never to have been troubled with a frosted window, said it was merely a question of ventilation, and was simply overcome by workmen who understood their business. The system of ventilation used also determined whether the merchant would be troubled with dust in summertime. In some cases a loose window would admit both dust and rain.

Mahogany Backgrounds.

Regarding backgrounds he was of the opinion that nothing looked nicer than mahogany, which harmonized with practically everything that was trimmed.



·EXTERIOR·ELEVATION·



Showing arrangement of new front of Saxe & Sons' store, Montreal, deep lobby, giving two windows for display, in place of single window and entrance at side, as originally constructed.

The sides of the windows should have mirrors, especially if they were on the slant.

Messrs. Clement & Muckle, Blenheim, Ont., men's furnishings, have dissolved partnership, Mr. Muckle continuing.

Stock Taking, "Necessary Evil"

No One Has Devised a System That Will Relieve Staff of Work —Getting a Unit System Arranged—Marking Date of Purchase on Goods.

SOME day some one may discover a scheme to relieve the retail man's burden— stocktaking — annual or semi-annual as it may be. But up to the present all short cut methods appear to be of little avail and the average storekeeper has come to look upon the checking up as a necessary evil.

Modern methods have discovered some aids, but for the most part they are of little assistance and the work is much as it was a generation ago. True, there are systems by which the modern department store, operated on a huge basis as it is, can figure its stock every night to within a few dollars and can estimate profits and regulate buying on this basis, but this is only contingent and the time comes when everything has got to be checked up in the usual way to get at the bottom of things.

No Royal Road.

The Review man talked on this subject with L. Brownhill, manager of the A. E. Rae Co., at Ottawa. Mr. Brownhill is a man of many years' experience in store management and he has been through many stocktakings. He rather smiled when the matter was brought up but was very clear in his opinions.

According to his experience there was no royal road to stocktaking. Some printed forms might help in the tabulating of figures, but he believed in simple sheets and tallies kept by two different clerks as one called off. Then there would be separate additions and if the totals did not agree there was an immediate check upon the figures.

Establishing Some Unit.

As to system, Mr. Brownhill was emphatic that in the first place the decision should be reached as to how the stock was to be taken, whether by boxes or by fixtures. The first thing was to establish a basis of units and to stick to it throughout; to deviate from this a hair's breadth while the work was in progress meant a serious mistake. The units idea should be followed throughout and totals were but a multiplication of units. He favored making the records by fixtures and maintaining the units no matter how large the articles might be or how small.

There was also an identifying mark placed on the ticket to show whether the box or article had been in stock the previous year.

Thus we have the opinion which is more or less general that stocktaking cannot be radically simplified. The daily or periodical estimates are figured in nearly all big establishments as a guide to department returns and buying, but they are estimated from the sales and therefore cannot be definitely correct. In fact in this system there must always be a substantial allowance made for what is known as stock insurance, to cover spoiled goods, loss in yardage, losses by theft, etc. These estimates will vary in different stores but they can be made very nearly correct by taking records and figuring out a fair average.

Rush at Factories

Demand From Europe Continues, Making Some Domestic Deliveries Slow—Local Demand Improved by Wool Rumors.

THE important feature of the knitted goods market continues to be the rush of work which is keeping factories going full time, some of them day and night. "Never so busy for years," they say. This is, of course, the foreign demand. Britain and France are buying quantities of knitted goods, particularly sweaters and sweater-coats. The domestic trade in this line would not have sufficed to keep factories running even full time, much less overtime. There was a noticeable slump in July, and the outlook was not regarded as bright. But with the declaration of war, even even though one pronounced effect was the havoc which was played with the wool market, yet the ill wind blew some good. The foreign governments could not get enough stocks of knitted goods, and Canada has had in supplying them an outlet and an income which she never had before.

So great has this rush been that domestic orders cannot be placed for delivery immediately. Factories are too busy with foreign trade to promise early fulfilment of local orders. And, moreover, in many cases this foreign trade has been secured at distinctly attractive prices. The wool market in England is a sufficient indication of the huge demand for army use made upon the mills, consequent upon which prices of wool to Canadian buyers have been greatly increased. Those increased prices of wool are more than covered, in the opinion of a prominent knitted goods manufacturer, by the advance in price which manufacturers are able to register in their charges to buying Governments in Europe, and knitted goods men are more than breaking even.

WOOLEN MILLS DESTROYED.

The mills of Horn Bros., Woolen Co., Lindsay, were totally destroyed by fire on Dec. 22. The mills had been working night and day filling orders for blankets for the Canadian overseas army and upwards of 175 people were employed.

War Legislation Bearing on Credits

War Legislation of Saskatchewan Government—Complicated Situation From the Standpoint of Wholesaler and Retailer.

Written for The Review by Henry Lewis.

AT A TIME like the present, any action which seems likely to undermine credits is exceedingly serious. Some rather misunderstood legislation recently enacted by the provincial government of Saskatchewan, has, it is feared, a tendency to so upset trade equilibrium. As a result, retailers and wholesalers alike are considerably disturbed.

As has been indicated this enactment of the government, is rather less clearly understood than is the usual government measure—befogged as it customarily is with legal terms. It appears, however, that the government has itself to thank for a good deal of this misunderstanding. It also appears that while measures so far put into effect have only a limited bearing upon the retail and wholesale hardware, grocery, and dry goods men, the government has yet reserved unto itself rights, which, if enforced, will have a very decided bearing upon all doing business in this province.

The war legislation which has actually been passed by the Saskatchewan government has been summarized as follows:—

War Legislation Saskatchewan.

"**Protecting Volunteers or Reservists Only.** No action for cancellation of agreements of sale of land, bond, mortgage, lien or other encumbrance affecting land to be taken until six months' have expired for the date of the Proclamation, which was the 21st of October.

"**Protecting All Classes.** No action for cancellation of any contract or agreement for the sale of land shall be taken by a vendor except in a court of competent jurisdiction, but same can be determined by mutual agreement between the parties. (This took effect from the 1st of October.)

"On the 19th of November it was proclaimed that no personal property belonging to a debtor by virtue of a conditional sale, lien agreement or hire receipt shall during a period of six months' from that date be seized or sold under a chattel mortgage or bill of sale intended to operate as a mortgage or under such conditional sale, lien agreement or hire receipt until the consent of the sheriff of the judicial district had been obtained; all seizures under the above must be made by the sheriff or his nominee; the sheriff shall be allowed discretionary powers to deal with the seizure in a manner to prevent hardship and his decision shall be absolute.

"This applies to seizures made prior to the proclamation where the goods have not been sold.

"It is now an offence for any other party than the sheriff or his nominee to make such seizure, the penalty being a fine or imprisonment."

A Broad Hint.

This legislation, somewhat difficult as it is to understand, really has apparently little bearing for the retail and wholesale dealers. It treats largely of conditional sales, and so principally affects machinery companies, and to a certain extent flour concerns. The cause for uneasiness to the retailer and the wholesaler, therefore, is not what is written, but what the government very clearly indicates may be written. At the present time, in short, men doing business in Saskatchewan are under the surveillance of the government. An indication of this probably can best be given by quoting herewith a letter received by a Western wholesale house from the Department of Agriculture at Regina:—

Regina, Sask., Dec. 15, '14.

Dear Sir,—Mr. —— has sent us copies of correspondence with your Company extending over the past two years. You are doubtless aware that the crop in the ——— district was practically a failure. On this account customers who usually pay promptly when the harvest is over have been unable this year to meet their obligations. Mr. ————'s statement shows a good surplus and he has been building up a good business and would no doubt put your account in good shape this fall if the crop had been normal.

As, no doubt, you are aware the Government of Saskatchewan have lately passed an act to give protection to the farmers against harsh treatment from their creditors. We find also that it is necessary to give protection to merchants who are endeavoring to exercise leniency with their customers and while of course the Act was not framed with the intention of intervening between wholesale and retail houses it is so framed that it can be extended at any time to cover all business transactions or any individual case. We however, feel satisfied that is only necessary to place the matter before the wholesale creditors in order to get right treatment for the merchants who are at the present time unable through stress of circumstances to help themselves.

Signed (F. H. Auld),
Secretary.

Wholesalers and Retailers Anxious.

Notice, in this letter, the statement that the government has an act so framed that "it can be extended at any time to cover all business transactions." It is no little wonder the wholesalers are nervous? But it appears that the wholesalers have only cause for fear because there is in the first place great ground for fear on the part of the retailers.

Notice the first sentence of this letter from the department of agriculture. Mr. ——— has sent the government correspondence from the wholesale house. This indicates pretty clearly, that, as in other cases, the government has first received word from a farmer, that, Mr. ——— is pressing for collection, which the farmer claims to be unable to make. The agricultural department then writes the dealer, suggesting that he cease his efforts to make collection. The dealer then writes the government stating that it is up to them to make the wholesaler cease pressing for their collection. Hence comes the letter from the government to the wholesaler.

As far as can be learned, there is not at the present time anything actually in the act which prevents a retailer from pressing for collections. If a merchant, say in Maple Creek, feels that John Doe, farmer, should make payment of the account which he has been running for the past year, he can issue a writ against John Doe. John Doe, however, can write the government complaining of his crop, and so the whole matter can be stopped by such letters as the one quoted above.

There is another point in this letter from the department of agriculture—and it should be stated here that this letter is not a single instance of the government's action, several such have been received by wholesale dealers, and from what can be learned a number of retailers have received similar missives. It is stated that Mr. ——'s statement shows a good business. It is of course a question here as to who should be the judge of this. The thoughtful retailer will realize the necessity of a careful estimate of stability. It is the competition from men on the verge of bankruptcy which is mostly

(Continued on Page 53.)

Keeping Records of Each Suit Sold

Simple System of Showing How Much Each Suit or Overcoat Cost, was Market at, and Actually Sold For—Profits Easily Figured Out—Name of Customer For Following Up Later.

ONE of the most useful and profitable "habits" in a clothing department of a men's wear store is that of keeping a record of the sales of clothing. This is not a difficult matter, nor does it involve much time or work. In fact, for the advantages that it has, it is one of the simplest of systems in connection with a men's clothing department.

This record simply consists of the ordinary stock list of clothing, reinforced by a record of the sale, which would give particulars as to the price, and possibly the person to whom it was sold. This last point, however, is not a requisite one. However, it is used for another purpose which will be explained later.

The First Record When Going Into Stock

The basis for this system is a number, a stock number, for each suit of clothes or overcoat if the system is extended to these, as is done in some stores. This number is given, of course, when the goods come into stock, and a book which can easily be ruled for the purpose is used. This contains the stock number and usually the name of the firm from which the goods are purchased, although this itself is not necessary. There is some slight description of the goods, the size, number, cost price and market selling price. This completes the work at the time the goods are put into stock, and the balance is a matter of filling in for each individual suit as a sale is made.

The remaining columns may be devoted to the selling price of the goods, the date of the sale, and as has been said before, the address of the person to whom sold, and very profitably a small column for the number or initial of the sales clerk. Some firms would add a still further column for any alterations to be made on the suit, giving the cost of these.

Information Added After Sale.

The latter information is filled out at the time of the sale, and can either be sent up by the clerk on a separate slip furnished him for the purpose or is often met by sending up the tag used on the clothes. This itself has usually only the stock number, and possibly the cost price, and the selling price, with the size, of course, of the goods. Some firms for instance Begg & Shannon, of Hamilton, have an extra portion to the tag, which is inside the coat sleeve on which they write the address of the person to whom the goods are sold. This is easily secured as a rule, because most ready-to-wear suits are delivered, and the address is taken for this purpose at the time by the clerk. Whatever method is employed it is a simple matter securing from the sales clerk at the end of the sale the requisite information, and these are entered up by the bookkeeper or some clerk in the business office, as he has time.

Information on Each Suit.

This information would read somewhat as follows across the page:

Stock No.—368.
Description—Blue serge.
Size—38.
Maker—
Date—Feb. 2.
Cost price—$17.
Marked price—$25.
Date sold—June 8.
Selling price—$23.
Clerk No.—6.
Name—
Address—
Remarks—

By the use of such a system it will be seen that the store has a complete record of the cost of each suit, the date of purchase, the selling price of the suit, the time it took to sell it from the time it went into stock, and all points which are very valuable to any firm, both from the point of view of keeping track of the profits, and also from the standpoint of the buyer when he comes to make out his list for next season.

Shows Reductions on Any Suit.

From the point of view of the store itself as a part of its business system the advantages are quite apparent. This record gives a merchant information which will include, not only the cost price and price marked on the goods at the time they were taken into stock, but will also inform him whether a reduction had to be made on any of these suits from the fact that his stock was becoming too heavy or because the line itself was slow in selling. This information supplied him is a clear survey of his whole stock for each season, and indicates to him at once the weak point in his purchases.

Here is where it often fits in with his buying for the next season. He knows how many suits of a certain line he was able to sell at their full marked price, and how many he had to make a reduction on in order to move them out while they were still seasonable. This book furnishes a caution to him against overbuying along these reduced price lines for another season, and it is very often used by buyers as a basis **on the principle that they should not buy for a second season any more suits in any line than those that they were able to sell at full price during the previous season**

What Stock is on Hand.

Another advantage that will readily suggest itself is that by this record—with the selling blanks filled in where sales have been made, and not filled in where the goods are still in stock—the proprietor can at any time determine what stock he has on hand, and whether this is getting too large for that particular time of the year, as compared with the stock he had on hand at the similar period the previous year. He can do this without going into a special stock-taking for the purpose, and this also shows him just what lines are staying in stock longer than they should, he has the date before him of the purchase. The information he gains may make it clear that he must start reducing his prices in order to clear out the stock within the next month, or run the risk of having too much over for a short period during which these lines are saleable.

Tracing Disappearances.

From another point of view this method is helpful to the merchant, and this is a point that is appreciated by a good many merchants, that is keeping track of individual suits. Sometimes suits, like furs and other articles of clothing mysteriously disappear, and maybe it is days or weeks before the loss is discovered. At that time it is almost impossible to trace them. To facilitate this some managers are required to send up the account of the number of suits they have in their department, or in special sections of the department at the close of each day, and the record is kept from the sales books mentioned before of the stock that is left day by day, so that the two must coincide, after the purchases for a particular day have been deducted from the total at the end of the previous day. In this way a loss is discovered a few hours after the goods have been removed. This, however, involves considerable work each day on the part of the manager, and is not approved of by a good many departments for this reason.

Record of Name and Address.

The record of the name and address of the person who bought the clothes is

very helpful in keeping connected with former customers, who may naturally be disposed to favor a purchase at the store through their previous connection with it. Many firms make it a practice to keep a special record of the names and addresses of persons who have purchased clothing for the purpose of sending them circulars, and asking for a renewal of their orders.

One use to which reference has been made before is sending out a card of some kind to the customer asking whether he is satisfied with the suit, as is described in a story on the Robinson upstair store in Montreal, elsewhere in this issue. This firm makes it a practice to send out these enquiries once or twice a year, and according to the nature of the reply they are able to satisfy a customer probably who is discontented, and often receive a new order on the strength of the interest they have taken in the customer.

PLEATED DECLINING?

Some Buyers Pick Plain Shirts With French Cuff for Spring.

In a report from Cleveland, "Men's Wear," New York, says: It is the opinion of some of the buyers here that plain shirts with French cuffs will be the thing for Spring, and that the demand for pleats will show a sharp decline. One or two houses, at least, have shown so much faith in this idea that they have placed their orders in accordance with it and will make pleated bosoms the smallest part of their stock.

There is a tendency among some of the buyers to make the shirt business a four-season business, if possible. They say that if shirts become staple in style and materials, good for Winter or Summer, the volume of sales will show a decline in spite of anything that can be done. They would be glad to see pleated bosoms and stiff cuffs in the Fall stocks, stiff bosoms and cuffs for Winter wear, some appropriate design for Spring, with negligees and soft cuffs for Summer wear.

Among consumers the custom of wearing negligees with soft cuffs the year round is growing, and there is danger of its becoming fixed, buyers believe, unless something is done to restore the season idea. When stiff bosoms were abandoned, there was little excuse for making a sharp distinction between Summer and Winter shirts, it is argued, and men have been suiting themselves as to the kind they adopted for the various seasons. The materials are light and it has come to a point where a pleated shirt may be worn through the Winter and on into the Summer or vice versa. Seasons have to a great degree been lost sight of and consumers simply replace worn out garments and let it go at that. In this way the business is becoming as staple as groceries, and furnishers feel that it should not be so.

THE BOOM IN KHAKI.

Extending to Underwear Nowadays—Shirts of Biscuit-Colored Linen Instead.

The boom in khaki in England has taken some queer turns. The color has been popularized to a surprising extent even with those who have no connection with the service. For the men left at home who are unable to go to the war the boom has had its attractions in the development of the use of khaki in new ways. For instance, many men are wearing khaki underwear, in all shades. Heretofore a certain class has used the color, but it has only been retired military men or men actually in the services. The general public have, however, "cottoned" to khaki, and men's furnishing stores are selling quantities of underwear in varying shades.

For the soldiers themselves, of course, the factories are busy, some of them night and day. The lighter shades of khaki seem to be more varied, where color is optional. This is particularly so in the case of shirts and soft collars. Many of these are now made of biscuit-colored linen instead of flannel, and a tie of a darker khaki shade is worn. There has been some objection on the part of officers to wearing the flannel collar with the flannel shirt, and so the linen shirt was thought of.

PROMOTION FOR A CARD WRITER.

O. E. Edwards, who was recently on the staff of the Robert Simpson Co., Limited, as assistant card writer and as a window dresser has taken the position of card writer and window trimmer for A. E. Snell, dry goods merchant, of Calgary, Alberta.

WAR LEGISLATION BEARING ON CREDITS.

(Continued from page 39.)

feared by dealers. In very many cases it is these men who inaugurate the price shattering sales.

How It Would Affect Business.

In this connection perhaps may be properly instanced legal proceedings now under way in Alberta. A certain merchant in that province now stands committed for trial upon a charge of issuing a false statement with the object of thus securing greater credit. He is shortly to be tried before the supreme court. He recently made an assignment, and it was following this that information was received which lead the Canadian Credit Men's Trust Association of Calgary to take proceedings.

What will be the result of this case, is as yet uncertain. But leaving this for the time, and supposing that some dealer had got an extension of credit by means of issuing a false statement, it will be readily seen that thus he would have staved off bankruptcy, and would in this way, have prolonged competition for the other local dealers—would have prolonged what almost certainly would be the meanest kind of competition.

Such examples and possible examples as this, indicate very clearly that it is to the dealer's interest to have the question of surplus which a report may show, very clearly understood, and carefully investigated. It is a question if wholesalers or retailers either will be prepared to take the decision of the department of agriculture of the Saskatchewan government as to the reliability of any individual or firm.

Privilege Given the Farmer.

This briefly then is the situation as it stands at present. Exclusive of the machinery lines, it looks from the Act as if a dealer may take what steps he thinks best to secure payment of his account. The farmer, however, can appeal to the government, and the government may then suggest that the retailer cease to press for collection, and may also suggest that the wholesaler also cease to press the retailer for collection. With both suggestions, of course, the government indicates that if there is failure to comply, there is vested in the government power to compel such compliance.

It is an exceedingly interesting state of affairs. It is a state of affairs which will have a tendency to make wholesaler and retailer alike take steps towards putting their business, in future, as far as possible, on a cash basis. But while the cash basis may be the wish of many business men, it is yet somewhat doubtful if such forcing measures toward this end, as those now being practised are in the interest of the whole community.

Seemingly the government does not want to come out and pass a moratorium for the reason that this would certainly hurt the province's credit abroad. Yet they do appear desirous of taking unto themselves powers which will produce some of the results which would be secured by a moratorium. So far it does not seem that any great harm has resulted from this ace-up-the-sleeve policy of the Government. Nevertheless, it is a subject of vital interest to all dealing in this great Western province. It is a subject which retailers, wholesalers, brokers, and manufacturers alike, may well study.

Value of the Dealer's Co-operation

Dry Goods Review
143 University Avenue,
Toronto, Ont.

Gentlemen:—

We are in receipt of your circular:—"ARE YOUR GOODS HANDLED OR SOLD," also the article headed "IGNORING THE RETAIL MERCHANT."

Beg to advise that the experience of the Parsons & Parsons Canadian Co. has been exactly as stated in your statement. We thoroughly agree with the position taken by the National Drug & Chemical Co. that it is necessary to interest the Retail Merchant with your article, providing it is worthy of consideration by the public in general throughout Canada. In fact, we consider that our advertising to the trade has been of far greater value to us than any consumer advertising we have ever done. Believing that when you offer and give the Trade a satisfactory article and stand back of it in every way, you are bound to obtain results.

Wishing your publication greater success for 1915, we are,

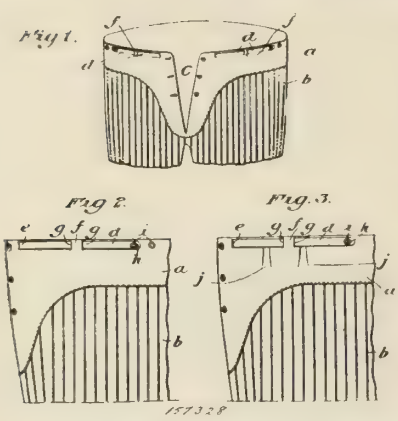
THE PARSONS & PARSONS CANADIAN CO.,
H. F. Baldwin, Gen. Mgr.

Hamilton, Ontario, Dec. 17th, 1914.
HFB | AM.

Odd Twists and Fancies in Men's Fashions

A ROUGH AND READY OVERCOAT, chiefly for use by motorists, is featured in the States. It is a cheap line, selling to retailers at $7.50; made in Oxford grey and Melton mixture. The idea is for the wearer to save his more expensive coat by wearing this for knocking about in.

A CANADIAN PATENT.



Among the devices patented at Ottawa by T. A. Browning, Philadelphia, is one with this claim: In a pair of men's or boys' pants or drawers, a waistband, the back portion of which is continuous, a suspender tape having one end permanently secured to the waistband near the front opening therein, and extending from its permanently secured end in a direction away from said front opening, means for adjustably connecting the rear end of the tape to the waistband, said means comprising spaced button and buttonhole connections, a part permanently attached to the waistband between and in spaced relation to said last-mentioned means and also to the permanently secured front end of the tape, and forming a connection between the waistband and the tape through which the latter may slide longitudinally of the waistband, the portion of the tape between its front permanently secured end and said part being sufficiently long to receive a suspender terminal between it and the waistband.

THE VERNON CASTLE DANCE SHIRT is a new line for dancing which will be put on in February. The manufacturers—an American firm—claim to have exclusive rights in the States and Great Britain. Every shirt will be autographed by Mr. and Mrs. Vernon Castle.

* * *

CHAUFFEURS AND AVIATORS in the British Army are to have electrically-warmed gloves. These are so fitted with wires that when the hand grips the steering wheel a current flows through the hand and generates heat, warming the hands. Chauffeurs and aviators will need something like that in the cold weather in Europe.

* * *

A WELL-KNOWN collar manufacturing firm are now busy experimenting with handkerchiefs, preparatory to bringing out this line of goods.

* * *

MACKINAWS HAVE BECOME almost a regular line of stock in the States, and are in tremendous demand. Manufacturers say that it has become a staple and that it has come to stay, taking the place of the fur coat to a material extent. Many of the orders placed at present are said to be for the troops of the Allies.

* * *

THE TURNED-UP TROUSER is said to be on the wane in England. It is a pity if it is true because undoubtedly the cuff makes the trouser hang better over the boot.

* * *

A WAVE OF ENTHUSIASM swept over New York at Christmas for lavender. Handkerchiefs, neckties, scarfs—all had a good sale in this color. A popular combination was lavender and white.

* * *

THERE IS A TENDENCY in New York to use more padding and stiffening in clothing. The exception is the one-button sack.

* * *

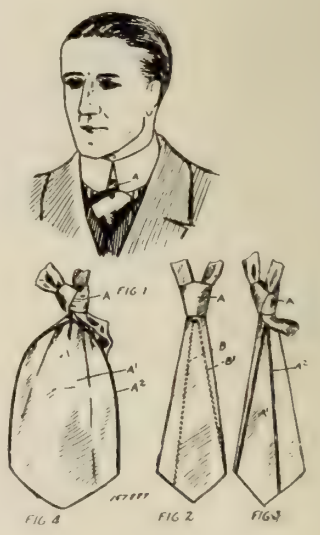
THE SCARCITY IN GLOVES that was feared some time ago has not so far been justified as in England there is still a good supply of skins.

* * *

GREENS AND BROWNS are now being picked by a number of hat specialists as the favorites in colors for soft hats for spring. There are also some attractive mixtures of these two shades showing.

A CANADIAN PATENT.

This is a drawing filed at Ottawa, of a neck-tie device patented by W. C. Carman. His claim is: "In a tie, a flexible reinforcing support for the tie end capable of adjustment to hold the end spread, and suitably attached to the tie, as and for the purpose specified." An additional claim is made: "The combination with depending ends having separated edges, of an edge reinforcement for each edge capable of assuming a spread form when such edges are spread apart and to retain the spread form, as and for the purpose specified."



A ONE-PIECE BATHING SUIT has been invented which has shirt trunks and an apron in front, secured to the outside of the suit.

"King George" Suspenders



Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.
BERLIN ONTARIO

MADE IN CANADA

TRADE MARK CCC REGISTERED

Gloves, Gauntlets, Mittens For Working Men



If you want gloves that are going to sell and sell quickly at a good profit, buy gloves that are built for more than appearance. CCC gloves, gauntlets and mittens are made perfect and of flawless material.

They're the kind with the ready sale.

Nor do they stop with the first sale as is too often the case. All our hand-wear stands on its own record—gives absolute satisfaction to the wearer, which means come-back business.

Recommend CCC goods to your best customers. Order from your wholesaler.

THE CRAIG-COWAN COMPANY LIMITED
154 PEARL STREET, TORONTO

This cut shows Model "E"



"Richardson's Coat Forms

give the proper set to the garment displayed. Have the round, narrow shoulder. Make the collar stand up without bulging and the front to hang right, either buttoned or unbuttoned. These forms are adjustable to any desired height, and can be used for any style of men's coat. For overcoats see No. 4A.E. style.

PRICES

No. 5E as cut, English-American style	$5.00
9 in. round base in black japan	4.50
9 in. round base in oxidized copper	6.00
4A.E. 12 in. base, 1½ in. standard for overcoats, oxidized copper	7.00
6A coat form with oak stand and revolving motor as used by New York tailors, oxidized copper (runs twelve to fourteen hours after winding)	30.00
Vest form, japanned	3.00
Vest form, oxidized copper, round base	4.00

Our **O. S. Coat form** will also be supplied **at the same price** in different styles as above.

Racks, Hangers, etc. Write for special list and prices.

A. S. RICHARDSON & CO.
99 Ontario Street Made in Toronto

"CEETEE"
UNSHRINKABLE
UNDERCLOTHING
PURE WOOL ONLY

Worn by the Best People Sold by the Best Dealers.

Mfrs. of Turnbull's High-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, "CEETEE" Shaker Knit Sweater Coats.

SHOW CASES

If you are interested in improving your store equipment get our prices on Show Cases and all kinds of Store Fixtures.

WRITE FOR CATALOGUE

H. L. WOOD & CO.
COR. NOBLE AND STRICKLAND STS.
TORONTO

Distributing $500 Worth of Toys to Montreal Children



The accompanying photograph shows Mr. Robinson giving evidence of his appreciation of the increased business he had secured. On Christmas Eve he drove through the districts of Montreal where poor children congregate, and distributed toys to the value of $500. *He did this between the hours of* 7.30 *and midnight, and so great were the rushes, his car and its signs were injured. He did this with the idea that, as he had a good year's business, it was only right that he should show his appreciation in a manner like this. Of course, it was splendid advertising too, for it received mention in the Montreal newspapers.*

AS IN CANADA New York is showing signs of rebellion over the telescope crown styles and is going strongly for the fedora shapes.

* * *

A MEDIUM-PRICED 12-inch spread four-in-hand tie is being put on the market by a Boston manufacturer.

* * *

A SOUVENIR HANDKERCHIEF has been brought out in Paris that is proving very popular. It is of fine cambric and on the inch-wide hem are flags of the allies in colors. In the centre is a likeness of King George V., and at the four corners those of the President of France, King of Belgium, Czar of Russia and King of Servia. At the top, centred, is the inscription: "Souvenir of the European War 1914—The United Allies."

* * *

SEVERAL CAP HOUSES are making a specialty of an "ear-piece,"—a band that fits over the ears in cold weather.

PALM BEACH TIES are proving popular across the border.

* * *

ONE TIE FIRM that specializes on tubular shapes is featuring one with "a central stripe of garnet and butter taffy blocks woven into a rich, spinach green ground."

* * *

DON'T WASTE a good opportunity to advertise.

* * *

GOOD WINDOW trims are the forerunners of sales.

* * *

SPREAD THE Gospel of good cheer—be optimistic.

* * *

AN EFFECTIVE advertisement must say something worth while about the goods.

* * *

WHEN A customer enters your store do you look at him as if he were a heartily welcome guest or an intruder breaking into your cash drawer?

Asking 5,000 How They Liked Their Suits

Robinson's Clothes Shop of Montreal Ask Customers How They Liked Their Suits or Overcoats and Use the Replies for Securing Further Sales—Gets Old Customers to the Store Again and Removes Any Existing Causes of Complaint.

ROBINSON'S Clothes Shop, corner of Windsor and St. Catherine streets, Montreal, the pioneer in second-storey clothes specialty stores, makes it a rule to send post cards out twice a year to those who have purchased from the store during that period. On this post card, Mr. Robinson asks in plain language whether these clothes proved satisfactory. If any complaint is made, he promises to make amends in order to start the new year with a clean slate. On the other half of the card, opportunity is given to the customer to state, "I am not satisfied with the suit or overcoat I recently purchased from you," or the reverse. Space is also left for the name and address, and for comments.

Sent 5,000 Cards.

The amount of business done can be gauged by the fact that Mr. Robinson sent out five thousand cards. Since the war broke out, his business has been three times bigger than it was during the same period a year ago. The reason for this is fairly obvious. In boom times the wealthy class paid $35 and up to their tailors. Now they are paying only $15, and the additional business secured has made up the difference in volume referred to. Mr. Robinson predicted when the war broke out that before long the wealthy would be driving their limousines up to his establishment.

Stacks of Appreciative Notices.

The bulk of letters received are in the highest terms of appreciation, and it can be imagined what use Mr. Robinson will make of these for advertising purposes. He has stacks and stacks of these on the table in his store, and they are about as convincing to the skeptic as anything could be. Many customers in their reply refer to the courtesy of employees. One said, "**If you are satisfied with the money, there is no harm done. We may possibly be able to deal again.**"

Another ran, "**Myself and two sons each bought an overcoat from you. We shall see you later about a suit.**"

Among other excellent testimonials, were these: "**Sorry card is not bigger, as I would like to say more. (1) They hold shape. (2) They are well made. (3) Reasonable price P.S. Take the elevator and save ten every time for me.**"

"Am satisfied, and consider that I saved two bucks on this overcoat. My friends are jealous."

"It is all right for the price."

December 25th, 1914.

Dear Sir,

Some time ago you purchased from me a suit or overcoat. I would like very much to know whether these clothes proved perfectly satisfactory in every respect. I don't feel satisfied unless I know that you are satisfied.

Will you be kind enough to tell me on the attached post-card whether or not you have a complaint of any kind, or whether you liked my clothes so well that you will call and see me again.

I want you to answer this request at once so that if you have a complaint I can rectify it and be able to start the New Year with a clean slate.

Wishing you a Merry Xmas and a Happy New Year, I am,

Yours for savings,

M. C. ROBINSON

Montreal, December ....., 1914.

ROBINSON UPSTAIRS CLOTHES SHOP
152 Peel St.

GENTLEMEN.

I am not / I am } satisfied with the suit / overcoat } which I recently purchased from you.

Tell us what you like or don't like about the clothes .....

.....

.....

Name .....

Address .....

Upper portion is portion of double postal card containing the firm's letter, bottom, shows blanks left for customer's reply. Card is regular postal and therefore contains stamp.

"Very satisfied."

"They fit well; worth twice the price. Hope to call again."

"The style is all there. Outside of the goods being very cheap, they are O.K."

"I never got a suit to fit so well."

"They are equal to anything twice the price in other stores."

"I shall want a suit as soon as I have time to call round," from one who bought an overcoat.

"No complaints whatever."

A doctor wrote, "Cloth and fit very good. Well pleased."

Promising Another Suit.

The feature of these replies is the number of people who promise to call again. Another point is that this is splendid advertising, as it reminds those customers who have bought of the fine value they got, and brings them to the point where they say, "I will buy another suit there."

Mr. Robinson was asked by The Review whether upstairs clothes shops were becoming more popular. He replied that in a wide experience he had found that it was the pioneer store that caught the public fancy, and held it. Others copied, but never seemed to enjoy the same success. He believed that the pioneer store of Toronto would meet with the same success as he had done.

CLOTHING THE UNEMPLOYED.

A novel offer has been made by Gateley's, of Duluth, to clothe the families of men thrown out of employment until they have obtained work and can pay. The Gateley advertisements claim that this offer is evidence of the confidence which the house has in future business conditions and in the working man.

STILL AFTER VELOURS.

In a recent advertisement, Truly Warner, of New York, said:—"Said the store manager at the bottom of his daily report and order sheet for replenishing his stock: 'Please rush No. 1642 new velours, as my stock is very low. If I cannot have them all to-morrow, please make a special effort to give me the dark brown and dark green styles, as they are much in demand.'"

APPLEBE STORE, WINDSOR, CHANGES

A big change will go into effect on Feb. 1 in the Joseph Applebe Co.'s store in Windsor, when the C. A. Smith Co., Limited, will take over the business. Mr. C. A. Smith, who has been manager of the Applebe business since last May, will be president and general manager of the new company.

Ties, Shirts, Clothing--Sales Separate

Toronto "Suburban" Men's Furnisher Struck on Simple Device for Keeping Record of Sales Of Each Daily—One Line of Summer Underwear — Better Class of Shirts — Young But Successful Business.

After an interview with V. L. Evans.

THAT the people will come to a store which lays itself out to make people come is an opinion justified again in the case of Mr. V. L. Evans on Roncesvalles Avenue, Toronto. You may go into his store and secure as good material, as up-to-the-minute style, as wide a range and as good service as at any down-town store. What is more, the store after fifteen months of pretty hard going—for Mr. Evans started at the worst possible time—is on a solid footing. It has provided a living for fifteen months, and the storm which faces a beginner has been weathered, leaving the future bright and based upon fundamentals which give every cause for optimism.

To certain extent all suburban stores must depend largely upon the support of people by evening shopping. There is little doing during the day in a men's wear store which is four miles from the centre of the city, even though it be in a locality where there are lots of people. The men are in the city during the day. Their shopping must therefore be done at night. How to draw this shopping—that is the question.

Certainly Mr. Evans does draw it. I was in his store for twenty minutes one evening and he had five customers who spent between them eight or nine dollars. Not bad for an ordinary evening in a store only established eighteen months!

Mr. Evans has the best method for the circumstances under which he is operating. Daily newspaper advertising would advantage him little. So he uses circulars. He has a list of about five hundred people in the neighborhood and he sends them a well-written **personal** letter announcing what he has specially on hand, and what he is doing generally to create a good demand for what he is confident is good stuff. The accent in this matter is on the word **personal**. These circulars are not "dodgers." The dodger in a case like this would be a dodger—it would dodge the purpose whereto it was sent. But a personal letter, well-written as Mr. Evans's invariably are, get the results. One of the letters was reproduced recently in The Review.

Inventing Cash Registers.

In answer to a question as to what sort of bookkeeping Mr. Evans used, he told me that he knew little about bookkeeping and therefore only used the simplest of systems. He used a ledger, a journal and a cash book, and his method was the usual simple one of entering up his books. He balanced every month, and twice a year for stock-taking purposes.

Then he showed me a stunt which is unique and is his own idea. He had a cash register, but it was a cash register that is different. Some of the stops had been removed and in their place, on the left hand of the machine, were a series of stops reading: (1) Hats, (2) Furnishings, (3) Clothes, and so forth. When Mr. Evans records a sale on his register he pushes the stop down marking the price and also the one which marks the kind of purchase; either a hat or furnishings or clothes as the case might be. Then at the end of the day he knows what percentage of the money he has taken in is due to sale of hats, what to furnishings, what to clothes, and so on.

SUBURBAN STORE METHODS.

1—*Sticking at it.*
2—*Simplified Bookkeeping.*
3—*Geniality in Extremes.*
4—*Good Range.*
5—*Even Better Quality.*
6—*Keep Expenses Down.*

This is a mighty good idea and is a system of bookkeeping in itself. Obviously, it is a means whereby the merchant can tell just what line pays him best. It seems that in his case it is neckwear. This goes all the year round. In Summer, straw hats are a leading line, and Summer underwear at the beginning of the Summer is a business-getter.

Methods of Buying Stock.

Apropos of this, Mr. Evans told me that in his opinion the average dealer would be better if he stuck to the one line in Summer underwear. The sales do not justify carrying several manufacturers' lines, as they do in Winter-time.

Fall and Winter is a different proposition. Then the best method is to carry several lines because Winter underwear is a big department, and there are so many big lines advertised that the man-in-the-street takes a "hunch" that he would like one particular line without knowing the reason why.

Buy From Few Houses

Mr. Evans gave it as a general maxim, which he had proved worth while himself, that a dealer in his position should keep the sources of his supply few. "Don't buy from too many houses," he said. "Stock to as few as you can, consistent with giving the body of the public what they want." Otherwise, he said, the dealer would find himself faced with a lot of surplus stuff in broken lines, of all sorts of manufacture, and with all sorts of idiosyncratic distinguishing marks peculiar to the different manufacturers.

Some Sale Methods.

Discussing the question of sales methods, Mr. Evans had some useful things to say. Take the question of shirts, for instance. His method is to buy shirts of good quality and pay a fairly high price for them, selling them at only the same profit as other dealers do. This is not price-cutting. He does not cut his prices in selling. But he does spend a little more when he is buying, and so manages to give the customer a little better shirt. He has created quite a demand for the lines he handles by this method. He says it pays. I think it does. The average man knows when he is being well treated.

Going into the general question of whether sales were necessary or advantageous in a suburban store, Mr. Evans thought they were—now and then, but not too often. There isn't the necessity for many sales when you have created your own clientele and are selling good steady lines in a good steady manner all the while. Nevertheless, at stock-taking times a sale is wise.

Methods of Stock-taking

While Mr. Evans is doing a certain amount of stock-taking all the time, because Summer goods and Winter goods are so essentially different, he takes stock thoroughly at the end of September, and gets in his new stock. It is not necessary to re-stock in every line. A little sorting will be enough for shirts and underwear to put him on to the Spring, because in these two lines he carries many sorts of offerings. Hats, of course, have to be bought twice a year. And suitings, which are somewhat of a side line, are constantly "shop-

Interior View of the Evans Store



This store has little depth but excellent use is made of every facility for displaying goods. Note show case at right side tastily trimmed with scarfs and the top utilized for canes, ties, gloves, etc. Three trims of shirts and ties are done in the most up-to-date manner. On the extreme left of the picture are ties on an upright stand with "50 cents" in prominent lettering. In the back compartment measuring is done for clothing. The windows are trimmed under special arrangement and attract constant attention.

ping and changing'' so far as styles go, and cloths too.

Low Expense—Sticking At It.

Making a success of a business of this kind needs above all two things. One is low expenses. The other is—sticking at it. Mr. Evans told me that he has had one evening off in fifteen months, and that he was considering taking another! He is there by himself, day and evening, day and evening, with an attractively-dressed set-out store, well dressed windows, good class stuff and plenty of it, at attractive prices, and yet his store is not run at great expense. After fifteen months going, he says the position is ''good and very good.''

THE MAN ABOUT TOWN.

Saskatchewan R.M.A. Executive

Important Vital Questions Affecting the Trade Discussed—Annual Convention in Saskatoon Beginning May 11—Want Business Tax Discarded.

By The Review's Special Correspondent.

REGINA, Sask., Jan. 12.—On Wednesday, January 6, the executive of the Saskatchewan Retailers' Association convened here for the discussion of important business affecting the retailers. The session was thrown open to all retailers. Besides the members of the executive, the two organizers for the province, Messrs. Arden and Brayley, were present, in addition to local secretaries and interested merchants, many of whom came several hundred miles to attend.

Matters of varied interest were taken up, but probably the question of supreme importance was the discussion of the effect upon the merchant of the co-operative movement in Saskatchewan. Much valuable matter was placed before the meeting and considerable interest aroused.

In the discussing of the topic of cash discount, a real attempt was made to assist in the movement toward the reducing of the high cost of living, the object being to obtain goods at a lower cost, the consumer as well as the retailer reaping the benefit.

Fire insurance formed the subject of an interesting debate, and questions were raised as to whether the rates sometimes were not exorbitant. Action was taken with a view to obtaining the reduction of premium rates to the retailer.

It was pretty generally agreed that the attitude of the banks toward the trading interests was not as helpful as it should be, and this formed an important subject of debate, some expressing the opinion that in some instances banks appeared to be prejudiced to trade development within this province.

All the delegates, of course, were in favor of the doing away of the business tax, with the exception of a nominal tax, which it was agreed should be retained in order to give certain protection to the retailers of town or city. Every effort, it was felt, however, should be made to reduce this tax to the minimum.

Satisfaction was felt at the method adopted by the provincial executive in seeking advice from the individual merchants, and the feeling of the meeting was that if the merchants generally realized the benefit to be gained by membership in the association there would not be a retailer but would have his name on the membership roll.

It was decided to hold the annual meeting of the Saskatchewan Retail Merchants' Association in Saskatoon on May 11, 12 and 13.

(Continued on page 60.)

Men's Wear Does Not Worry Him

F. W. Barry, of Barry & Co., Trenton, Says It is Easy to Sell to Men and That There is Usually A Better Margin of Profit Than on Other Lines—One Hour $2 Versus Fifteen Minutes, $30—Men Do Not Seek Price Shavings.

THE guiding spirit of the fortunes of the house of Barry & Co., F. W. of that name, stood on the curb in front of the fine dry goods establishment and waved a hand towards the men's wear store as he exclaimed: "If the rest of the store did not give me any more trouble than that department I would have nothing to worry about."

He meant it. Many others who have men's departments think the same thing —although not so many others in the smaller centres of the province have men's wear sections which will surpass this one of Barry's.

"The other day," continued the head of the firm, "a woman and her husband came into the store. I think it took her about an hour to buy a couple of dollars worth of notions and findings, and it requires a lot of salesmanship to sell that. During the process of satisfying the feminine mind the husband was getting uneasy. Finally he got down to the men's wear department and in less than fifteen minutes had bought a suit of clothes and a lot of furnishings which cost him over thirty dollars — and he went away happy and contented."

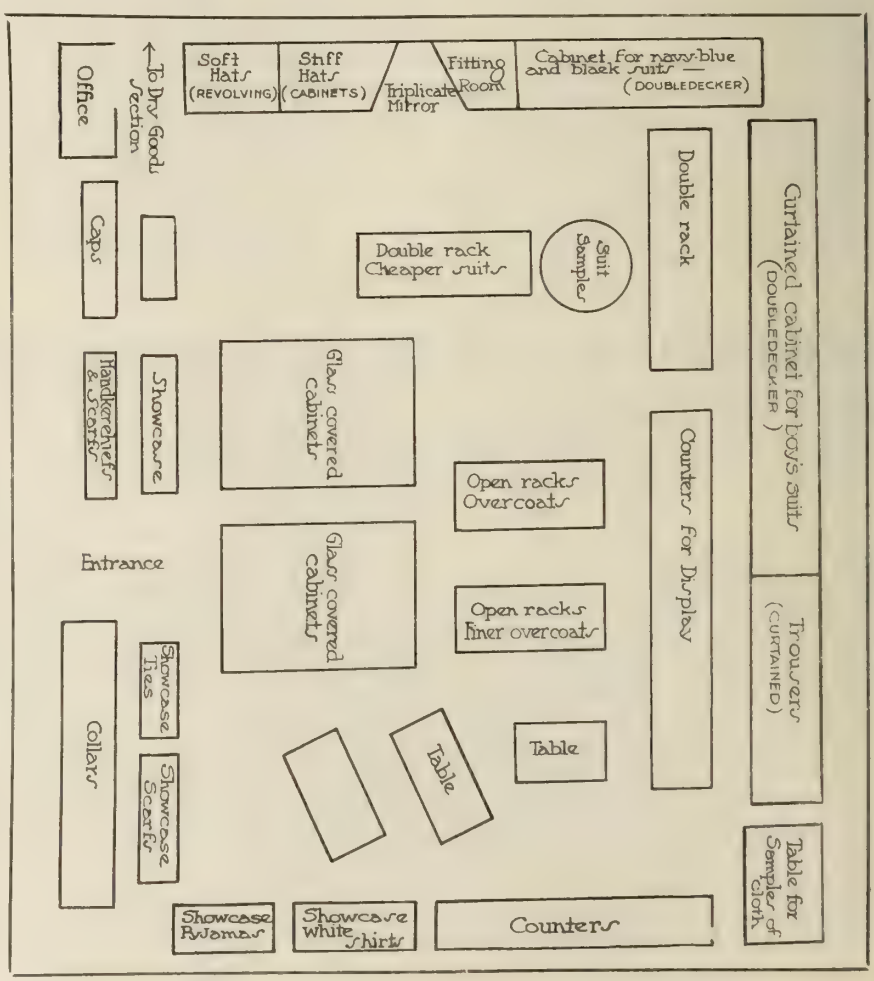
This was an illustration of the comparatively easy proposition that the salesman has in satisfying a man—and Mr. Barry makes another point that is also very important, and that is that it is on the men's wear and men's furnishings that there is a better margin of profit than most of the lines which are sold to women, for the reason that women are shoppers when men are not, and they will compare values and seek price shavings much more diligently than will the male species.

As has been remarked before the men's store in connection with the Barry establishment is a very creditable one. It has the advantage of being in a separate building and while there is an entrance connecting the main store for the convenience of those wishing to go from one to the other at the same time the main doorway is on the street and gives the men an opportunity of going in and making their purchases without having to go through the dry goods department.

The fittings are elaborate for a town of the size and the cabinets which range all round the walls are a particular feature, all being fitted with glass fronts. Thus there is an opportunity for keeping the goods to some extent at least under cover and not only are they kept in better condition but they present a much better appearance as a whole.

The window trimming received special attention and the displays are given credit for influencing a good share of the town's business. Mr. Keller, who does the window dressing has been taking special studies in New York, and is doing very good work. One of his trims embraced the idea of showing a piece of furniture and giving the impression of the interior of a room.

The men's department is conducted to a certain extent on an independent basis and the manager keeps track of his stock by recording sales. In this manner there is an individual showing and the men's store is on a footing of its own.



SASKATCHEWAN R.M.A. EXECUTIVE.

(Continued from page 59.)

In the evening the local retailers entertained the visiting delegates to a banquet at the Commercial Club, when toastmaking was the order of the evening, practically all the members of the executive making appropriate addresses. Satisfaction was expressed at the growth of the association in this province in the short period during which the association has been in existence, there being at the present time over 150 active branches, each with local secretaries, and two organizers are now devoting all their time to the opening up of the work in the newer sections of the province.

The following constitute the executive, all of whom attended the conference in Regina on January 6:—President, S. A. Maybee, Moose Jaw; first vice-president, W. W. Cooper, Swift Current; second vice-president, J. W. McLennan, Kamsack; treasurer, J. L. S. Hutchinson, Saskatoon, and secretary, F. E. Raymond, Saskatoon.

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS

EVENING WEAR

Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
BALL, RECEPTION, FORMAL, DINNER, THEATRE, EVENING WEDDING	Swallow-tail Chesterfield, single breasted, Inverness and Spanish cape, or cape overcoat.	Black, dressed or undressed worsted, plain or fancy weaves, satin facings. Blue occasionally worn.	Single breasted, white semi-V or U-shaped, with collar	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, two studs showing	Poke	Butterfly, with round or straight ends, plain white or small pique pattern	Plain white glace kid or white suede	Black, grey or deep blue silk or other subdued color	Patent leather, buttoned cloth or kid tops, patent leather pumps	Pearl or moonstone links and studs
INFORMAL CLUB, STAG, AT HOME, DINNERS	Jacket Same overcoat as above.	Black or Oxford grey, single breast, with satin facings.	Same material as coat or as facing on coat, single breast, semi-V-shape	Same material as jacket, one broad or two medium braids	Derby or black or grey soft	White, stiff or soft. If latter, fine tucks, double cuff, semi-laundered	Plain fold or wing	Butterfly, as above, black satin, figured silk or color to match waistcoat	Chamois best, or suede or tan cape	Of silk, to match tie.	Patent or dull	Gold or jewelled links and studs, gold bar chain

DAY WEAR

AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	Frock or Cutaway Chesterfield overcoat, s. or d. breasted.	Black or grey lamb's wool, undressed worsteds, plain or braided edges.	Same material as coat, double breasted, or of fancy fabric	Black worsted, with white or colored stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs.	Poke or wing or plain band	Once-over, or four-in-hand or Ascot in solid colors, black, white, grey or pastel shades	White or grey glace kid or suede, white buck	Dark colored silk	Button, kid tops, patents or varnished lowers, plain cross tips on toe	Gold or pearl uncut jewelled ornament, jewelled pin
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat Same overcoat as above.	Same as above	Single breasted with collar, but without collar if braided and of same material as coat	Same as above	High silk, broad band	White or colored; if latter, cuffs, white and single	Poke or wing	Once-over, or four-in-hand or bow, same shades as above	Same as above	Dark colored silk	Buttoned patent leather, plain tip	Same as above
BUSINESS, LOUNGE AND MORNING WEAR	Single and double breasted Jacket and walking coat Chesterfield	Flannels, worsteds, Saxonys Cheviots	Single breasted like jacket, or fancy to harmonize	With black materials, Striped trousers or check, otherwise same as coat.	Derby or Alpine	White or colored, single and double cuffs, may match	White, wing or turnover	Four-in-hand or bow in harmony	Tan, red, chamois, colored or white buck	Cotton, wool, lisle, shades in harmony Wool to harmonize,	Black or brown, plain or fancy uppers, button or laced, plain or cross tip	Something very plain
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or jacket, single or double breasted Chesterfield, Raglan draped, Highland cape, s.b. ulster.	Tweeds, cheviots, homespuns, flannels	Single breast like suit or fancy knitted lamb's wool	Same as suit or flannel; knicker-bockers with strap and buckle, knicker-bocker breeches	Cloth, felt, Alpine cap	Flannel or Oxford suitings, double cuffs	White or turndown to match shirt	Same as above	Same as above	Wool to harmonize leather looped leggings, Highland gaiters	Black or brown lace calf, low or high plain tip or full brogued	Same as above

*W. J. Levy, of Levy Bros. ("Makers of Men's Clothes"), Toronto, prepared this chart for The Review.

Adding Clothing to Men's Furnishings

This Seems to Be The Later Tendency—Exclusive Men's Furnishings Stores Becoming Fewer —Extra Line Helps to Pay Rent—Objection That Expert on Clothing is Required.

IS the store devoted exclusively to men's furnishings losing its identity as a separately conducted branch of the retail trade by a gradual process of merging with the retail clothing business? asks Men's Wear, New York, and continues thus:

It has been observed that stores dealing in men's furnishing goods exclusively have not increased in number in as lively a rate as have stores in other retail lines. Search for the reason for what seems to indicate retrogression in the number of furnishing goods stores, in the face of the fact that men are giving more attention to the little things of their attire than ever, and consequently are consuming more furnishings than ever, reveals some interesting points. While only meagre statistics are available, covering small areas, these statistics seem to prove this general observation in that they show in some localities a falling off in the number of furnishing goods stores. Lest it be misunderstood, the term "furnishing goods stores," as here used, refers to those stores which deal only in that class of merchandise which may strictly be termed haberdashery or furnishing goods, and does not include those stores which handle clothing or other lines.

Expanded Into Larger Fields.

The number of furnishing goods stores in the metropolitan centres seems to have shown no increase, and in some places there has been an actual falling off in their number. Reviewing the furnishing goods field covering a period of years and a given number of cases, we find that of those who did not liquidate and retire from business, either of their own volition or from other causes, most of the remainder have emerged from the class of specialty furnishing goods stores by way of expansion into larger fields. Some have expanded their operations by opening additional stores where they have a larger purchasing power and a larger output.

Others, and this is said to be one of the chief reasons why many furnishing goods houses have ceased to be exclusively furnishing goods stores, have installed a line of house coats, smoking jackets and bathrobes, a line of raincoats for Spring and Autumn, Palm Beach suits for Summer, or they have added a tailoring or complete ready-to-wear department. All of these lines are sold at prices which average far larger than that of the average furnishing goods article, thus bringing up the general average of the individual sale, with corresponding advantage to the profits.

The Size of the Average Sale.

Most clothiers and furnishers would be surprised if they would compute their average sale. A clothier and furnisher, being asked what his average sale amounted to, responded that it was around ten dollars. He had never taken the trouble to figure it out, and his answer indicated that he had not given due import in this computation to the depressing influence upon the average of the whole business by the low average in the furnishing goods end. Had this clothier been told that his average sale approximated nearer two dollars than ten dollars he would have been astounded, and yet such was the case.

Now, if the average sale in a clothing and furnishing goods store approximates between two and three dollars, it will be seen that the average sale for a furnishing goods specialty store is decidedly lower. One leading furnisher in a large city characterized the exclusive furnishing goods trade as a "peanut" business, because, he said, "The individual sales are small and represent as much effort to make them as in other lines. Those articles of furnishings which do not require the exercise of so much art in selling are the lines which yield the smallest profit, but even then the profit is not commensurate with the time it takes to sell the article. Where high rents prevail a tremendous volume of these small sales is necessary to meet the overhead expenses before a profit is possible."

Out of the High-Rent District.

"Gradually," he continued, "this is reducing the number of exclusive furnishing goods stores in the high-rent districts by forcing them out to the smaller business streets in outlying sections of the city, where rents are not so great. They either have to do this or add other lines."

He pointed to several of the furnishers who once confined themselves to furnishings only, but who have in recent seasons added clothing or clothing specialties in order to increase their volume of business.

"Another factor in reducing the profit of the business," he said, "is in the necessity of getting skilled salesmen, for which good salaries must be paid. One must pay for skill in any line, and failure to get skilled furnishing goods men reduces the volume of sales accordingly. To get skilled men requires that they be paid salaries in many cases greater than the business warrants, and as much as the same degree of skill would merit in any other line. If you succeed in getting a skilled person at a salary consistent with the character of the business, you are sure to find that there is either something wrong with the man or he will only be with you until he finds something else to do where his ability will bring better recompense."

These facts have been the motive back of the establishment of chains of furnishing goods stores for purposes of securing greater buying power and larger outlet, and it is a known fact that of these large operators in Chicago, more than half of them operate in the real estate market; thus by taking advantageous leaseholds, subleasing parts of them, they succeed in doing what the smaller operator cannot do, viz., cut down their chief overhead expenses item, that of rent.

Obliged to Add Lines.

Gradually, with the increase of overhead expense necessary to keep pace with the service afforded by the larger operators who deal in other lines, furnishers have been obliged to add lines which raise the average sale.

A prominent wholesale furnishing goods dealer stated on this subject recently that there seemed to be a marked tendency on the part of the retail furnishing goods dealer to install lines of clothing. Illustrative of this tendency he mentioned a high-grade line of men's clothing, which he stated had built up an unusually strong trade by going to well-established exclusive furnishing goods houses and convincing them it was to their advantage to add a line of clothing. "While many of these furnishers who have added clothing stocks have been successful," he continued, "I could name an equal number who have failed to make good. They are making a success of the furnishing goods end of the business—they did not know the clothing end, and the new venture proved a failure. In many cases they were trying to carry too large and varied a stock. In my estimation, the exclusive furnisher who wants to add a certain line of clothing had better confine himself at first to certain specialty lines, such as two-piece suits in staple patterns for

the Summer trade and a line of overcoats for Winter, rather than to try to start out with a complete clothing stock."

Carry Raincoats at Least Extra.

Such high-class stores in New York as Sulka's, McLaughlin's, Kaskel's, Budd's and others, Capper & Capper, Burns & Grassie, Beachey and Lawler, in Chicago, are generally looked upon as exclusive furnishing goods shops, but every one of these establishments carries a line of raincoats, several of them carry regular overcoats, and some complete lines of ready-to-wear clothing. Also you will find golf jackets and golf caps in many of these shops. These things, however, are not new for these stores—they have carried them for years. Passing a certain one of these shops on Fifth avenue, New York, the other day, a stranger would probably have taken it for a clothing store, for in both of its front windows were displayed waterproof woolen coats and caps exclusively.

Gradually Work Into It.

Said a travelling salesman for a prominent clothing house the other day: "I cover the New England states for my firm, and up through that territory I have noticed quite a tendency among exclusive furnishers in late years towards putting in clothing. The holiday season, for instance, gives them an opportunity to sell house coats, dressing gowns, etc., and some of them add mackinaws and overcoats for the Fall and Winter season. Then they put in a line of evening dress suits, dinner jackets, extra trousers, etc., and finally add a regular line of clothing. They go about it gradually, the process of expanding in some cases covering several seasons, but in this way, when they have at last developed into full-fledged clothiers, they are better qualified to run their business, because they have built it up along with their knowledge and experience."

A member of a firm of shirt manufacturers who travels a great deal said: "I haven't noticed any marked tendency on the part of the furnishing goods merchants in the South to add clothing, yet I guess there are lots of them who are doing it, not especially because they want to, but probably because they feel that they are compelled to in order to reduce their overhead expenses and make more money. Rents are high nowadays, and a retailer has got to do a certain amount of business to cover all of his expenses and come out ahead. If he can't do it on one line alone he's got to add something else, that's all. And, no doubt, many of them figure that it's bad policy, after selling a man shirts, neckwear, hosiery, etc., to let him go somewhere else to buy his suits, overcoats and hats, when he could just as well have bought everything in one store if that were possible."

This Man Thinks It Unwise.

Mr. Fred A. Rossbach, president of the Washington Shirt Company, one of the leading furnishers of Chicago, and operating several stores, when asked his opinion on this trend, admitted that there was apparently some basis for belief that the trade showed evidences of going in this direction. He, however, expressed the opinion that he did not regard it as wise for a furnishing goods store to add clothing, because it often detracted from the attention given furnishings and from the window space which was most desirable in the promotion of a furnishing goods business. He stated that, in his estimation, the average furnishing goods dealer was not a clothing man, and that unless a clothing department had at its head an experienced clothier it was very easy for this business to become a burden rather than a help. "It is easy," he said, "to pile up a stock of clothing, which, because of the less frequent turnover which the furnishing department is accustomed to, would depreciate in value, and is thus likely in many cases to carry the entire business to its doom.

Clothing Men Who Carry Furnishings.

The competition which the furnisher must meet from the clothing stores who carry large comprehensive stocks of furnishings is another factor in the condition which seems to be eliminating the exclusively furnishing goods stores. From the foregoing it would seem that the conditions under which the furnisher is obliged to operate are not conducive to the continuance of this business as a specialized line in many localities. It is not intended to imply that there are no profitably conducted furnishing goods stores. That would be a misstatement, because there are localities where high rents do not figure so prominently in the overhead nor does the problem of help, where a man operates his own store, attends to the buying and the selling himself. Taking the situation as a whole, it would appear that the query at the start of this article might be answered in the affirmative.

175 OVERCOATS TO POOR BOYS.

Following a custom inaugurated when the store was first opened in this city, Saks & Co., Washington, on Christmas day, distributed 125 warm overcoats from among its stock of salable merchandise to that number of the city's poor boys. In addition to the coats, those of the most needy were supplied with other articles of wearing apparel and more than three dozen pairs of shoes, quantities of stockings, underwear, leggings, caps, and even neckties, were thus disposed of.

AGAINST SUPERLATIVES.

John S. Capper, of Chicago, in a recent advertisement said editorially:

"Superlatives are seldom used in Capper advertisements, for the reason that superlatives are seldom justified by facts. We sell good clothes and other stores sell good clothes. We have no corner on quality, honesty or fairness.

"I believe that the public is overburdened with a verbal diet of 'finest, greatest, grandest, smartest, newest,' and so on to the end of the dictionary.

"Occasionally we say that a certain article is the 'best,' because we are acquainted with all articles with which it may be compared and know that it is the best. Occasionally we note that certain fine things are 'exclusive' with us. We say this only when we are positive that no other Chicago store can buy or sell those articles.

"Superlatives are dangerous to the users, moderation is rewarded with confidence, truth is a 'business proposition.'"

WAR ORDERS IN THE STATES.

Some of the American houses are benefiting by the war in getting orders for wool goods. One firm is quoted as saying they have an order for 90,000 dozen pairs of socks for the armies of Great Britain and France, the value of which is $175,000. Another firm has an order for 120,000 pairs of cotton halfhose, also from England.

A NECKTIE FREE.

"A gent's necktie free with every purchase of $5 or over at our great clean-up sale this week."—Two-column announcement of A. G. Spooner, men's furnisher, Vulcan, Alta.

SITUATION IS SOUND.

In its report from Toronto on trade conditions, Dun's Bulletin on Jan. 16 said: "The situation on the whole is sound with regard to the business of the country and the feeling is one of hope."

T. E. Boughen, Valley River, Man., general merchant, has been succeeded by E J. Boughen.

ADJUSTABLE MEN'S BUST FORM, 6 FT. oxidized clothing rack, hundred suit hangers, adjustable clothing stand in use 3 months. Make an offer. C. F. Shields, Hamilton.

Canada's Trade Position on a Better Basis

Ratio of Exports to Imports Rising—Balance Against Canada Diminishing Rapidly—Increasing Export of Farm Produce, Except Cereals—Exportable Surplus of Farm Produce in 1915 Has Much to do With the Future.

OUR Dominion trade returns, according to The Financial Post, show that for the aggregate external business we had a total for the fiscal year ending March 31st, 1914, of $1,129,744,725 of which $478,997,928 was in exports and $650,746,797 in imports. The ratio of exports to imports was 73.00. In 1912 it was 56.38 and in 1913, 56.83. In 1910 it was 76.91. The tendency at present time is for the ratio to steadily advance. This tendency has been looked for and we depend upon its being maintained in order to put Canada on a better basis, commercially and financially speaking.

The trade returns issued by the Dominion Government merely takes us to the end of March, 1914. Since then the monthly returns issued show that the ratio of exports to imports has improved steadily and at the present time the balance is steadily diminishing. If Canada had had normal luck in the matter of field crops during the year the adverse balance would in all likelihood have disappeared, and given normal weather during 1915 there seems little doubt that the trade balance will be considerably in favor of Canada. That is, of course, in so far as domestic exports and imports are concerned. The excess of imports over exports will not be sufficient to meet the expense incurred on Canada's behalf independent of the Empire.

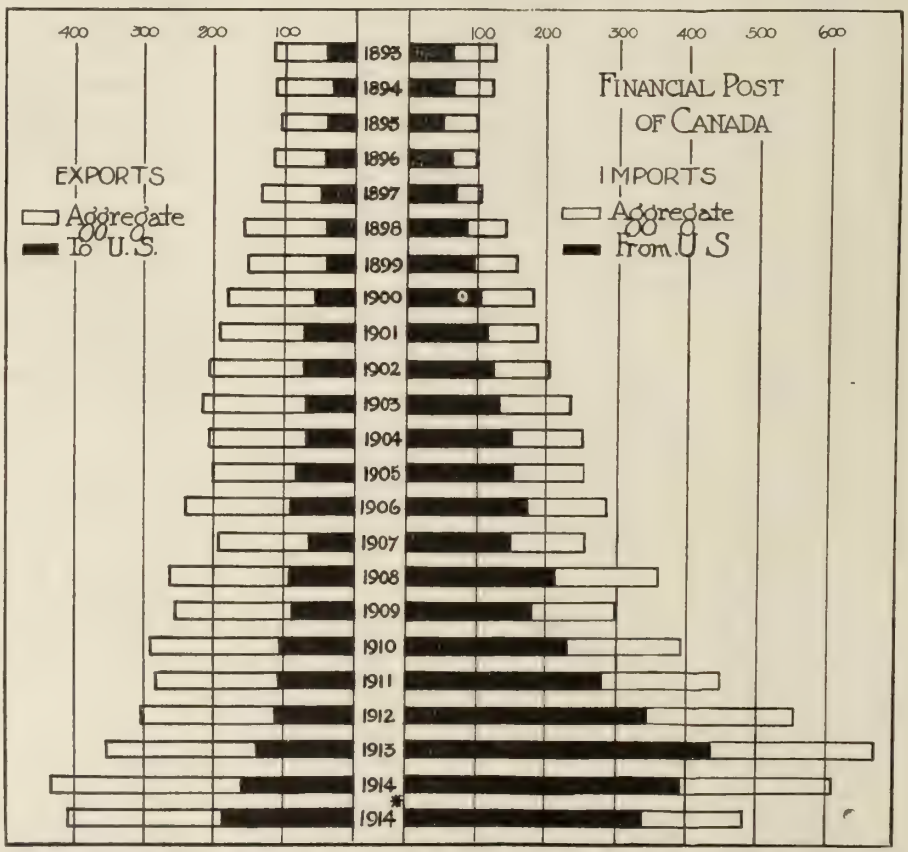
Our 1915 Trade.

Let us consider the per capita trade of Canada. During the fiscal year of 1914 the per capita export of Canada amounted to $65. For the balance of 1914 up to the end of October the exports aggregated approximately 52.50 per capita. The decrease is due almost entirely to the falling off of the exportation of wheat and other cereals. That is explained by the partial failure of our crops in the West. On the other hand farm products in the form of produce of animals have steadily increased. The United States market been opened and farmers in Canada are taking advantage of it. What they have done in this respect so far is but an indication of what is likely to be done in the immediate future.

While our exports per capita receded slightly in the later months of 1914 our imports receded in much greater ratio. For instance, in 1913 our imports aggregated $90 per head and in 1914, that is the fiscal year of 1914, they fell to $76 per capita. During the later months of 1914 they dropped to $65 per capita and the tendency is to further contract in this respect.

Exports to U.S. Increase.

The diagram accompanying this article showing the exports and imports of Canade shows the growth in the case of each and the proportion of our trade with the United States. It will be noted that our exports to the United States have steadily increased. And during the later months of 1914 they continued to increase. This is an interesting tendency and one which will convince our creditors of the ability of Canada to produce. Some lack of confidence in this respect has been manifest abroad and it remains for Canada to show, and no doubt she will do so, that for every dollar she has borrowed she can produce wealth to liquidate the debt. With the market opened to us in the United States it will be noted that from 1912 up to the present time the advance in the amount of exported wealth to the United States has increased from $104,115,823 in 1911 to $163,372,690 in 1914. If we gauge the entire fiscal year ending March, 1915, by the exports for the first eight months of the fiscal year in 1914 the exports to the United States will be on a still greater scale. This tendency is of very great importance to us in view of the fact that we will have to seek capital in the United States. From the diagram published it will be seen that exports from Canada to the United States form a steadily increasing ratio of total Canadian exports.



*Estimated on basis of returns for the first eight months of current fiscal year. The figures at the top represent millions of dollars.

Charges that the railroads suffer fraudulent claims of eggs damaged in transit were brought against large egg handlers by the New York Central Railroad Company in its inquiry of the butter and egg business in New York State last week. The attorney for the railroads said that claims were sometimes made against the roads for eggs which were in a decayed state weeks before shipment. A list of overcharges, extortion and fraud by many egg dealers were alleged.

BUSINESS LOGIC!

ADVERTISING is intended to stimulate trade; to establish a connection for the advertiser and make his name well known; to standardize his product and educate the public to an appreciation of its advantages.

¶ If advertising is useful in times of peace, should it not be just as helpful in times of war?

¶ Should not the connection established during a period of commercial prosperity be maintained, even strengthened, until prosperity returns?

¶ Should not the process of familiarizing and educating go on?

¶ If not, why not?

¶ Changes are taking place in the industrial life of Canada. New businesses are coming into existence, some encouraged by the unusual conditions—others undaunted by them. New markets are being opened up. The industrial map of Canada, like the geographical map of Europe, is changing.

¶ The persistent advertiser will keep in touch with his old friends and meet the newcomers. During times of war he will get his share of business and when the war is over his prestige will have been strengthened and his connection enlarged. He will have lost nothing and gained much.

Retailers' Credits and How to Deal with Them

Banker Always Demands Security, but the Retailer Trusts to Luck — Close Co-operation Urged and Definite Course Suggested—Credits on a Monthly Basis—Advertising Advantages of Home-Buying.

Paper read at meeting of the R.M.A., Vernon, B.C., by one of the members.

THE subject I propose to speak about this evening is perhaps one one of the most interesting and at the same time one of the most difficult questions we have to deal with in the wholesale or retail trade.

I shall deal with the retail side of this question for a short time so that we may have time to discuss the subject together afterwards.

Credit has its uses and no one will deny that without credit we would be in a very awkward position.

Before the war began England, France, Russia, Germany and Austria had a combined national debt of $2,500,000,000 for which interest was paid annually amounting to $100,000,000. France is responsible alone for 25 per cent. of this amount her debt amounting to $160 per head for every man, woman and baby within her boundaries.

The Banker Versus Merchant.

But the credit I am discussing with you tonight is that of credit as applied to the retailer and his customers. One of the points which strike me as peculiar is the vast difference between the credit of the merchant and his banker, and that of the merchant and his customer. The one takes very good care to obtain absolute security for any advances made to his client and the other takes absurd risks and writes off annually or should do, large amounts for bad and doubtful debts. Can anyone tell me why it is that the merchants take such a much greater risk than the banker? And have you ever thought that the merchant is possibly a better risk for credit without security than the customer of the merchant, who is at the best a most uncertain client in nine cases out of ten?

Then why is it the merchants take the risks they do and when it becomes necessary to press for payment or security have to be satisfied with a lien on real estate or crops or some such uncertain security.

What are judgments worth after you have obtained them? I have yet to learn of any satisfaction to be derived from a judgment, except in a few instances.

The merchant of a century ago was more justified in giving credit than we are to-day because a rather different standard of morals or commercial morality existed at that time; moreover, the competition that exists at the present time, the mail order business, or shopping by post and other enemies of the country trader did not trouble our forefathers. There is no doubt that a system of barter, exchanging produce for merchandise was quite as much in evidence in earlier days as it is in this valley to-day, but with this difference, that farmers brought their produce to town and either sold or exchanged it for goods on the spot.

This paper was read by a man who has had years of experience in the retail trade and who has given the question of credits considerable thought. It was thrown open for discussion by the Vernon merchants present, and such was the interest taken that it was midnight before the meeting broke up. Before doing so a committee from amongst the local grocers was formed to go into this matter and see what steps could be taken to remedy the evil of long-term credits.

To-day it is the custom to run up a large account and after standing on the books for several months supply merchandise to reduce it; the purchaser gets all the credit at no risk to himself.

Attitude of Customers.

I have no doubt many of the customers we have to deal with to-day are very astonished if not greatly annoyed at our daring to ask for a settlement of our account, but my experience shows me that such customers are in most cases people who do not intend to pay unless they are forced and I am wondering how long they would allow their accounts to remain unpaid if no pressure were brought to bear.

How is the merchant to carry on business under such conditions or show any profit? The merchant has to pay his accounts often by an overdraft at the bank, for which he has to pay a large interest. Does the customer pay any interest? I think not.

I am willing to make allowances for those who give me a good reason why they are unable to pay, and deserving cases call for lenient treatment, but I ask you, Mr. Merchant, is it fair to give long credit to those in receipt of a regular income or salary paid weekly or monthly?

I know it is convenient for many people to run a monthly credit account and it may be said that this holds the customer to the merchant; but such accounts should be met promptly, within a few days of rendering the account. The giving of indiscriminate credit recoils on the merchant in many ways.

Short credit makes long friends and when a man loans money to his friends he finds that the friendship is not what it used to be; and although the cases are not parallel, loaning money to a friend is not so far removed from loaning merchandise to a customer. In both cases it is difficult to ask for the money that rightfully belongs to you, and the only difference I can see is that in one case by asking for your bill to be paid you lose your customer and when you ask your friend to repay your loan you lose your friend.

ST. THOMAS FIRE LOSSES.

St. Thomas merchants had heavy fire losses shortly before Christmas. W. E. Maxwell's through a defective chimney in the basement lost $15,000 with serious smoke damage; while D. G. Davidson, who opened up in that city recently with ladies' wear was damaged to the extent of nearly $10,000.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible

"KANT KRACK" COLLARS.

"A little talk on collars and dress" covers a neat booklet issued by The Parsons & Parsons Canadian Company of Hamilton. Inside are illustrated various brands of their "Kant Krack" coated linen collars. "A clean collar all the time and for nothing" is one of their slogans. "The Kant Krack collar is made of linen but the linen is waterproofed, therefore, it can be washed by the wearer any time, and anywhere in a moment." Several lines are recommended for boys' wear. A "correct dress chart," is a valuable addition to the booklet. "Made in Canada," is featured throughout.

Take Advantage of Our Enquiry Department

WHEN you become a subscriber to "The Review" this is part of the service you buy.

Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Information Bureau is at your service at all times.

We are glad to be of any possible service to our readers, and requests for information are most welcome.

Cut out coupon below and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME_____

ADDRESS_____

Civilian Clothes or Official British Military Dress

Uniforms and Dress Equipment for Home Guards, Rifle Clubs, Police and Military or Semi-Military Organizations Tailored to Measure



CADET PATROL JACKET

Keep your eyes on local organizations and keep in touch with us, so that when new uniforms are required you will be on the ground floor, ready to quote prices at short notice.

Our military designer, Mr. F. Fisher, spent many years doing contract work for the British War Office, and is a recognized authority on all kinds of military and semi-military tailoring. We are fully equipped to produce uniforms of all kinds, made-to-measure, and tailored to the Crown Tailoring standard.



The Crown Tailoring Agency in your town is worth while.

Have you looked into the made-to-measure idea yet?

The Crown Tailoring outfit can be made most profitable, for it enables you to increase your turnover with less investment and less trouble and worry.

It brings customers to your store who have never worn ready-made clothing in their lives—this means the raising of your standard of patronage without lowering the volume of business or the percentage of profit.

Look into it now, and be ready for Spring business.



OFFICER'S GREAT COAT

The Crown Tailoring Co., Limited

TORONTO, CANADA

Knitted Goods

SPECIAL FEATURE OF NEXT ISSUE

As usual the first issue in February will be particularly devoted to knitted goods. Watch for this big issue, replete with authoritative style information and reliable news of the knit goods industry.

If the success of your business depends on just how hard the merchants of Canada push your particular line, your advertisement in this issue is essential.

Forms close January 27.

TO THE RETAIL TRADE

The success of this line proves its value and we would recommend you to secure your requirements now, if you have not already done so.

The **"Allies"** *Line*

United
We
Stand



Divided
We
Fall

NAINSOOK

FOR

Ladies' and Children's Wear

FINE *and* PURE TRIED *and* SURE

If not now, you will require it later, and substitutes cannot fill the want.

"Allies" Line

(Trade-Mark Registered)

as strong and worthy as their name-sakes.

For sale by all Jobbers

MANUFACTURED BY

THE MONTREAL COTTONS LIMITED

TORONTO MONTREAL WINNIPEG

DRY·GOODS·REVIEW



Vol. XXVII No. 3

FEBRUARY 3, 1915

WELL-ASSORTED STOCK OF
POPULAR-PRICED
Swiss Embroideries

For manufacturers or dealers whose stock of embroideries is broken. We have some splendid values to retail at 5, 10, 15 and 25c a yard.

Let us send you an assortment of ready sellers from our large stock, including Beadings, Galloons, Insertions, Edgings, Skirtings, Flouncings and Corset Covers.

FOR IMPORT

We will be calling on the trade in March with a full range of samples for import orders for 1916. These include a wide selection of beautiful and high-class creations, as well as many new and dainty designs at popular prices.

Manufactured by

G. THOMA & CO.
St. Fiden, St. Gall (Switzerland)

Agent—**J. H. Gagnon,** *Unity Building*, **Montreal**

The Original Optimist

ROBINSON CRUSOE was the Original Optimist. Times looked bad for Robinson—couldn't have looked much worse. But he didn't say "What's the Use"; didn't lie down, whimper, kick, and growl at destiny.

No, Crusoe used his *head;* he *thought*—then he thought some more—real serious line of thinking. Just what to do was the puzzle Crusoe was solving. Finally it came to him in a flash—"I have it," said Robinson,—*"I'll advertise."*

A thousand miles from nowhere—a possible buyer coming within reading distance of his ad every few years—that was Robinson's outlook. It was hard times,—business depression, a stringent money market,—also what Sherman said about war.

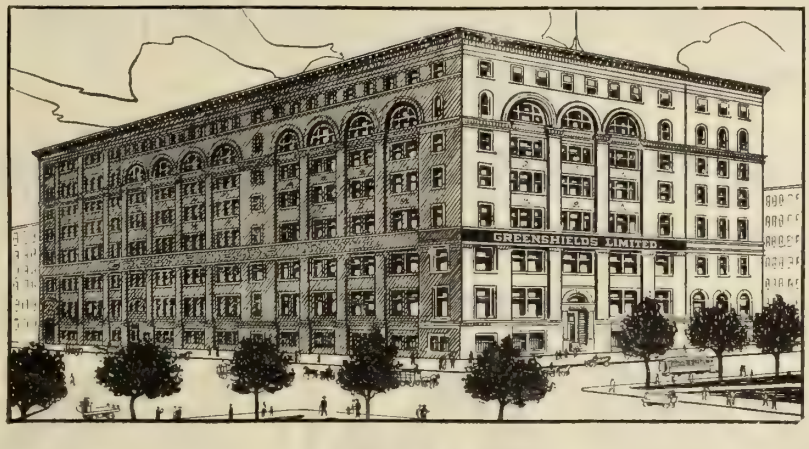
But Crusoe, as before mentioned, was an Optimist, also a believer in persistent advertising.

He wanted a ship—how would he get it? Answer—"Advertise." And he did—flung a shirt from the top of a pole.

The first advertisement brought no returns.

But Crusoe wasn't discouraged. He changed the "copy" — put up another shirt. Yes, times were hard—awful hard; but Crusoe won out—he got his ship—and he did it by *persistent advertising.*

Crusoe was the original Optimist.



SPRING
Wash Goods Leaders

An unusually brisk demand for cotton goods is expected this Spring on account of the scarcity of imported lines of heavier dress goods. Having anticipated this demand, we are offering a wide and very attractive range of

Voiles Rice Cloths Lace Cloths
Organdies Ready-to-Wear Waists
and all kinds of Whitewear

The ready-to-wear waists are made in the latest, semi-tailored styles, with the fashionable combination collars, in plain, fancy and embroidered voiles and organdies.

These are all fast-selling lines, on which you can make excellent profits and quick turn-over.

In the intervals between our travelers' visits, you will receive prompt attention to immediate requirements if you write to our

MAIL ORDER DEPARTMENT

GREENSHIELDS LIMITED
MONTREAL

"Everything in Dry Goods."

GINGHAMS will be in Good Demand in 1915.
Stock **THE POPULAR BRAND**

The Range of "ANDERSON'S" is finer than ever
and are being shown by ALL WHOLESALE HOUSES



WM. ANDERSON & CO., Ltd.
PACIFIC MILLS, GLASGOW
SCOTLAND

DO IT NOW!

You probably were timid about buying as usual for Spring, but now——

YOU SHOULD HAVE NO DOUBTS

Trade in most centres during even this, the usually dull season, has been so satisfactory that nobody can feel but that a good Spring business awaits those who try for it as usual.

OUR DRESS GOODS DEPARTMENT

We offer you a very large range of patterns and colorings in three leading lines of Summer goods:

OSTEND CREPE, 25-6″ wide, to retail at 10c per yard, in striped, floral and allover designs.

DUCHESS CREPE, 25-6″ wide, to retail at 15c per yard, in a large range of all colors in hairline stripes and small florals on a fine white ground.

MAXIXE CREPE, 28″ wide, to retail, with a very liberal profit, at 25c per yard in plain shades of all the best colors.



We will be glad to mail you a complete range of clippings of these and any other lines in which you may be interested.

John M. Garland, Son & Co., Limited
Ottawa, Canada



Now that the Spring Style Stage is set—all agree that mohairs are sure of an even wider vogue than during the past few seasons. While the call for mohairs is always *strong*, the new styles make demand **stronger.** The best fabrics in this class are, of course.

English Mohairs

Guaranteed by the B. D. A.

Fabric buyers, garment buyers and cutters-up will find that the featuring of these fabrics will bring a brisk and hearty response. The patterns and colors of English mohairs, guaranteed by the B.D.A., are always in line with fashion's latest movement.

All High-Grade Importing Wholesalers

The Bradford Dyers' Assoc'n, Limited
of BRADFORD, ENGLAND
AMERICAN BUREAU
235 West 39th St.
New York



YOU MUST LOSE BUSINESS

if you do not attend the

DRAPERY and LADIES' WEAR

and

CLOTHING and OUTFITTING TRADES

EXHIBITIONS

(held concurrently)

ROYAL AGRICULTURAL HALL,
LONDON, ENGLAND

APRIL 12th to 23rd, 1915

A vast collection of exhibits by some 300 manufacturers from every part of the United Kingdom.

All Continental supplies being cut off, buyers will discover new and valuable markets.

ADVANCE SHOWS IN EVERY SECTION OF FASHION GOODS

You Should Make an Effort to Attend This Exhibition Personally — It Will Pay You

The proof of the pudding—

lies in the eating—in the way Tom, Dick and Harry hustle back for that second serving. Noesting Pin Tickets have met with much the same reception as a good pudding receives from the boys; they have been critically tested, they have been found good and the satisfied merchants have been sending in repeat orders ever since.

To those dealers who have never tried Noesting Pin Tickets, we want to prove in the most practical way we know of, all our claims for their superiority — how their rounded points will not tear the filmiest fabric or jab your operatives' or customers' fingers. Let us send you a trial box to-day.

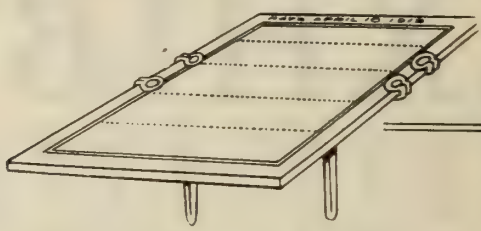
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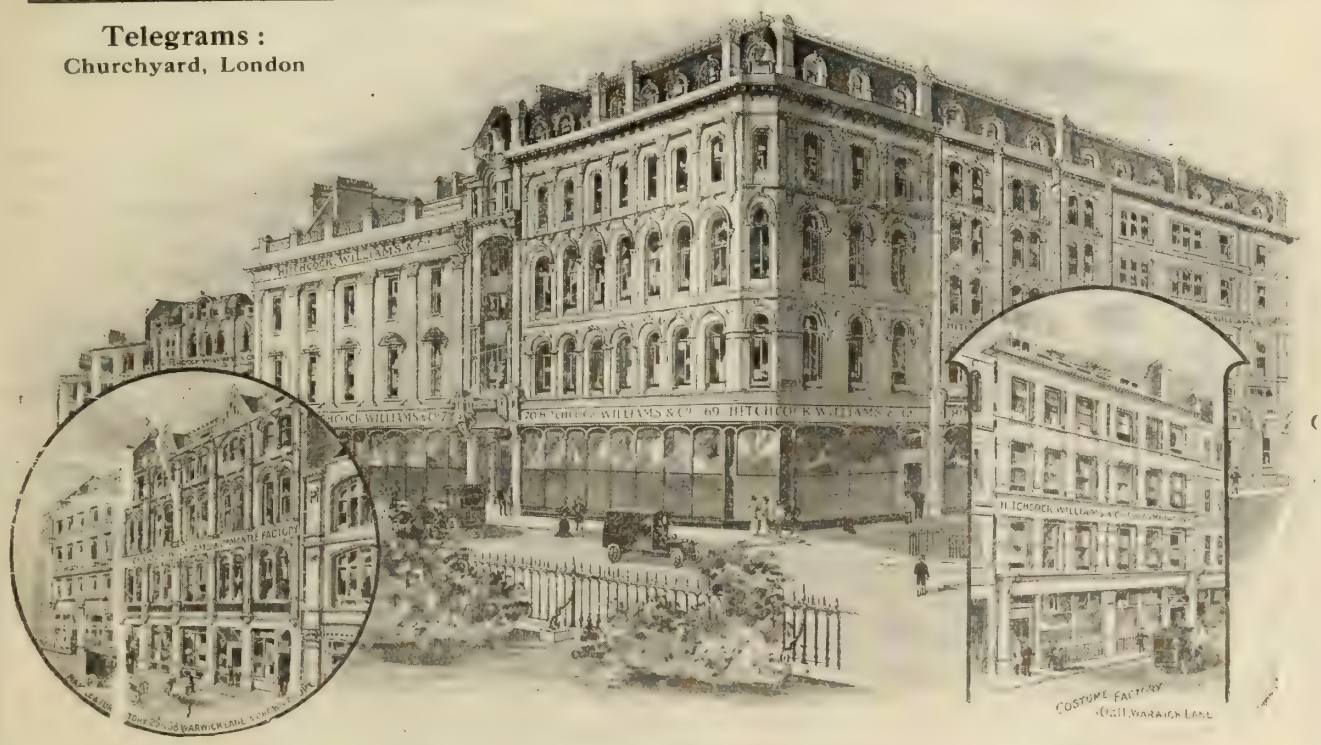
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Pat. No.	Date.	Pat. No.	Date.	Pat. No.	Date.
131,305	Feb. 28, 1911	137,393	Dec. 19, 1911	143,172	Oct. 8, 1912
136,203	Oct. 17, 1911	139,317	Mar. 26, 1912	146,285	Mar. 4, 1913
137,277	Dec. 12, 1911	140,323	May 14, 1912	149,258	July 15, 1913
137,391	Dec. 19, 1911	140,760	May 28, 1912	149,259	July 15, 1913
137,392	Dec. 19, 1911	141,157	June 18, 1912		

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your supplies are stopped of Cotton Webbings, Bindings and Tapes, Boot Loopings and Top Bandings, Woven Name Labels or Loops of any description, Elastic Braids or Webbings, Mending Wools, Sewing Cottons and Embroidery Yarns, Braces and Hose Supporters, Cork Insoles and Wool Slipper Soles, Corset or Boot Laces or Wood Lasts

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Such is the **"UNITY BRAND"** OF **OVERALLS, SMOCKS** and **WORK SHIRTS. A line good in every thread,** warranted right as to value, cut and finish. **"Union Made" and "High Grade"**—in every particular. **Garments sold on their merits,** and combine the best in all details, calculated to win friends, **consequently make trade for the merchant.**

Can we not interest you in these "UNITY BRAND" popular leaders? Send in a trial order to us by mail or see samples on the road with our representatives from the Atlantic to the Pacific. These are **Made-in-Canada** Garments, expressly for the Canadian market.

Lot 36—Men's Blue and White Striped Drill Overall with Elastic Back Suspenders. Made from Stifel Indigo Drill and a well-cut, well-made garment ..... **Per dozen $9.00**

Lot 736—Men's Blue and White Striped Drill Coats to match above. Made with large Brass Buttons, and three pockets ..... **Per dozen $9.00**

Lot 43—Men's Plain Blue Denim Overalls. Made from a Good Quality Canadian Indigo Blue Denim. Cut and made same as Lot 36. **Per dozen $9.00**

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All sizes, 32 to 44, kept in stock in any of above lines. We also carry all the above lines in Youths' Garments, sizes 28 to 32. **Price per dozen $7.50**

Lot 30—Men's Blue and White Striped Drill Overalls. Made from Stifel's best Indigo Drill. The best overall made in Canada. Guaranteed to give satisfaction in every way. **Per dozen $12.50**

Lot 730—Men's Blue and White Striped Drill Coats. Made with detachable buttons, six pockets, including safety watch and pencil pocket, large folding collar. ..... **Per dozen $12.50**

Lot 10—Men's Black Denim Overalls. Made from extra quality Canadian Black Denim. Made same as Lot 30. ..... **Per dozen $12.50**

Lot 510—Men's Black Denim Coats. Made same as Lot 730. ..... **Per dozen $12.50**

Lot 20—Men's Blue Denim Overalls. Made from extra quality Canadian Indigo Denim. Made same as Lot 30. ..... **Per dozen $12.50**

Lot 620—Men's Blue Denim Coats, to match above. **Per dozen $12.50**

Lot 3975—Men's Black Denim Pants. Made from 8 oz. Canadian Black Denim. Large, roomy cut —high back. The best value in the market. **Per dozen $9.00**

Lot 475—Men's Cottonade Pants. Made from extra quality Canadian Cottonade, neat pattern, grey and black stripe, special value. **Per dozen $9.00**

Lot 265—Men's Black Denim Pants. Made from best 8 oz. Canadian Denim. High grade in every particular ..... **Per dozen $11.50**

Lot 285—Men's Cottonade Pants. Made from best quality American Thorndyke Cottonade, unexcelled for hard wear. One of our best selling lines and very dependable. **Per dozen $11.50**

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Dry Goods Review

VOL. XXVII. FEBRUARY 3, 1915 No. 3

Direct Paris Fashion Service

The Review Arranges With One of Leading French Designers, Chas. Drecolle, For a Regular Supply of His Latest Creations—"Life in Paris as Usual", He Writes—Openings on February 13.

So many reports have gone forth as to the closing of the model houses in Paris, and as to the absence of new ideas from Paris in the Spring modes that The Dry Goods Review has gone to headquarters for full information. The Review is therefore able to announce authoritatively that the leading courtiers will hold their Spring openings as usual during the month of February. They are open and doing business.

In spite of insistent claims that Paris as a fashion centre would be dead as a result of the On-to-Paris drive of the German army, or its lengthy stay in Northern France, and the partial trade paralysis that has been an inevitable consequence of the great war, The Review has refused to believe that the fashion genius of the Parisians would remain smothered for any long time. Many French houses transferred their whole staffs to London; some French designers crossed the ocean to New York and laid the foundation for claims to a worth-while originality that would be superior to any product of a suppressed native outfit in Paris itself, but the light of priority still burned, now fitfully, now almost hidden beneath the "bushel" of a capital stripped of officialdom and almost abandoned by the gay life that was the delight and sustenance of the modiste and couturier.

Paris is coming back; nay in a few days, in all likelihood, at the Openings will establish its claim that it has come back to its place under the sun. Meanwhile readers of The Review can contemplate in this issue—in the Ready-to-Wear Department—one of the latest of Parisian designs, one that was posted in that city on January 14 and reached this office on January 28. This is the first of a series of illustrations of Parisian models that will be received by The Review direct from those fashion workshops.

By special arrangement with the house of Drecoll, The Review will show regularly exclusive illustrations of the latest models that are being brought out. These will provide authentic fashion information that will be of the greatest value to the Canadian buyer.

PARIS VERY MUCH ALIVE.

In a letter dated Paris, le 7 Janvier, 1915, Messrs. Ch. Drecoll, Limited, wrote The Review in part as follows:

"We are sending you per next steamer a design of one of our newest models.

"In spite of the situation our salons were never closed. We remained open in a humanitary way to help our poor work people.

"Our collection will be ready towards the 13th or 15th of February; and we hope to have as many clients as generally, for life in Paris is as usual.

"We shall make our sending monthly."

The date on the envelope that enclosed the design is Jan. 14, 1915, so that the passage was a remarkably quick one for war time.



Proof that Paris is very much alive. Posted Jan. 14, 1915.

All Wools Up 5 to 10 Per Cent.

Latest Sales in London Show Distinct Advances Over December—Merinos Start Upward Again —Supply Very Uncertain—American Quotations for Overcoatings Up 5 to 25 Cents a Yard—Cottons Very Firm.

CABLED reports from Bradford state that on the opening day of the January wool sales the attendance was large, and that the competition was very strong on the part of Yorkshire buyers. A few French buyers were present, and also some American buyers, but they were not buying as they were awaiting the issuing of permits.

A very good selection of medium merinos was offered and all grades sold fully 5 per cent. higher. Buyers are evidently needing crossbreds badly and 50s and lower made an advance of fully 7½ per cent. Forty-fours sold up to 10 per cent. dearer. On the second day a fine selection of the new New Zealand clip was offered and buyers became excited, and all grades in the grease brought practically 10 per cent. over December prices. Slipes were up fully 5 per cent.

Merinos were strong on the opening and all offerings were sold. American buyers bought a few parcels of medium greasy merinos. French buyers bought scoured wools as well as merinos in the grease.

Prices held on succeeding days.

Wool is also advancing in Australia—the Commonwealth is now permitting the shipment of wools, skins and hides to France by British and French ships, and the shipment of merino wool is allowed to the United States in British ships provided a guarantee is given that it shall not be exported again.

The Bradford market is very strong and buying is active as manufacturers are covering big khaki orders. Spot stocks are very low in all qualities and top makers are advancing prices. One reason for the advance is because of the difficulty of getting wool from the docks. The shortage of wool is very real and it is difficult to fully realize just the immense amount of wool that is going into consumption. It is said that the life of each soldier's suit and set of underwear is only from four to six weeks and that the discarded clothing is burnt for sanitary reasons, so there is no possibility that the wool can be used again.

To England for a Little Wool.

The head of a prominent Canadian firm of commission agents for wool and yarns became so impatient of slow and otherwise unsatisfactory deliveries towards the end of January and left for England in order to see what he could do to pick up odd lots, that might be satisfactory to his Canadian customers.

A couple of days after he left, while a representative of The Review was in his office a cable was received from England stating that a certain lot of yarn for which an order had been given had already been sold and the order could not be filled. This is happening again and again.

Going to U.S. to Buy.

This firm stated that many of their customers had been forced to go to the United States to buy at a higher figure in order to keep their factories going.

A knit goods manufacturer told The Review that he had no idea where he would get his supply for making up his usual Fall orders during February and March, nor what he would have to pay.

Contracts Filled in Far Future.

Another manufacturer remarked: "It is quite true that we had a lot of wool contracted for in England but when they cannot fill our orders we are forced to pay far more from other sources: we have to have it. Of course we will, eventually, get our contract filled at the original price, so that our average cost for wool will be brought down, but at present most of it we must buy at the top market price.'

• • •

British Chemists Produce a Blue Dye.

When the war broke out the dye stuffs situation was regarded as most serious. One of the spots where trouble was predicted was in the production of indanthrene, blue that is claimed to have qualities superior to indigo. British chemists, it is now announced, have succeeded in producing this dye, and samples dyed with the new product have been submitted to experts possessing the necessary knowledge who have pronounced it a complete success.

• • •

Blankets Up 15 Per Cent.

A blanket manufacturer writes his Canadian agent stating that he hopes he will be able to get along with the samples he has, as he has no time to make new ones, as Government orders will keep his mills going for three to six months.

There has been an advance in blankets by this firm of approximately 50 cents a pound, or about 15 per cent.

American Woolen Co.'s New Prices.

The American Woolen Co. opened its overcoatings on January 27. It will be noted, says "Women's Wear," in giving some comparisons, that 25 cents a yard is the extreme advance.

Friezes	Fall 1915	Fall 1914 Opening
X27 32 oz. Staple colors	$1.22½	$.97½
Mixtures	1.40	1.15 to 1.20
X28 Mixtures	1.27½	..
X241 Black	1.02½	.87½
X241 Mixtures	1.20	.95 to 1.00
Burlingtons 502 Black 24 oz.	.90	.77½
Burlingtons Mixtures	.95	.80
Burlingtons 501 Black 28 oz.	1.02½	.85
Burlingtons 501 Mixtures 28 oz.	1.05	.90
Meltons:		
Suitings 1-4421 Piece Dye	92½	.87½
Suitings 1-4421 Mixtures	1.12½	1.00
Suitings I-28024	.82½	.72½
Suitings I-7224 Pieces Dye	1.02½	.97½
Suitings I-7224 Mixtures	1.12½	1.07½
Kerseys:		
I-19826 26 oz. C. C.	.97½	.90
I-13928 26 oz. C. C.	1.12½	1.05
I-13326 26 oz. all wool.	1.45	1.20
I-8126	1.62½	..
13328-26	1.47½	..
22436	1.42½	..

• • •

Why Cottons are Advancing.

"There are two main reasons for the advance in cottons," remarked a manufacturer's agent to The Review. "One is the rise in raw prices, and the other, quite as important is that the large stocks of cotton fabrics on hand have been nearly all used up as a great many mills across the line closed down rather than sell their output below cost. Now that stocks all over are reduced they are opening up and the trade are compelled to start stocking up again. The whole prospect is for still higher prices."

(Continued on next page.)

THE "PROBLEM" SERIES

Wanted $18 for Hour's Rest in an Elevator

Montreal Merchant's Predicament With Angry Woman Who Had Been Held Prisoner When Power Went Off—She Demanded $18 Costume, but He Got Off With Allowing Her Half Price.

An interview with J. B. Letendre, of Letendre, Fils & Cie.

OF all the demands, reasonable and unreasonable, ever made of me by conscienceless patrons, the most unreasonable came from the woman who was caught in the elevator. We get so used to elevators performing their operations faithfully, we forget that they are not human, that they are dependent solely on power supplied by a big city corporation.

The day came, as it will in the best of businesses, when the power went off, and one of our elevators was caught between the first and second floors. By a stroke of ill-luck, this most unreasonable woman happened to be in the elevator at the time, and was imprisoned there for over an hour, with nobody to talk to but her child and the elevator boy. Truly, a terrifying experience! To make matters worse, it was near dinner hour, and her spouse was waiting for his mid-day meal.

Demanded Recompense.

He waited for an hour, and more than an hour, for, when the power came on again, she came to me in the office and demanded recompense. She drew attention to the awful experience she had undergone, shock to nerves, shock to little boy, and, worse still, a third shock to her husband, who had been held in suspense and hunger for so long.

Très bien. There she stood at my side and demanded compensation for all this pain and anxiety. I thought of her unreasonableness, of the joy it would have given some people to be cut off from the outer world for a whole hour. Then I thought of the reputation of the house, and pictured the horrors this woman might warn her neighbors against at the "Bon Marche." Such idle yarns have seriously injured a business before now.

"What Would You Like?"

I resolved to appease her wrath and make some sort of concession. Turning to her, I said:

"What would you like?"

She hardly knew, and hardly dared to suggest.

"Have you seen anything in the store you would like?" I asked.

She smiled sheepishly.

"Yes," she said, "I have."

I urged her to unburden herself. Then she told me that on one of the upper floors she had seen a costume which would suit her right down to the ground.

Was it worth it—a costume to prevent this woman from spreading a wild tale in the city that she had been imprisoned in a dark hole at the Bon Marche? I weighed the costume against the effect of this story, and decided that I would meet her half-way.

Pay Half Price Only.

"Go to the ready-to-wear department," I said, "and choose a costume. When you have found it, pay me 50 per cent. of its cost, and it is yours."

She went, not feeling too well pleased at the arrangement. Having found it, she returned in a more refractory mood, and demanded that I give her the costume for nothing.

Wanted $18 for Nothing.

The price was eighteen dollars. Eighteen dollars for an hour's rest in an elevator! Too much. I told her firmly that her experience was worth only nine dollars. She haggled for a long, long while, and eventually paid the difference.

Thus was I rid of the most unreasonable woman who ever entered my store, but I had avoided the risk of the Bon Marche being noised around as the "black hole of Calcutta."

ALL WOOLS UP 5 TO 10 PER CENT.

(Continued from page 12.)

The Dominion Textile Co., as announced in last issue has advanced prices on the majority of their lines from 1 to 2 cents per pound. This advance is in sympathy with the higher price of raw cotton. Chemicals and all dye stuffs have advanced materially and many other extra costs have been added to manufacturing charges by the war. Up to date there had not been business enough to warrant any change in price but during the last month there has come a revival and the advances have been put into force. For some time past the stocks of goods in the hands of the wholesale and retail trade have been extremely low throughout the country, and now they have reached a point where it is impossible for buyers to withhold orders any longer. During the past month there has been a good revival of business and the orders placed in the last few weeks are ahead considerably of those placed during the same period last year. The mills are now operating to a fair capacity and the company declare they are looking forward to a season's business that is fully up to the average.

Calculations based upon the large cotton crop, and the fact that a very large number of spindles were put out of business have not up to date been verified. It was predicted that the consumption of raw cotton would be cut down fully one-third and that there would be a very large carry-over to the next season. Predictions followed that cotton would sell down to 6c. As soon as the exchanges opened again the price of raw cotton advanced fully a cent and a half, and the cry of "manipulation" was raised, and this view has undoubtedly kept many buyers out of the market. Now that exports are steadily increasing these views are changing as it is becoming more and more evident that cotton is required for new uses, and to replace the other textiles that are entering into consumption in such large quantities. Raw cotton is selling around eight and nine cents and the prospects are that it will go higher. It is said that English buyers are piling up reserves.

At the present time stocks of yarns are high and prices are fluctuating. Many numbers are in very light demand and spinners will find it difficult to enforce higher prices here.

Reports from the States indicate that sales are large and prices higher in the grey goods market and that all classes of staple coarse yarn goods are moving freely at higher prices. The reason for these better sales and the advantage in values is traceable to the improvement in the finished goods market. Jobbers are making more frequent purchases and are taking goods in larger quantities.

Shortage in Dress Linens.

A shortage in dress linens is expected, particularly linens, for here the effect of the dye scarcity will be felt as well as the very high price of flax. The Government is buying linens for hospital purposes.

The Parable of the Troublesome Lady

ONCE upon a time a certain lady went to a department store in a certain city. This lady was one of those curious creatures who never really know what they want, and who yet are quite sure in their own minds that they do know what they want. For that reason we refer to her as a "certain" lady.

Well, the Certain Lady (caps. please, Mr. Printer, hereafter) was in a good mood this morning. All the way down town in the street car she had been chuckling to herself because her husband had yielded to her request for money wherewith to purchase a new spring suit. Which proves what a wise husband he was. Discretion is the better part of—husbands.

She made for the Spring Dress Goods Department, and there peregrinated up and down and across the aisles surveying models on which were displayed spring suits and so forth. Bye and bye one of those deities who, for a consideration, condescend to allow you the privilege of being served by them, ambled along to where the lady was standing, surveying a spring suit.

"Were you wanting a spring suit?" breathed the deity, who spoke in a very soft and very high voice.

"Well, yes," replied the Certain Lady, "I do want a spring suit. Will you show me some that you think likely."

So the deity took the Certain Lady in tow, and tugged her here and propelled her there looking at models. The Certain Lady donned one, and stood in front of the mirror.

"That suits you," breathed the deity, "and grey is your color." (Strange how the deities always know just what is the customer's color.)

"Don't like it," said the Certain Lady, and took it off.

"Would you like to try this one?" The deity pointed to a "very nice thing" in slate blue.

The Certain Lady tried it, only to throw it off impatiently.

The deity breathed more than softly now. She tapped her foot as much as to say, "Don't goad me too far." Nevertheless she piloted the Certain Lady to another circle and there decorated her with yet another spring suit. Then she stood a little distance away and looked, with that mute-admiration look, at the Certain Lady.

"Oh, you suit that one so well," said she, rapturously,—what time she interlocked her fingers and smiled sweetly. Surely the Certain Lady would be satisfied with this.

"Humph," sniffed the Certain Lady, "don't care for it." And she discarded that too.

The deity tapped her foot again, this time more quickly and more decidedly. There was no mistaking it; she was tapping her foot. Any customer with commonsense, said she to herself, would note the signs of the approaching storm, and clear out before it came. But the Certain Lady looked at her watch, and decided that she had still twenty minutes to spare, and it was good fun trying on gowns.

"I like the look of that Donegal tweed suit over there," said she, "perhaps you would let me see it?"

The Deity smothered her quickly-rising wrath, and took the lady over to where the tweed model was. The Certain Lady got into the coat and surveyed herself. She turned this way and that, and that way and this. She lingered. The deity breathed more easily. She lingered longer. The deity was sure she was satisfied. She asked the price. The deity responded in most accommodating tone. "Cheap," said the Certain Lady. "Yes, isn't it?" acquiesced the deity.

"But I don't think I'll have it. In fact I don't think I'll get a suit at all," murmured the Certain Lady. "Give me two yards of black and white check for a little girl's dress."

The deity stood a moment. Her foot was tapping sixteen to the dozen. I don't accuse her, but someone distinctly said, "Cat!"

The deity brought the black and white check. The lady paid and went out. I regret to say she smirked fiendishly. She said to herself, "The idea! A girl getting mad because I tried on a few suits and then didn't buy. I shan't go there again."

And she did not.

II.

It so happened that the same day a second Certain Lady—much like the first in temperament—went down to a department store to buy a new spring suit. She secured also the services of a deity who languidly inclined her head at the very angle prescribed by Madam Z—the Beauty Specialist, and said, "Something in a spring suit?"

The Second Certain Lady admitted the soft impeachment. So the deity took her in hand and guided her through the aisles sacred to the new spring dress goods.

The Second Certain Lady tried one on. No, she didn't like it. The deity smiled. It was not to be wondered at; one rarely sees what one wants at first, she opined to the Second Certain Lady.

The latter tried on another suit. This was a pale green.

"Oh, it's just your color," said the deity very subtly.

"Really," said the Second Certain Lady and took "just her color" off forthwith.

The deity smiled a knowing smile. Would Madam try on this Palm Beach suit? Madam would.

Madam did. She turned herself this way and she turned herself that way. She craned her neck to see how it fitted from every possible angle. She asked the price.

"Eighteen dollars," said the deity, and she actually showed some animation.

"H'm. Not too expensive," returned the lady. "However," she hurried on "I won't take it. Give me two yards of black and white check for a dress for my little girl."

Now the deity was subtle, as we have pointed out before. Inwardly she was raging. She called the Second Certain Lady all sorts of names that were not at all nice. She even said, "Cat." But she said it under her breath, and the Second Certain Lady never knew she had said it. To her, the deity beamed and smiled. "Two yards of black and white check, madam?" she repeated. "Shall I send it for you?" And there was no trace of irony, though the deity was good and mad underneath.

So the Second Certain Lady left the store. And as she was going she said, "Well perhaps I was rather nasty making that girl pull out all those models. But she took it very well. I shall shop there again."

And she did.

* * * *

The beatitude for the department store deity is: "Blessed are the long-suffering, for they shall get the business."—H. S. E.

Fair or Unfair to Other Retailers?

Retail Merchants' Association is Investigating Eaton's Made-in-Canada Campaign Sale Are Announced to Sell Goods at Cost—Firm Eaton's Made-in-Canada Campaign Sale—Are Statement of the Case—A Counter Move.

A SALE that is being carried out along unusual lines and one that has drawn to itself considerable comment from the retail trade of Canada was inaugurated by the T. Eaton Co. at their Toronto store on Monday, January 25th, under the heading, "Eaton's Made-in-Canada Campaign." The slogan which is being used in the advertising, in the show cards and throughout the store is, "Bargains for you, employment for others."

The terms of this sale can be stated briefly, in the language that the store used in their introductory announcement. It was as follows:

"To promote Canadian industry—you are eager to do this, to create employment—you are perhaps even more eager to do this. Here, then, is your opportunity Buy Made-in-Canada goods.

"On Monday we begin a great campaign for the selling of merchandise from Canadian factories. Our buyers have visited scores of manufacturers throughout the Dominion and laid before them this proposition, namely: That if, for a month or thereabouts, they would eliminate profit in the producing of goods, we, on our part, would sell these goods without profit. With scarcely an exception the manufacturers warmly embraced the idea. They welcomed the means to keep their staffs together—to take on more workers if possible.

"This, therefore, is what has been done; a vast stock of Made-in-Canada merchandise has been gathered together and marked at prices which represent practically no profit whatever to either manufacturer or the Store. And this is the ultimate result.

"You Get Bargains—Others Get Employment.

"The campaign begins with a great comprehensive offering of Made-in-Canada goods for selling next Monday. Every day, thereafter, each department will feature one item under the special Canadian flag ticket, which throughout the campaign will indicate Made-in-Canada merchandise.

"All goods bought in the Made-in-Canada campaign will mean a big saving for the purchaser, will stimulate Canadian industry, and will increase employment."

Agreement Not to Sell to Rest?

A point was raised at once by many members of the Retail Merchants' Association and merchants not officially connected with this asociation, and that was as to whether there were manufacturer in Canada entered into an agreerate prices to one firm during this sale—which will occupy several weeks—prices which they would not repeat to other firms. That is, whether any manufacturer in Canada entered into an agreement to cut rates for the T. Eaton Co., who would charge the regular prices to other retail merchants who might make a call upon them for the same lines of goods. There was little criticism of the object of the sale when it was announced, that is, to stimulate the sale of certain lines of goods by lower prices, so that the factories in Canada might be enabled to keep runing to their full capacity in some cases, or open up where they had been already closed down from lack of orders. Behind the scheme, of course, there is the idea that the firm will receive additional publicity of the kind that will naturally result in increased business to them in the future.

R. M. A. Investigating.

So far as can be learned, the purchase of goods from such manufacturers as went into the scheme was done at figures which cover the raw material and cost of manufacture, but did not allow anything for profit. In some cases, it is understood, whole stocks were purchased outright, and a figure even below cost price was secured. This in itself, of course, is legitimate buying, and buying which is open to every other retail merchant, provided he has the money to pay for it or the credit to secure acceptance of a large offer on his part from a merchant who wishes to dispose en bloc of a surplus stock. But the Retail Merchants' Association is watching the sale and investigating it from another point of view, and is endeavoring to find out where there are any manufacturers who will refuse to sell to outside retail merchants at the same price that they have to the T. Eaton Co., provided, of course, the terms are similar. In other words, has there been an unfair discrimination on the part of any Canadian manufacturer in favor

(Continued on page 18.)

Big Housekeepers' Supply Sale

Playing Up a Market Announcement of a Coming Advance in Linens to Induce Buying—Central Section Well Played Up—Using a General Christmas Sales Story to Impress A Store's Policy of Service.

AN advertisement that deservedly resulted in a successful sale is reproduced on the opposite page, one of Goodwin's, Montreal. The feature of this advertisement, of course, is the Housekeepers' Supply Sale, a rather unusual wording, but one that is amply borne out by the offerings in the large central section of the advertisement, which is devoted to this subject. The manager of the department, Mr. E. Dunn, who is in charge of linens, cottons and domestic supplies, in a letter to The Review states that his efforts for this sale were rewarded handsomely with "a record day's business." Thus this advertisement carries with it an added interest beyond a theoretical merit from the fact that it produced results, and splendid results at that.

Market Letter Inserted.

One of the strongest points about this ad is referred to by Mr. Dunn, that is, what he calls the 'insertion letter,' in regard to the advance in the price of linens. "This," he says, "impressed on customers the advantage of buying linen now, and they took advantage of the sale." This is a case, too, rare in dry goods advertisements, the reader being really taken into the confidence of the firm in regard to market conditions. Too often claims as to a coming advances in certain lines that are being offered in the advertisement have nothing but generalities to enforce them, and so lose the convincing quality that was, undoubtedly, a feature of the announcement in this sale. This, as will be seen, was a letter from a manufacturers' agent pointing out that linens would increase from 15 to 25 per cent. above the last quotation. Nowadays the public is able to appreciate the advantage to a merchant of increased sales at any particular time even of lines of goods even where an advance in price is assured. It is not difficult to convince the public of the genuine conditions of such a sale, much more easy indeed, than to convince them of the truthfulness of an extravagant statement as to purchases that have been "made at prices from 1-3 to ½ less" than are paid by merchants usually.

Contrast in Type of Special Section.

The advertisement itself, as a whole, is a bright looking production, and the larger type used in the central section serves to bring it out more prominently. Any objection that might be taken to this larger-sized type is offset by the fact that from beginning to end the various lines described appear in uniform type, and there are no striking contrasts, such as might serve to throw it out of gear. Another good point about an advertisement of this kind is that the selling price is marked in quite prominent figures, larger as a rule than the ordinary reading matter. This is a feature of a number of the large dry goods stores as in New York, Chicago and other places, although it has not been taken up to the same extent in Canada.

It should be noted, also, that the descriptions of the articles are brightly written up, and quite informing in the details. A rather unusual phrase for price comparisons is found in "blankets $1.75 **instead of** $1.95, $2.25 and $2.89.

The title running in large display type across the full page ad is a strong introduction and was used for several weeks. The two cuts, on left and right, forced the general announcement of the "Supply Day" sale into rather irregular and cramped quarters.

"Men's," "Boys'," "Ladies'" and "To Eat."

The panel arrangements at the sides are rather striking: "Men," "Boys," "Ladies'" and "To Eat," while the lowest section of the ad is given up entirely to basement bargains. A point worth noting in these is one item, electric irons, "Sale begins with the appearance of this paper on the street." The rest of the items were effective for the following business day only, Monday. It would be interesting to know at what time in the afternoon the store had the first call for those irons.

RESURRECTING MRS. POTTS.

The top and bottom of the Goodwin's ad. shows a rather curious instance of inconsistency, or of a usually wideawake ad.-maker being caught napping. The two companion cuts used to give an air of Home Supply Day show a maid ironing with the only, original Mrs. Potts' sad irons. At the foot of the advertisement is an appeal to buy, what is acknowledged as one of the great modern household conveniences, an electric iron! Why did the upper illustration not conform to the suggestion of the electric iron item? Surely an illustration should not lag behind in the essential of up-to-datedness in the main particulars.

USING A CHRISTMAS STORY.

As is known to readers of The Review, Mr. W. S. Whaley, of Harriston, Ont., has shown his ingenuity in the matter of advertising on several occasions. A story that attracted some attention, for example, was his method of conducting his sales of ready-to-wear garments, which appeared about a year ago in The Review. Early in December last, Mr. Whaley adopted a rather novel device for drawing the attention of the public by using three columns on the first page of the Harriston paper, where his ad. usually appears, for a Christmas story, not one about his store, but one with a strong merchandising tinge by Walt Mason, for the reproduction of which he secured permission. There was a general introduction about Christmas buying, and then a story about going to "Binns," and asking his advice for a present for an old grandfather, who could not move out of his chair. The merchant suggested that the helpless grandfather could sit in an invalid chair and shoot at squirrels with no end of a good time, by buying a shot gun. The writer asked, what sort of a suggestion was that to offer a man. "How would you like to have a grandfather in the bay window shooting at the pretty birds outside? That is the sort of help I always receive from the dealers, and it is no wonder that I was discouraged. I told Binns what I though of him, and left his store filled with indignation."

Then the story goes on to describe a visit to Trimble's store, a new one in the town. Trimble was told that the buyer wanted to get "two or three cords" of Christmas presents for all kinds of grandfathers and uncles and aunts, etc. He did not know "what in thunder to buy." Trimble listened thoughtfully, and in an hour he had shown that he knew just what was the right thing for everybody, going over the store with the customer, and sug-

(Continued on page 18.)

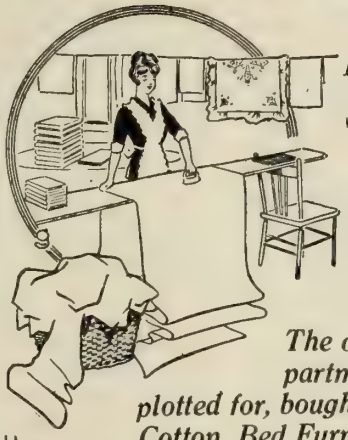
GOODWINS JANUARY SALE

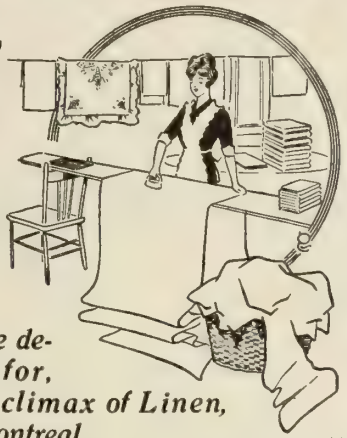
Greatest

Housekeepers' Supply Day

of the

January Sale





The one day that the one department has planned for, plotted for, bought for---Monday the climax of Linen, Cotton, Bed Furnishing selling in Montreal.

MEN

Penman's Underwear 39c

Shirts in sizes 34 to 46 and considerable quantities in each size. Drawers in sizes 32 to 44, but only a limited quantity in the Drawers. Both Shirts and Drawers winter weight, fleece lined. Selling every day at 50c a garment. A total of 600 garments at ea **39c**

Johnson and Murphy Boots $5.95

Men's high grade New York Boots. Boots made on London's and America's smartest lasts and Boots in a class by themselves at $8.00 and $9.00. Full assortment of sizes and widths at, a pair **$5.95**

High Class Shoes $2.98

New lasts and best leathers. Right up to date in every particular. Perfect in construction and solid honest leather right through. Even some of the linings are leather. Every pair Goodyear welted and none but $4.50 to $6.00 Boots for a pair **$2.98**

BOYS

$5.50 to $8.50.

Overcoats $2.99

For boys 3 to 6 years, the 100 remaining Coats in our boys' stock---superb cheviots, wool naps and tweeds; made up in smartest Russian styles. Even black and blue Coats included, as well as handsome browns and greys. Only one Coat to a customer because of the abnormally low price **$2.99**

Oilver Twist Suits, $2.19

To-morrow's price and every day's price at Goodwins is **$2.19**, *but try to buy the same suits elsewhere. Goodwins price isn't the all-city price you'll find.*

$6.00 to $9.00

Suits, $4.99

Only those who know the high class character of Goodwins $6, $7.50, $8.50 and $9 Suits for boys will appreciate what an absurd price $4.99 is. Really excellent tweeds in greys and seasonable mixtures. Full bloomer pants, Norfolk and some double breasted coats. All sizes 26 to 34. Some price, each **$4.99**

—Men's Stores Street Floor.

BLANKETS $1.75 A PAIR

Instead of $1.95, $2.25 and $2.89.

Fluffy Blankets, including Woolnap Blankets. 60 pairs in large sizes. Grey, French grey and white. No mail, phone nor C.O.D. orders for these at a pair **$1.75**

SAMPLE COMFORTERS $3.00

Instead of $6, $7.95 and $8.50

Superb panel designs, with combination shades of saxe blue, pink, helio, deep rose, green or navy. Real down fillings in some and very fine wool mixture fillings in others 35 of them at each **$5.00**

BED SPREADS 98c

Instead of $1, $1.39 and $1.65

60 only, lovely pure white English and Canadian Crochet Quilts in large sizes, with hemmed ends. No mail, phone nor C.O.D orders at, each .. **98c**

READY MADE SHEETS

98c a pair instead of $1.25

Bleached cotton, large size, well made, ready to go right on the bed. No mail, phone nor C.O.D. orders for these at, a pair.. **98c**

SHEETS 69c EACH

Instead of 79c.

200 pairs ready for the bed, full bleached or unbleached. Hotel and boarding-house proprietors take notice. Phone orders accepted up to 11 o'clock each **69c**

BLANKETS 98c A PAIR

Instead of $1.25.

75 pairs slightly imperfect in the weave but otherwise worth $1.25. Nice pink and blue borders on white grounds. Edges well whipped. No mail, phone nor C.O.D. orders for these at a pair **98c**

FACE TOWELS 15c

Instead of 17c and 20c.

A tableful, cream or white, crepe or huck. Good drying qualities each... **15c**

EMBROIDERED PILLOW CASES

69c a pair instead of $1.00

Initialed Embroidered Cases with hemstitched ends, big sizes, not all initials but probably yours. While they last, a pair ... **69c**

COTTONS 10c

Nainsooks, Longcloths and House Cottons. Firm textures with splendid finish. Worth 12½c to 15c for, a yard **10c**

PILLOW CASES

10c each instead of 12½c

Good average sizes, made from our own white cotton. As many as 600 of them on sale, but no mail, nor phone orders at each **10c**

SAMPLE TOWELS

25 per cent. below Value.

Hemstitched Huck Towels, hemmed Huck Towels, Check Glass Towels, damask bordered Huck Towels, red border Glass Towels. Very considerable assortment of many miscellaneous kinds. Every towel a remarkable bargain each **10c** up to **59c**

SHEETINGS.

25c Instead of 29c, 32c and 43c a Yard.

Thousands and thousands of yards, Canadian and English full bleached; 70x72 and up to 80 inches wide; unbleached in the same widths. One great whirlwind overflow sale. No mail nor phone orders at a yard **25c**

COMFORTERS $1.69

Instead of $1.95, $2.25 and $2.50.

Thick cosy large size Comforters, filled with sifted cotton and covered with chintz or reversible sateen. Light warm and big. 50 only at, each.. **$1.69**

FLANNELS

25c instead of 30c, 40c, 45c and 60c.

Shirtings, striped Flannels, Flannels for pyjamas, Flannels with floral designs for waists. Only a limited quantity unfortunately, but a remarkable bargain for those willing to come early. No mail, phone nor C.O.D orders at, a yard..... **25c**

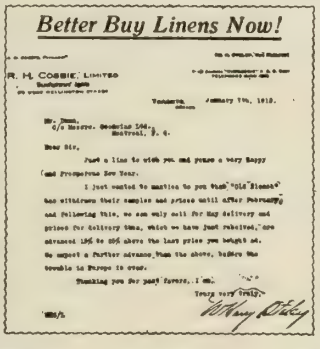
FLANNELETTE

8 1-2c instead of 11c

Striped and in pretty colors. Good width and serviceable quality, right through and through the whole collection of 500 yards. No mail, phone nor C.O.D. orders at, a yard **8½c**

—Street Floor.

Better Buy Linens Now!



R. H. COSSIE, LIMITED

Montreal, January 7th, 1910.

Mr. Jones,
c/o Mineral Springs Ltd.,
Montreal, P. Q.

Dear Sir,

Just a line to wish you and yours a very Happy and Prosperous New Year.

I just wanted to mention to you that "old Bleach" has withdrawn their samples and prices until after February and following this, we can only sell for May delivery and prices for delivery then, which we have just received, are advanced 15% to 20% above the last price you bought at.

We expect a further advance than the above, before the trouble in Europe is over.

Thanking you for past favors, I am,

Yours very truly,

W. Henry Cossie

HEMSTITCHED CLOTHS A DOLLAR BELOW THE MARKET PRICE AT $3.50 EACH



25 of them in Pure Scotch Linen, with fine satin damask finish. Fine wide hemstitched border all round. Size 66x104 inches. Phone orders received in the morning only. While they last, each. **$3.50**

TABLE DAMASK REMNANTS.

Full bleached including some double damask, also some unbleached. 54 inches to 2 yards wide and 1 to 4 yards long. Regular 55c to $1.00 a yard. Monday a yard **49c**

TABLE NAPKINS.

$1.65 a bundle instead of $2.00, $2.50 and $3.00 a bundle. Weavers' seconds assorted designs and qualities for dinner and lunch. All pure linen. Some very fine table damask Napkins included. Six Napkins to the bundle and every bundle **$1.65**

LADIES

Satin Slippers

White and afternoon shades of blue, pink, red, champagne, mauve and green to match reception and dancing frocks. $3.50, $4.00, $4.50 and $5.00 LESS 25 PER CENT.

20% Off Burt Boots

Is Canada best Burt Boot Bargain up to now.

—First Floor Up.

Silk Dress Nets

Tulle D'Alencon in Paris. Two fine Silk Nets in Montreal One and the same fashionable fabrics Vogue has them for parts of dresses, gumps, blouses and new long sleeves. Worth, 54 inches. Colors: Marine, shading cardinal, new blue shading gold, red shading green and moss shading cardinal. Don't be deceived by the hard waterproof finish It's all pure silk. Regular, $1.75 For... **75c**

Tucked Nets

Plain and Point D'Esprit, 25c a yard Re-marked from 55c, 60c and 75c Nets for yokes, gumps, blousse, dress trimmings in cream and ecru. Very fine quality of Point D'Esprit and equally fine Plain Nets, beautiful and neatly tucked, 18 ins. wide, Monday, a yd **25c**

—Street Floor.

33 1-3 Off Mesh Bags

Finest French and Belgian bags of good strong Gun Metal Mesh, some shirred to frame, others the newer straight mesh. Regular, $5, $6 and $10. Monday, less 33 1-3 Per Cent.

—Street Floor.

Wash Goods, 29c

First announcement of these goods arrival to-day.

36 Inch Pure White Piques, in very, very fine or medium rib The newest arrival in the department, and the best value at... **29c**

40 Inch Pure White Crinkle Crepe for waists, dresses and underwear, absolutely new goods and finer than anything of their kind, that's yet sold here at... **29c**

40 Inch Pure Sheer Voiles, the softest, daintiest wash stuff bought at Goodwins At ... **29c**

22 Inch Pure White Irish Dimity, in neat stripes and check designs .. **29c**

—Street Floor.

TO EAT

Groceries

Finest Eastern Townships Butter, per lb.	33c
Extra Quality Granulated Sugar, 20 lb. sack..	$1.35
Choice French Prunes, 2 lbs for	25c
Rolled Oats, 6 lbs for	25c
Roman Meal, large pkts. for	25c
Quaker Corn Flakes, 4 pkgs. for	30c
Tibbon's Oats, per pkt. 10c and	25c
Clark's Tomato Catsup, per bottle	25c
Indo-Ceylon Tea, per lb.	30c
Finest French Coffee, per lb.	25c
John Grey's Marmalade, 7 lb. can	70c

WASH DAY SPECIALS.

Sunny Monday or Comfort Soap, 6 bars for	25c
Happy Home or Taylor's Borax, 6 bars for	25c
Sunlight or Queen's Laundry Soap, 6 bars for	25c
Fairy, Lifebuoy or Cream Laundry Soap, 6 bars for	25c
Lux, Polly Prim, Queen's Cleanser, Old Dutch, Handy Ammonia or Liquid Ammonia, 3 for	25c

—Basement Salesrooms.



1 Big Special from the Candy Dept.

150 lbs. Kerry Caramels —The regular 60c line made in England from best butter and cream. For our Big Special, a lb **39c**

—Street Floor.

Monday Basement Sale of Household Hardware

Ironing Boards, size 12 x 60 ins. 65c value MONDAY ... **39c**

Wash Boards, zinc faced. Regular, 25c. MONDAY ... **17c**

Yankee Cleaner is the quickest cleaner for metals, glass, painted surfaces, linware, etc.— 1-pint cans. Reg 30c. MONDAY ... **19c**
2-pint cans. Reg 50c. MONDAY ... **39c**



Willow Clothes Baskets, at the old prices. These Baskets were made in Belgium There are no more to be had from that source, and prices are already double the price of six months ago, and will double again soon Our prices on MONDAY will be as before— **85c $1 & $1.25**



Clothes Wringers, enclosed cogs, ball bearings, eleven-inch warranted rubber rolls. Regular $6.00. MONDAY..... **$3.89**

Goodwins' Floor Wax, the best made at any price. MONDAY. 1-lb. can..... **39c**
MONDAY. 2-lb. can..... **75c**

Japanned Steel Coal Scuttles. 30c value. MONDAY ... **19c**

Aluminium Cooking Utensils, heh grade, well made and superior finish at exceptional prices MONDAY.

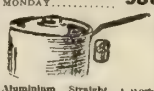
Aluminium Double Boilers, 1 and 1½ quart sizes. $1.25 and $1.50 Values. MONDAY ... **98c**



Aluminium Tea and Coffee Pots, 1 2 and 2-qt sizes. $1.85, $2.00 and $2.25 values MONDAY ... **98c**



Aluminium Tea Kettle— 3-qt. size; $2.25 value. MONDAY... **$1.49**
6-qt. size; $3.25 value. MONDAY... **$1.98**



Aluminium Straight Conical Saucepans, 3 and 4-qt sizes $1.10 and $1.25 values MONDAY ... **69c**

—Basement Salesrooms.

$4.00 Electric Irons, $2.75

This evening, and all day Monday a most reliable, perfectly constructed, fully guaranteed electric Iron—the product of the old Reliable General Electric Company their best $4 product. **$2.75**

These irons on the old Sad Iron natural use

Sale begins with the appearance of this paper on the street. The Price ... **$2.75**



—Basement Salesrooms.

Goodwins
MONTREAL LIMITED

Goodwins
MONTREAL LIMITED

A full page ad. that showed the first qualifications of a good ad.—produced results.

FAIR OR UNFAIR RETAILERS.

(Continued from page 15.)

of the large Toronto departmental store? If it turns out that this has been done, and that any makers of goods have been persuaded into an agreement that will work out to the advantage of a single store under conditions when an appeal to loyalty is made use of, such a sale would take on a different character in the eyes of the retail merchants of this country, and there would be serious objections taken to it.

"Practically Eliminate Profit."

A trip through the store in the early days of the sale made it reasonably clear that the great majority of Canadian manufacturers had not come into this sale. That is, a large number of lines were sold at regular prices, whereas a number of others were admittedly the output of the firm's large factory connections. In a number of other cases, however, there were reductions made from the usual prices. There was a lavish display of signs over the store with the Union Jack and Coats of Arms of the different provinces, and the words "Made in Canada Sale" prominently displayed with the flag in red upon the price ticket. "Bargains for you —Employment for others," also occuppied a large space in the general publicity scheme.

An announcement made on the second date of the sale contained this statement: "Many of these bargains are made possible by the co-operation of manufacturers and our buyers to practically eliminate all profit. Take advantage of these unusual offerings." The sign used on a number of the advertisements read: "These are some of the bargains, watch for the flag ticket." In a number of cases two or three demonstrations were given of Made in Canada goods.

Statement From the Firm.

One of the leading officials of the company was asked by The Review, just what was meant by the statement that the store would sell goods "practically at cost." His reply was that goods were bought by the buyers in each department and these made their own arrangements everywhere with the different manufacturers or jobbers on a basis of actual cost, or less in a number of cases.

As far as the store itself was concerned, he declared, a large portion of the goods were being placed on sale at the exact price paid to the manufacturer, and there was a general rule governing all buyers whereby the advance in price to cover a portion of the cost of selling should not exceed 10 per cent. As the total cost of selling in a department store is more than double this, he declared that in the great majority of cases the goods were sold below the actual cost to the T. Eaton Co.

"A point that appears to us as offering a possibility of an unfair arrangement," remarked The Review, "was that the manufacturers who are taking part in your sale may not be willing to give the same reduced prices to outside firms, and therefore, this Made-in-Canada sale would help you but injure other retail merchants without increasing the consumption of goods throughout the country, or much improving the output of the factories themselves."

His reply was: "So far as we are concerned we would welcome the sale by manufacturers to outside retail merchants of goods at the same figure as they are sold to us even if they do not put on special sales. Our effort is to increase consumption of these goods by offering them at lower prices, and thus keeping factories open and running to a fair capacity. A large proportion of the goods that we sell under this arrangement will be sold at a loss, but we expect, naturally, that the sale itself will be of an advantage to us in increased business in the future as well as in the present. It was not in the spirit of trying to secure an advantage over other retail merchants that we inaugurated this sale, but in order to increase, as I said, the sale and popularity of Made-in-Canada goods. For this sale we in some cases paid more for Canadian goods than we could have bought them for elsewhere."

"Have you any arrangement," The Review inquired, "by which the manufacturers are not allowed to sell to other dealers at the same rates which you paid them?"

"The office has nothing to do with that. That rests with the buyers themselves, who in every case make their own arrangements with the firms from which they buy," was the reply.

Revenue Comes From Imports.

The Robert Simpson Company met this sale in a novel manner by pointing out that over $100,000,000 of revenue came to Canada from goods bought in Great Britain and the United States, and the very fitting out of Canadian contingents depended on this revenue. They had cuts made with a beaver on top of a shield which contained the words, "Canada First." After explaining the Made-in-Canada idea they went on:

"But this policy must not be exclusive. We are still importers from Britain and Britain's Allies, as well as from the United States. We must not forget that imports contribute to the revenue which provides for our soldiers at the front and those preparing to go. Last fiscal year's customs revenue was over a hundred million dollars! This year will show a big slump with expenditure largely increased by the war. So in buying imported goods you contribute directly to the support of the Canadian contingent of the British Army, for it is the duty on these goods that provides the "Sinews of War.'"

USING A CHRISTMAS STORY.

(Continued from page 16.)

gesting presents for all kinds of relatives, and servants and maid-servants and the stranger within his gates.

The upshot was, says the writer, that "I left his store full of gratitude and enthusiasm, and went around among my friends telling them all about it, and the result was that they went to Trimble, and their friends went to Trimble," and Trimble did so well out of his Christmas trade, that he bought a new auto when the smoke of battle cleared, and everybody was glad to see him riding in it.

Mr. Whaley's direct advertisement appeared in a three-line item at the bottom of the column: **We treat you as Trimble did at our store, the way Walt Mason says in the above excellent story. —W S. Whaley."**

Generally speaking, The Review is opposed to using the whole space of an advertisement for outside matter, without mentioning any special line of merchandising, but this is a special case, and the whole story while not bearing directly on individual items had a direct bearing on a store policy, and of course, was told in a manner that would be appreciated at once.

This was used the first week of December, and early enough to attract attention and to avoid the criticism that he was wasting space when he might have used it to better advantage by a definite story about his own goods. We have no doubt that the use of this article in the way it was used proved quite effective.

F. W. HARLEY PASSED AWAY

F. W. Harley, a former business man of Halifax, died recently in St. John. The late Mr. Harley was born in Halifax about sixty years ago. When a young man he entered the dry goods business with the firm of Matheson, Harley & Co., and since has been connected with the Eureka Woolen Company, the Lowell Manufacturing Company of Ontario and the Globe Casket Company.

Grasp your opportunity!

See that you are known in your town as "the man who has what people want." It's a tangible asset just now.

You can do it. You can get any dry goods that are to be had at prices that meet competition.

Try. When you are out of a line, don't lose sales. Write us, or order through our traveller. We can deliver the goods.

The W. R. Brock Company (Limited)

MONTREAL

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVII. TORONTO, FEBRUARY 3, 1915 No. 3

AN IDEA THAT IT will pay the merchant to look into for this year is an Infants' Wear Department.

* * *

A GOOD PERCENTAGE of the eighty million dollars distributed in Canada for war supplies will finds its way to the retail stores.

* * *

SECOND INSTALMENT of The Review's card-writing course in this issue. At least two members of each staff should be following it up.

* * *

A WINNIPEG WHOLESALE house reports stocks cut in two. This is the sane line for retailers to follow: Smaller stocks and quicker turnovers.

* * *

LONDON FINANCIAL CIRCLES now are looking for a collapse of Germany in a few months. The earlier fear of several years' duration finds little credence now. This all helps business.

* * *

LEADING PARISIAN DESIGNERS furnishing illustrations of their latest costumes direct to The Review, the Edwards' card-writing course, the Nowak drapes, the G. A. Smith backgrounds, and scores of articles from heads of departments on methods that have won success, will form some of the courses of a "feast of good things" set for Review readers for 1915.

Confidence in Knit Goods

VISITS to a number of Canadian manufacturers show a return of confidence that 1915-16 will see sweater coats regain the strength they had developed up to one year ago, when a slight slump was experienced. While some are, conservatively, keeping in the main to their regular lines, others have designed a variety of new models to freshen up their former samples. These follow out two directions: one in a development of their well-known lines, in the way of comfort, utility and appearance; the other in the direction of cloth styles, of which a close representation of a tweed effect will serve as an example. The improvements over last year on the whole will afford the merchant a wider choice than ever, and enable him to tempt the public with greater chance of success.

As in former years the character of the previous Winter influences strongly the buying of sweater coats in the succeeding season and manufacturers and retailers equally look forward to a stimulus in sweater coat demand for next fall. It is unquestionable, also, that the publicity given to this garment by the huge orders from the war office have stamped it on the public mind as one of the staples in clothing. The influence of this unintentional advertising can hardly be overrated.

But, best of all, perhaps is the more healthy position in which all parties find themselves. In spite of a rather poor selling year for the retail trade, war orders have cleaned out stocks for the manufacturers, and in some cases the retailers as well, and light buying preceding cold weather has done the rest. The latter are on a better basis to pay fair attention to the manufacturers' new output and the former can keep a tighter rein against future overloading.

The uncertain element is that of price, and here the manufacturer is taking no chances, as he has little idea and no certain knowledge where he will get his yarn and how much he will pay. His prices in many cases are higher for next Fall, and no guarantee is given that they will not be advanced again very shortly. Under ordinary conditions the rising market may be expected to stimulate retail buying.

Government Relief

THOUGH there is general commendation of the course the government is taking in sending relief to farmers in certain Western sections which yielded no crop last year, it yet seems that a hardship is being brought upon dealers, wholesalers and manufacturers, and indirectly upon the people whom the government want to help, by certain actions of the latter in this connection.

When relief is necessary the government sends an order to the local merchant, and the merchant, very frequently, sends this order—or a collection of such orders—to the wholesaler or manufacturer in payment for the goods required. The trouble with this is that the wholesaler or manufacturer, upon sending these orders to the government, gets back a cheque which is made out to the dealer who originally supplied the goods to the needy farmer. The wholesaler or manufacturer thereupon has to send that cheque to the dealer for his endorsation. The difficulty, of course, is that wholesalers are taking a certain risk with those dealers whose accounts are in bad shape. It seems the government is not paying for this relief work any too speedily—two or three months being the usual time. Now in three months some dealers are going to go into liquidation. Therefore, by the time the governments' cheque, which is really in payment of goods the merchant received from some wholesaler or manufacturer, is forwarded

for endorsation to the merchant, by the wholesaler or manufacturer, said merchant may be in another part of the country.

There is one Winnipeg house which has shipped goods to the value of $65,000 against these orders on the government. It would seem that such an order is about as safe as anything could be, but in view of the fact that cheques are made out to the dealer, the order in reality is only as safe as the dealer. As far as can be made out, these orders are not a prior claim, and in case of liquidation would go in as any other claim against the merchant.

So much for the hardship of the wholesaler and manufacturer. The hardship on the dealer is that these wholesalers and manufacturers are showing some hesitancy in shipping goods against these government orders. As a result merchants are losing some business, and the farmer, who needs the goods badly in many cases, is being deprived of this assistance.

On the face, it would appear the government might in the first place make prompter payment against these orders, and in the second place, might issue cheques to whoever holds the order—not necessarily in favor of the merchant to whom the order was first made.

War and the Trade Paper

THE Financial Post has been running a series of articles with the object of interesting the Dominion Government in taking more comprehensive steps for the securing of war contracts for Canadian firms. In a recent article The Post says: Within a week after war broke out, a meeting of trade paper editors was called in London and their views as experts on business were published in the British papers to reassure the nation as to the stability of business. The Board of Trade called in consultation some of the leading editors. Lloyd George asked Sir George Paish, the editor of The Statist, a weekly commercial and financial paper, for advice in the emergency and eventually insisted upon him giving his whole time, until the war should be over, to the service of the Government as technical financial adviser, and the splendid way in which Britain has met the emergency has been due to this trade paper editor more than to any other factor, as was pointed out by J. W. Flavelle in an address a short time ago.

In the States, too, since the present emergency arose, the editors of the leading trade papers have been called to discuss conditions with the President and members of his Cabinet, but particularly with their Minister of Trade.

These class paper editors are the specialists in journalism. Their opinions are unbiased. They have no personal interests to serve. Their success depends upon how well they serve their readers as a whole. Any preference for any firm or clique would be fatal to the paper. They are constantly called upon by the courts for expert evidence in complicated cases. Occasionally they are consulted privately by judges desiring information to guide them in coming to a decision in business or technical cases. Of course these are mere incidents in the work of these journalists. Their chief object is to give the news of the particular trade or industry in which their readers are interested, news for which general, daily and weekly newspapers with their space crowded with war, crime, baseball or society news cannot afford space.

Scamping War Orders, or Thoroughness

IT is not pleasing to read cabled stories that some of the boots for the first Canadian contingent went to pieces in the mud and slush of Salisbury Plain. It is not pleasing to read despatches from Winnipeg that a certain percentage of shoes for Western sections of the second contingent were rejected because paper was a fraudulent element in the composition of the soles. If the worst of the charges are true such conduct would fall little short of treason. If false, this brand of dishonor must not be allowed to rest upon the boot manufacturers nor upon the name of Canada as a whole. If a single contract or section of it has shown dishonesty in the filling, the stigma must be lifted from those contractors who honorably turned out goods of 100 per cent. value.

These accusations, backed up by evidence circumstantial enough to influence the Dominion Government to appoint a board of inquiry, will cut two ways. They will have a deterrent effect on War Office Orders for boots—if on nothing else—from Canada, as well as by the allied nations. And it will dampen the public feeling that is being aroused for Made-in-Canada goods. No stronger step to create public confidence could be taken by those who are throwing themselves behind this movement than for a demand upon the Government to expose and mulct in a heavy refund and fine any who may have been guilty of dishonorable contracting.

It has been suggested that each contractor be required to affix his name to each article supplied for war purposes as an effective preventive of scamped work. This is being done by most of the knit goods men on sweater coats, for example. This point has a close application to the Made-in-Canada movement as well. There are many lines in which the retailer would call for the affixing of a special brand of his own, but it is certain that some stamp of the manufacturer should, so far as possible, stand on the goods as a guarantee of their quality.

But, to look at the question more broadly, leaving the more obviously injurious effects of slip-shod war office work to impress themselves—surely, in the face of the appeal to public sentiment for a trial of Canadian-made goods, manufacturers owe it to the country never to recede from a high standard of thoroughness that will be its own best advertisement. When all is said, the label "Made-in-Germany" never sold an article that was not cheaper at the price or else an object that could not be duplicated. Merchants bought these goods because they considered them the best value for the money of any in the market. Ultimately, while the Made-in-Canada campaign will induce a fair trial of Canadian-made goods, where often before they were dismissed without a test, merchants will buy if they get as good value as is offered elsewhere. Competition in the business world leaves little opportunity for sentiment and gradually various Canadian-made goods must win a strong place or lose their vantage point just so far as they excel or do not excel goods offered from other quarters. The aim of Canadian manufacturers, in return for the confidence of the public and the measure of preference they are disposed to show, should be to improve the quality of their output continually and place no reliance for future orders on sentiment or factitious tariff regulations. Only then will they merit and enjoy the steadfast support of the retail merchants of Canada.

DRESS FABRICS AND SILKS

Silks Advancing

Orders Are Coming and Both Raw and Silk Fabrics Are Higher—Growing Interest in Cord Weaves.

WITH the beginning of the year the outlook has improved in the silk industry. From Zurich comes the report that more orders are coming to hand, and that prices are improving. Lyons also has a fair number of orders on hand, but it is having trouble because of the lack of certain dyestuffs, and because transportation facilities are still bad. The American mills also find that business is improving, and more looms are starting up every day. This demand is reflected in the raw silk market by advances on the better grades, and the reelers are holding firmly to the better prices.

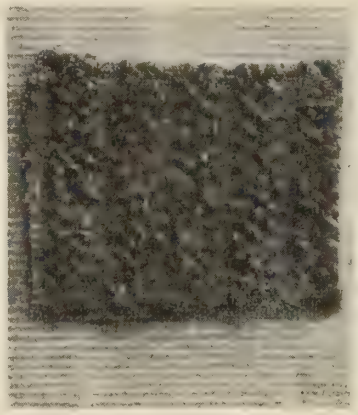
Orders placed are largely for the materials now selling, such as various makes of satins—messalines, duchesse, charmeuse, etc.; crepes are very much in evidence and crepe de chine is still the leading silk with the cutting-up trade. This silk has been taken largely by the makers of high-class lingerie and waists. The other crepes selling are crepe Georgette and meteor crepes.

The outlook for the habutai trade is very favorable, and good qualities in this silk in both white and black are in good demand. Japanese manufacturers are selling other silks, and are introducing with success a new satin for lingerie and waist purposes. This weave is pure silk and washes perfectly, and in appearance greatly resembles charmeuse.

A new washing crepe is also interesting buyers.

From the fashion viewpoint there is a growing interest in various cord weaves suitable for making the wider dress skirts, as they are firmer and do not cling. Faille is already established as a millinery silk, and grosgrain is also selling. Poult de soie and gros de Londres are weaves that have long been absent from the list of fashionable silks, but the wide skirt coming back is bringing these weaves to the front again.

The prominence given to sand shades is bringing shantung and tussah silks in strongly for Spring selling. These silks



Curl novelty for Fall, 1915.

have much to recommend them, as they wear and wash well, and have just the right amount of finish for making up into the fashionable full skirts. They also come in the very shades that fashion is favoring, and which are in none too great supply. Besides sand shade for Spring wear, greys are to be featured, the shades now running from pearl up to taupe. Battleship grey is the leading color, but all medium shades are to be very fashionable.

Coverts look good for the Spring season in both the new sand shades and greys. Coverts are wanted because they have more of the element of novelty than any other fabric on the market and gabardines and kindred cord weaves are the second choice. Novelty materials will be scarce and serges, poplins and panamas promise to do the best of the season's business, simply because they will be in stock and obtainable, and because popular-priced fabrics will be wanted by the majority of women.



Check Mackinaw in two colors for Fall, 1915.

Cotton Advancing

Raw Cotton is Higher, and all Markets Are Advancing in Cotton Fabrics.

RAW cotton is advancing. This is due to the increase in the demand from the various consuming centres. The increased demand is also reflected in advances in staple materials. The domestic mills have advanced prices from 1c to 2c per yard, and it is rumored that further advances are pending. Reports from Lancashire show that conditions there are gradually improving, and that there is a better outlook for the piece goods business. Cotton is higher and yarns are dearer. A fair business is coming from India in skirtings and lighter fabrics. China is also sending more orders than a week or so ago, and some of the neutral markets of the European Continent are placing moderate orders.

There is very little doing in the light goods made in Blackburn district, but in many parts of Lancashire business is better than for some time. Goods for the home trade and for military purposes and for the allies are being pushed forward with all possible despatch.

In the United States market the market is active and stronger, and some mills have withdrawn their lines. In many lines advances are quoted, and the majority of staple cotton fabrics are higher. The bleachers report that orders in this class of goods are larger than for many months past.

In spite of the fact that voiles and other transparent fabrics are on the market, the tendency is towards materials that are firmer and have more body. This is because of the circular cut given to flounces and skirts, and the danger of sagging when the material is not of firm weave.

Because of the erection of the new John Lennox Building in Hamilton, which will be used for a department store, R. S. Babb, merchant tailor, has been notified that he will have to move.

The Pacific Mills

Lawrence, Mass.

desire to inform Canadian jobbers, garment makers, and retailers that they have for more than a half century been originators and producers of very large and complete lines of cotton, cotton warp and all wool dress fabrics. Among their regular lines are:

In Cotton	In Cotton Warp	In All Wool
Serpentine Crepe	Brilliantines	Storm Serges
Arcadia Batiste	Sicilians	Fine French Serges
Robeland Fleece	Serges	Gabardines
Melton Vellon	Whipcords	Drap d'alma
Polonia Velour	Panamas	Crepes
Crepe Chiffon	Granites	Taffetas
Wide Plisse	Diagonals	Prunellas
Tango Chiffon	Challies	Whipcords
Draperies	Batistes	Henriettas

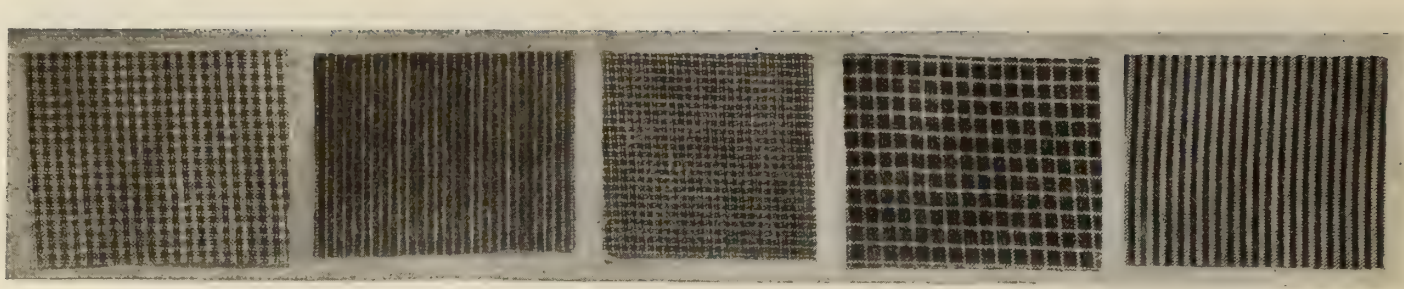
The beautiful and fancy colorings, up-to-date styles and uniform high quality of these fabrics, have created such a demand for them that the Pacific Mills to-day are the leading manufacturers and printers of cotton fabrics, and the largest manufacturers of cotton warp and all wool dress goods in the world.

We invite our Canadian neighbors to utilize "Pacific" fabrics, and write us at any time for swatches or further information regarding them.

LAWRENCE & CO.

Exclusive Selling Agents

Boston, New York, Philadelphia, Chicago, St. Louis, San Francisco



Novelties in black and white suitings.

Prices Still on the Up Grade

Merchants Facing a Difficult Season in Wool Dress Materials—Broadcloths for Fall—Curls and Mackinaws Selling in Coating Lines.

RAW wool is still climbing. At the January sales in London all grades of merinos were fully 5 per cent. higher, and cross-breds advanced from 7½ per cent. to 10 per cent. Undoubtedly merchants are facing a difficult time in this department, prices are advancing, and should there be no change in present conditions it is hard to predict where the advance will stop.

There was no material for cut price sales during the month of January, and no price-cutting of any moment was done by the big city stores.

Big buyers are in the market, and are buying freely from all possible sources.

The whole tendency is towards plain materials, and the color tendency is towards dark shades, and this is very pronounced when buying for the coming Fall is approached. Broadcloths are strongly indicated for Fall, with black and navy as the big sellers and with Russian green, wine and the military blues as the leading colors. Many buyers pin their faith strongly upon the new Russian green. The true shade is a lovely color, deep and rich, with just a hint of myrtle in its tone.

Coverts will in all probability be more strongly represented in the coming Fall than in the season now opening. Coverts in sand shades are occupying the attention of the trade as the leading novelty, but there are many buyers who give grey the leading place, and who believe that grey will outsell sand. Battleship grey is the new color, and is exactly the color of deep mist or storm clouds. All shades of grey are indicated from pearl to a taupe that is nearly brown.

In fancies, black and white, with more black than white in the make-up of the material, has first place. The exclusive trade is showing novelties of this class for Spring selling, and they are strong in the lines so far seen for Fall.

Curls, Chinchillas, Mackinaws.

In mantle cloths, curls or chinchillas are selling, and mackinaws are also indicated. The Russian green spoken of above is very much favored. Other colors are navy, military blue, dark brown, taupe, and deep wine shades. Mackinaws come in large block checks in such colors as black and blue, black and grey, black and taupe, black and ruby, black and green.

The scarcity of dyestuffs is also a factor, and there is quite a list of colors that merchants find it impossible to get when re-dyeing is advisable. All the weaves prominent are such staple ones as serge, gabardine, Cheviot, pebble serges, poplins, baratheas, etc.

WHAT IS SELLING.

A prominent Canadian manufacturer of prints states that the retail trade is buying dark colors in ordinary prints, and in fancy prints small florals in large quantities. Crepes are good, and sheer goods are still selling pretty well so are organdies and voiles. Last year ginghams were not very good, and this Spring indications are that they will not be much better.

Galateas are selling exceptionally well.

FABRICS IN NEW YORK

Wanamaker's always make an extensive showing of cotton dress fabrics early in the new year. This year they are laying great emphasis upon cotton, and silk-and-cotton materials made in the U.S.A. Recently they had their windows dressed with cotton fabrics. Both white and colored had narrow printed floral borders with an allover flower pattern. Another voile had a bow-knot pattern of ratine and between the bow-knots were flower clusters. Another sheer voile was embroidered with sweet pea blossoms. A white voile was shown embroidered with stripes of green and on each stripe was a barrel effect with a red embroidered knot, and between the stripes were scattered green dots and dashes of red. Another voile had a broad floral plush stripe, and a dew-drop crepe had an embroidered silk flower.

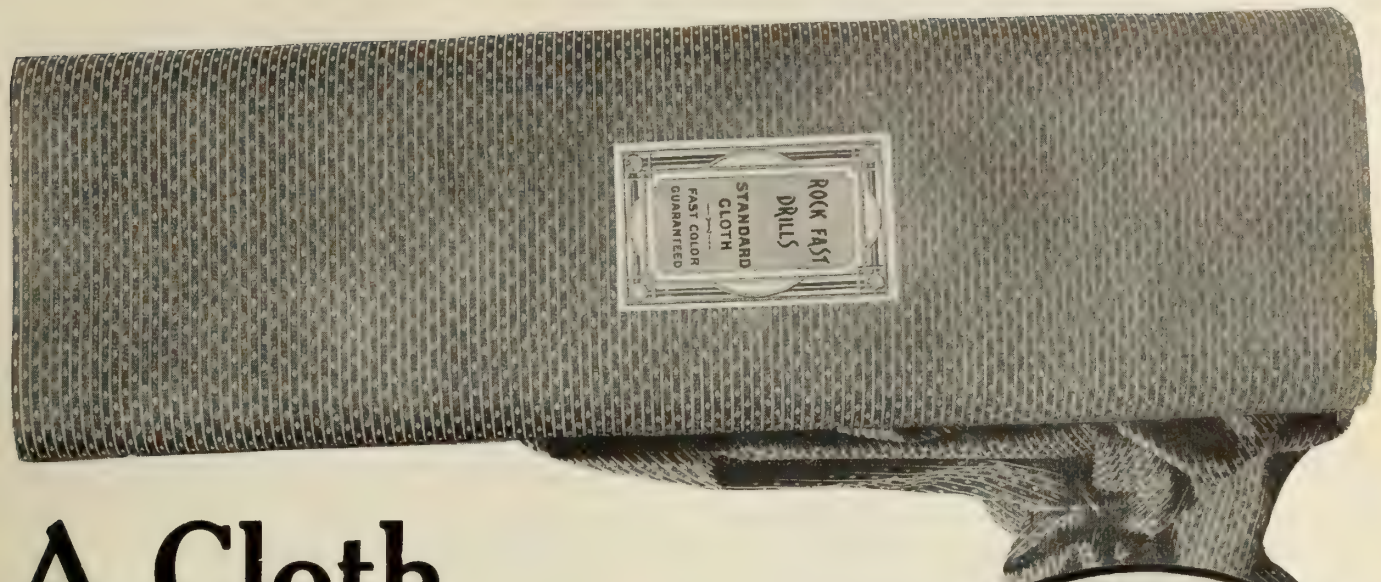
B. Altman and Co., are featuring both in their windows and the store a big range of silks woven, dyed and finished in the United States, and not only are the silks American but the colors are American also—the new colors as shown by this store are Palm Beach, Tuxedo brown, Arizona silver, Gettysburg grey, Oregon green, Delaware peach, Newport tan, Piping rock, Rocky Mountain blue.

Franklin Simon & Co., had a double window of misses' suits—one model was of black and white check with black predominating. The skirt was plain and slightly full, falling in ripples at the sides and the jacket is hip length and is made on straight lines: it is single breasted, and has a notched collar, and the long sleeves are finished with a strap. At the normal waist line is a narrow belt which holds the back which is longer than the front is two pleats. There is a narrow peplum below this belt on which are placed two patch pockets.

Another suit is of white gabardine. The skirt has box pleats on each side of the front and back panel. These box pleats are stitched to the hip line. The coat has a plain straight back reaching to the hip-line while in front it is fitted to the waist; the fullness being drawn into a belt at the normal waist line. The fastening is double breasted with white silk set into the square with the points turned back in revers fashion and finishing in shawl collar effect at the back with the material. The buttons are acorn shape covered with silk and gabardine.

Reviving 23rd Street.

A few years ago 23rd street was a big ready-to wear centre and every buyer who visited New York paid a great deal of attention to the garments shown in



A Cloth for Hard Wear

When selecting a cloth that you can assure your customers will stand the hardest kind of wear and tear, whether it be made up into working shirts, factory aprons, boys' pants, children's rompers, or similar garments, order

Rock Fast Drill

This is the one cloth that will satisfactorily meet every requirement for extra hard usage. Rock Fast Drill will hold its color until worn out. Its weave and finish are perfect. It may be had in many designs—mostly white stripes on black grounds.

Complete sample book upon request.

Buy it by name and look for the registered label

Dominion Textile Co.

Limited

110 St. James Street

Montreal



the stores and also what was worn by the smartly dressed women who shopped in this locality. As the up-town movement developed 23rd street was deserted, now there is a movement on foot to revive some portion at least of the departed prestige. The big store at the corner of 23rd street and Sixth avenue that was formerly occupied by Stern Bros., opened up on January 10th as a "World's Market," in which out-of-town manufacturers can exhibit their lines of ready-to-wear garments. The object is to provide the manufacturers who have factories on the outside with sales and show rooms at a moderate cost and also to make it easier for the visiting buyers to select this class of merchandise.

Every line of women's wear will be included and both the expensive and the cheaper lines will be shown; suits, coats, dresses, waists, millinery, underwear, hosiery, corsets, veilings, furs, knitted goods, embroidery and notions will be represented as well as a complete line of infants' wear and house furnishings. Efficient salesmen and models will be provided and there will be private as well as the main display rooms.

Preparing for 500 Delegates from Saskatchewan

THE annual meeting of the Saskatoon Retail Merchants' Association was held on January 21. J. L. S. Hutchinson, of the Saskatoon Hardware Company, Limited, who for the past two years has been president of the association, retired from the presidency, and C. T. Woodside was unanimously elected for the next twelve months, and in addition to the other officers appointed, committees were elected to carry out the arrangements for the Retailers' Convention, which is to be held in the city, May 11, 12, and 13, when between 500 and 600 delegates are expected to be present from all parts of the province. One of the most important proposals dealt with was that of running frequent excursions into Saskatoon during the summer from various country points, in order to build up Saskatoon as a retail centre, the excursionists to be repaid a certain percentage of their purchases from members of the association.

Mr. Hutchinson's Address.

Before the business proceedings an excellent luncheon was served. J. L. S. Hutchinson afterwards presided, and the success of the association during the past year, as reflected in the large attendance at that gathering, was the note which ran through his opening address. Regina, Moose Jaw, and Weyburn were also, he said, meeting with great success in the work of the association. Referring to the benefit which accrued to Saskatoon by the head office of the association being located in this city, he reminded the retailers that they also derived benefits from membership in the Provincial and Dominion Association. He referred to the reciprocal benefits to be derived by the retailer and the farmer, and hoped the membership of the association during the ensuing year would be trebled. He believed that within a few months' time they would be able to place an insurance scheme before the members which would save them in premiums from 25 to 50 per cent., and would not depreciate their policies one iota, because they would be standardized, and would not contain any catch clauses.

Mr. Hutchinson also touched upon various phases of the year's work of the association, and the saving which was effected to retailers especially by taking advantage of the credit rating system. Past and prospective legislation in the interests of retailers was also touched upon. Speaking of the forthcoming Retailers' Convention, to be held in Saskatoon on May 11, 12, and 13, he said he believed that it would be the largest retailers' convention ever held in the province, and hoped every member would do his best to make it a huge success. As he retired from the position of president of the association, after two years, he hoped that the officers to be elected for the ensuing year would be "live wires," increase the membership of the association, and keep the good work going.

F. E. Raymond, secretary, gave a very comprehensive report of the year's work.

At the close of 1914 the association had 83 members, 42 of whom were in good standing. He pointed out in regard to their credit rating system that they had approximately 5,000 names on the file and in some cases as many as eight or ten ratings on the same party, and the number of names on the file was being added to continually.

The President, commenting on the business tax, which they had asked the council to reduce, said that while the tax at Regina and Moose Jaw was higher than at Saskatoon, at Prince Albert they had been promised a reduction of 40 per cent. They did not want it done away with, but they felt the retailers should be encouraged rather than discouraged by the City Council.

The president's and secretary's reports were adopted, and J. M. Brayey, in the absence of F. E. Guppy, read the treasurer's report, which showed that they commenced the year with $98.12 cash in hand and finished the year with $267.12 in hand.

The following officers were then unanimously appointed:—President, C. T. Woodside; first vice-president, Harry Tupling; second vice-president, F. E. Fawcett; hon. secretary, J. H. Sewell; treasurer, H. O. Jones.

In connection with the forthcoming convention, the following were appointed:—Billeting committee, C. D. Mitchner, A. W. Wylie, and F. Holmes; entertainment committee, J. Burton, Ald. Paul, H. J. Currie, Twiss, J. A. Pretty, D. F. Streb; reception committee, J. A. Pretty, E. J. Meilicke and F. M. Beatty.

H. Tupling, in thanking them for the honor they had conferred upon him, spoke of the spirit of co-operation which should exist amongst the retailers of the city, and said he should like to see Saskatoon in 1915, which was expected to be the banner year, the centre of the wheel of commerce and the association the biggest organization in the province.

J. Burton, manager of J. F. Cairns' store, said a great deal had been said with regard to the benefits to be derived by the city from the work of the association, but so far nothing had been said with regard to building up the trade of the city as a retail centre. What was wanted now was money, not talk, and this year they would have to do all they could to increase the returns from their businesses. He then suggested that during the summer, excursions should be run into the city from various parts of the country, say, Tuesdays and Fridays. Each member of the association could contribute a donation towards this, and a certain percentage of the money spent by those who came in could be returned to the customers, the stubs of their receipts being turned in to a central office. A combined system of advertising the price of their goods and these excursions in the newspapers could be adopted, and he believed that great benefit would accrue to the business houses of the city if this was adopted. He mentioned that the same thing had been tried at Weyburn, and one merchant had 1,100 visitors in his store in one day as the result. The executive was asked to take up the matter, in conjunction with Mr. Burton, at their next meeting.

KING'S
Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and salable shading made.

FAMOUS
Sold by leading jobbers

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
Every piece perfect

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON
GLASGOW, SCOTLAND

Canadian Representatives:
CAMPBELL, SMIBERT & CO.,
Montreal and Toronto

LIDDELL'S
Gold Medal Linens

are as snowy white as Canada's snow-clad fields and are becoming as popular in Canada as they have been in "Old Ireland" for over a century.

See the 1915 range.

IRISH LINEN AGENCY
R. H. COSBIE
LIMITED
30 West Wellington St., TORONTO

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

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Profiting From Home Sewing Movement

Now is the Time to Meet This Tendency Towards Economy by Grouping Lines Required — Some Stores Cut Out and Fit Goods Bought There for $2 or $3 Each— Lines That Work in.

SALES in many departments at the present time are intimately bound up at the present with the ability to enable the customer to do many things for herself that when money is more plentiful she usually pays to have done. To do this the merchant has to get out of the regular rut and vary somewhat the accepted order of his department, for he is not only trying to save his customers time and steps, but he is out to give her ideas how to go about what is peculiarly her own business. This means that the merchant has to place ideas on home sewing prominently before his customers.

Since the big development of the departmental store idea has come about the accepted tendency has been to regard each department as a separate and independent unit—a small store, as it were, within the large one—and the interdependence of the departments has been in a measure lost sight of. There has also been friction at times because of over-lapping in the stock carried in the various departments. In the efforts to improve the passing business the good of the store as a whole often has to give way to the individual department.

Dressmaking Articles Together.

In making the proper displays all the departments interested have to participate irrespective of any question of which department is at the present time carrying the goods. Many stores have already begun to play up this policy. For one thing they have placed all the various findings and items for dressmaking purposes together and have marked this counter in some way. By doing so they are interesting the professional dressmaker just as much as the woman who is doing her own sewing. Also they are finding that there are great possibilities in this department, for as fashions change the manufacturers put on the market various findings to enable the dressmaker to follow easily the new idea.

To illustrate: At the present time nearly every dress has a girdle or a yoke finish, and nearly every form of girdle can be found in skeleton form in the notion department. This feature means that there is always a staple and a novelty stock needed in this department.

As Good on Less Expenditure.

Placing all the findings together is only just nibbling at the outer rind of the trade that can be done, and right now is the time to be up and doing. The new season is opening up and women are planning for the needs of the coming Summer. It is right here where opportunity knocks, for the store that lays itself out to help them to secure a wardrobe on the scale of the last few years with less expenditure is going to get the business in the coming year.

The big stores are already into this policy. Last Spring the T. Eaton Co. fitted up a section for showing their customers how to use patterns and make up garments. First the customer bought a pattern and then selected all the materials needed to complete the garment. These were sent up to the section fitted up for teaching. Here a competent cutter showed how patterns should be placed on the material and demonstrated how to secure a fit. Machines were provided and the woman made up her gown or other garment under efficient supervision.

A Limit in N. Y. Store.

A large store in New York has a rather different plan; this store makes use of the alteration department and thus helps to lift what is always a heavy burden upon the ready-to-wear. When the material for a dress of any other garment is selected, a style from a style book kept for the purpose in the department is also chosen. This course is followed to prevent women going in for very evtremely complicated models that it would be impossible for the home dressmaker to achieve satisfactorily. The number of styles shown is a very liberal one and the restriction is not much felt. The materials, trimmings, etc., are all sent up to the workroom used for alteration purposes. The customer is measured and an appointment for fitting is made. The garment is cut, fitted and pinned together ready for sewing for $2. and for $3 it is all tacked together, every seam and fold, and every piece of the trimming.

Many stores cannot follow the lines laid down here, and these plants are not given and described so that they can be followed out in their entirety: they are given so that the merchant may have something to work upon in building up a scheme of his own, one that is thought out with a thorough knowledge of the needs of customers and the resources of his store and staff.

In going after business in this way the merchant must insist upon the loyal and intelligent co-operation of all his staff, upon their willing help. This is a higher form of conducting business than just selling over the counter and every effort will have to be made to interest the staff in all departments in what is being done.

In the majority of stores there is nothing really the matter with the stock carried. The piece-goods stock is large and well selected and there is a line of trimmings that gives every scope for an excellent selection. Every store has a pattern department, the majority of which are very well managed, and carryies a very full line of findings, etc., but the trouble is that the necessary co-operation is not there to produce sales. There must be real team work among the people who sell the goods and between all the departments. The woman who is eager to make her own garments is not an expert in style and does not know the new ideas in color and material combinations, and the doing of this work for her is up to the departments interested.

How Furnishing Department Does It

It is useless to say that this kind of work cannot be accomplished for it has been done in other departments. For instance, take the housefurnishings and see how complete are the displays made here. The store has to show the home sewer what is the style and what she has to buy to turn out a garment that is in conformity.

A MOVEMENT FOR MORE TRADE.

Manufacturers of Berlin and elsewhere in Waterloo country, have got together to see how they can secure trade which has largely been disrupted by the war, and, in particular, that of Germany and Austria. More than one hundred were present. The meeting was called by Mr. D. B. Dewiter, of Berlin, and was held in Berlin.

Transportation companies were asked to assist, and Sir Thomas Shaughnessy replied that they would be glad to for both patriotic and selfish reasons. It was suggested that manufacturers should send agents to foreign countries to investigate.

Provincial charter has been granted the Wiarton Woolen and Knitting Mills, Limited.

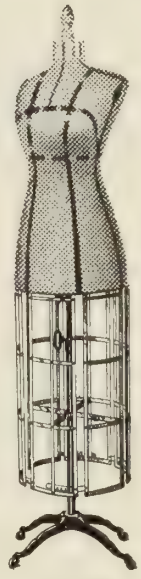
Are you the agent in your town for H.B. Dress Forms?



No. 55

If not, here's a mighty fine chance of adding a splendid money-making line to your dress fabric department. *Hall-Borchert Forms* can be so adjusted that they will faithfully represent the figure of your customer. The ease and accuracy with which she is enabled to make and fit her own clothes by the use of these forms will greatly simplify dressmaking for her and accordingly increase the sales of your dress fabrics.

Write for the agency to-day.

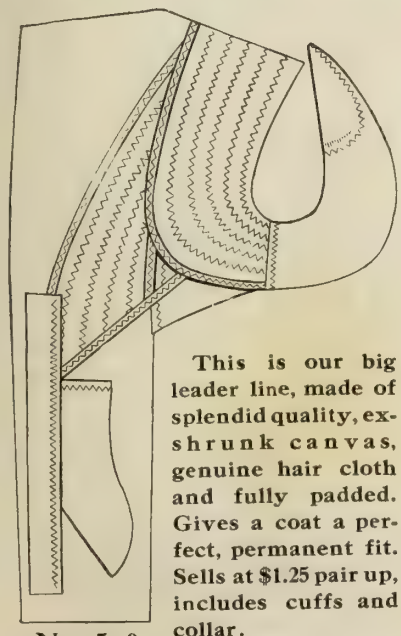


No. 25

Hall-Borchert Dress Form Co., Limited

41 Lombard Street, TORONTO

Figure how you will, we can prove beyond a doubt that *Everlast Coat Foundations* will save and make you money



No. 500

This is our big leader line, made of splendid quality, exshrunk canvas, genuine hair cloth and fully padded. Gives a coat a perfect, permanent fit. Sells at $1.25 pair up, includes cuffs and collar.

They are made in every style to retail at from 50c. to $1.25 a pair (over 75% profit), use them in your own workrooms, sell them over your dress goods and pattern counters and encourage the housewife to buy more goods, help her to make her own clothes, by overcoming the big difficulty, the padding.

We have a handsome new show card, hand lettered in two colors. Send for it and trial order of "Everlast" Coat Foundations—see what interest you can stir up in your town. Only a small stock required, profits are large.

Toronto Pad Co., Limited

333 Adelaide Street W. **Toronto**

Eastern Representative: A. J. COULL, 243 Bleury St., Montreal, Que.

Western Representative: J. W. LEATHORN, 603 Mercantile Bldg., Vancouver

HOUSEFURNISHINGS

Preparing for February Sales

Artistic and Moderate-Priced Goods Essential This Season—Arranging Displays of Draperies Around a Pillar With Ring at Top and Seat at Bottom—Suggestive Display.

THE new stocks of draperies and curtains are coming in, and preparations are in progress for the holding of the February sales. Though the war has caused the cutting out of many lines, there will be no lack of novelties to show, for other centres have stepped in and have made up lines that will fill the place of those that are missing. With the period of inventory taking over and the changes that are usually made in the setting out of the department, preparations are well on their way for the new season.

In the majority of departments the volume of sales and the profits made have not measured up to the usual standard where only ordinary methods were employed. In the season we are now entering upon the promise is better, but the business will have to be gone after, and gone after hard. Attractive display is one of the chief means used and therefore there is lots of work ahead both for the store decorator and the staff in the department. The whole trade outlook is improving, and there are signs that more retail business is now passing. While the return to old conditions must of necessity be slow and gradual, there is every prospect of plenty of business to be done in the coming season in the draperies and carpet department.

February brings thoughts of housecleaning into the majority of homes and the lengthening days and the bright sunshine reveal the bare and shabby spots. Things will wear out and the housewife is busy with plans for their renewal, therefore she is ready and willing to be interested in what the department has to show. It must be remembered, however, that there have been heavy drains on the purse during the past six months in many homes and often the extra expenses have had to be met out of a reduced income, therefore the business will come more in popular-priced than in expensive goods; also that they will have to be extra well chosen for the customer who has been buying high-priced articles will be more critical than the one that has always bought the cheaper article.

During the past decade there has been a general spreading of the gospel of good taste, and this has not, happily, been confined to any class. Women's magazines and special magazines have dealt largely with the subject, and have published articles from the pens of authorities in different lines. All of this educational work has been to the benefit of all sections of the housefurnishing department. There is another side to this question: now that the customers have a certain degree of knowledge on these matters the salespeople in the department have to specialize, and some means of imparting this information to them has to be thought out; the trade papers are endeavoring to help in this respect and are giving timely information. In the big stores the buyer either informs them on these subjects or looks out articles dealing with the different periods and styles of decoration, and requires that his assistants read them. In smaller departments this is not so necessary but the young salesman that has ambitions should read all that he can lay his hands upon on the subject. Such a course will mean a deepening of his interest in his work and when this knowledge is combined with the ability to make good and the opportunity to use it advancement is sure.

All this educational work has been a help to the selling of artistic goods. Moreover, the manufacturers have had to co-operate and produce materials with a distinct art value in popular lines, and this fact alone has led to a great increase in the sales in this department.

Use and comfort are the only true bases upon which an artistic whole can be built, and it must be laid down as true that nothing that has not a distinct use in the furnishing of the home, is artistic. It must be remembered also that agreeable color effects that please the eye and rest the mind are distintly useful.

Decorations are now planned more from the interior view than from that of outside appearance. Heavy curtains and rich draperies combined with a marble-topped table with a fine vase on it to impress the passer-by are no longer in good taste. Windows are intended in the first place to let in light and ventilation, and they are also of the greatest decorative importance. People are beginning to appreciate sunlight and fresh air at their true value, hence the big sale that is springing up for sunfast and fadeless materials.

In the modern home architecture, windows are grouped and a broad window seat is a natural accessory. This seat often has another use, for it can be made to cover the long, low, radiator which is such a difficult object to fit into the decorative scheme. Such a seat may have a lattice front for the heat to filter through, and should have a long-fitted pad of the mattress type of some fabric in keeping with the color harmony of the room.

A bay window is a big asset, and can be treated so as to make it the comfort and the beauty spot in the room. A broad window seat with narrow shelves for books at the ends, a big upholstered chair to match the window cushions, and a sewing table; light, lacy curtains and simple draperies can make the window recess inviting.

Suggestive Displays Sell Goods.

Any display that will suggest some of these things will sell goods. Only the large stores can afford the space or have the stock to fit up rooms in the department for displaying curtains and draperies, but there are many means that are open to all. It is easy to bring a rug out of the carpet department and no doubt the head of the furniture department will be easily persuaded to lend a few of his handsomest pieces of furniture, because they will attract extra attention when shown out of their usual surroundings. With these adjuncts special displays that are highly attractive can be arranged.

Transforming Store Pillars.

In nearly every store the department is crossed with rows of pillars and these

(Continued on page 32.)

WALL PAPER

The Line of Quality

and large profit-making possibilities for the Retail Merchant

Say the word and we will be pleased to make arrangements for you to see our samples

New Manufacturing Processes
New Designs and Colorings
New Specialties

Purchase MADE-IN-CANADA Goods

STAUNTONS LIMITED

MANUFACTURERS TORONTO CANADA

We Are Now Uptown

Come and see us.

Our New Showrooms

in the heart of the uptown district are open and we are prepared to show in our

Curtain Department

NEW STOCKS
NEW IDEAS
NEW ACHIEVEMENTS

under new and improved conditions.

Loeb & Schoenfeld

27-33 West 23rd Street, NEW YORK

CANADIAN REPRESENTATIVE:
H. A. Frank, P.O. Box 201, Toronto, Ont.

Don't Buy Brassware from Germany!



12, 10, 8, 6 in. high. Oxidised Brass.

Write or Call on

Perry, Bevan & Co Limited

Birmingham, England

London Show-Room
62 Holborn Viaduct, E.C.

Also Makers of Fern Pots, Screens, Coal Vases, etc.

¶ A condensed advertisement in the DRY GOODS REVIEW will bring good results.

Wall Papers Are More Subdued

Belgian Colorings Will Take the Place of German — Greys, Blues and Sand Colors Will be Featured—Faint Tinge of Black Will be Popular in Best Houses.

FROM AN INTERVIEW WITH MR. W. T. STONE, OF THE ROBERT SIMPSON CO.

ALL sorts of retail stores are finding themselves affected by the vicissitudes of war. For instance when people come along to choose the wall papers and trimmings for their different rooms in the next few months there will be a predilection in favor of Belgian colorings rather than German. German colors are dead. In place of them we shall see in Canada as in England at present colors which are peculiarly English, or Belgian, French or Russian, because even in so light a matter as trimming of rooms and so forth, we are patriotic, often under an unconscious influence.

The predominating feature in wall papers is the subdued pattern and quieter coloring. These will take the place of the more conspicuous pattern and louder coloring. In place of the green and red, both of them pronounced, which we have seen we shall have tans and greys and warm shades of pink. There will also be combinations of greys with pinks, greys and mauves, as well as with tans. Pea blues are to have quite a run and pea greens are coming back. There will be considerable leaning towards mauve. A distinctly new shade that is going to be popular in wall paper as it is in other matters of dress is the sand color. This in combination with warm pink will have a considerable run.

And since our minds are running upon battleships and the like, battleship greys and seagull greys will be very much in the mind of people who are furnishing their houses.

On the question of white, the popular leaning this year rather than a dead white is to a white edged with cream. Dead white is—dead.

We may notice here in passing a distinct tendency just now in many well appointed houses to eliminate the drawing room. In its place the living room is coming more into its own. This applies not only to houses which are small, but to houses which are of fairly considerable size. For this room the tapestry of foliage effect and the broken pattern will be leaders. Tweeds of fabric papers are also very popular.

For the Bedroom.

In the bedroom the trend is toward plain chambrays, linens and a number of soft colorings in cretonnes and chintzes. If the ciloring is important in the rooms which we have already dealt with, it is still more important in its relation to the bedrooms, according to the styles which are being followed this year. All of the designs are quiet, though light and airy, and give a look of general brightness to the room.

The "Den."

As to the "den" there will be heavy, cosy, warm effects so far as wall paper is concerned. It will be fitted up with English or Japanese leather, and a favored paper will be the black blended style about 30 inches wide, both plain and pebbled. This should be used with strappings of leather or oak.

Not the least important room in the house of these days is the modern bathroom. It should be furnished either in imitation tile or else should have a pattern stencilled on a background of white paint. The imitation tile which has had so much vogue for the past few years is even more popular to-day than ever. This is a specially heavy pressed paper. Sometimes it has an oil finish. The popular style is a white background with a pattern in light colors showing a water scene, ships and so forth.

The Flat or Apartment.

For an apartment or flat the modern idea is to have each room consonant in coloring and style and general appearance with each other. The papers should blend nicely with ordinary draping, and in this regard tans, grays and buffs, red or greens and sand colors, have the preference. The new stone-colored tapestries are likely to have considerable vogue.

It will be seen by the detailed suggestions given, which follow pretty closely general trend of the better class of houses, that the quiet wall paper is a la mode. The outstanding and the strong is entirely eliminated.

The housewife who is undertaking a scheme of decoration for her house will do well to bear in mind that the more quiet and original the designs are in the matter of wallpapers and such the more impressive will they be as compared with the showy and the conspicuous and the loud, which are the province of the nouveau riche.

We all remember the story of the lady who woke her husband one night and suggested that there was a burglar in the house. Her husband turned to her and said "Nothing of the sort, my dear, it is this wall paper, which makes such a noise."

Preserve us from wallpaper and decorations which make such a noise that they can be heard above the tones of a conversation that was held right in the room!

NINETY YEARS OLD.

A dinner party of historic interest was recently given in Montreal to Mr. Ogilvy, prominent for many years in Montreal dry goods circles, on the occasion of his ninetieth birthday. Some time ago, Mr. I. G. Ogden, a vice-president of the Canadian Pacific Railway, told Mr. Ogilvy that if he was alive on the day when he should be ninety years old he would take him to New York. Mr. Ogilvy preferred, however, to celebrate his ninetieth birthday in Montreal, and a dinner was therefore given in his honor at the St. James Club in Montreal.

Mr. Ogilvy is a Scotchman, who came to this country in the days when it took six weeks to cross and he is fond of telling the story of their crossing. Most of the guests who attended the birthday party ten years ago when Mr. Ogilvy was eighty were there this time also.

PREPARING FOR FEBRUARY SALES.

(Continued from page 30.)

instead of being as they usually are, most undecorative objects can be quite transformed by being pressed into service for display purposes. It is usual to see the four-arm arrangement for showing curtains and curtaining materials, but pillars arranged as drapery display stands as in one Canadian store are something new. A metal ring is attached to the pillar just under the base of the head, and lengths of drapery material are pulled over the ring and allowed to hang in folds. Below, a stand is built out around the pillar like a rustic seat around a tree, and the end of the bolt are hidden as the folds fall over this seat to the floor. A row of pillars treated in this manner presents a very attractive appearance, and also uses space that goes to waste in the majority of departments.

The dry goods store of B. Rosenweig, at 2633 St. Hubert street, Montreal, was gutted by fire and a loss of $7.000 sustained.

With millions of dollars' worth of European floor coverings cut off, you're going to find a big demand for CREX Grass Rugs and Carpets this Spring.

And you ask, "Why CREX?" Simply because, as soon as a woman or a man either, for that matter, decides to use inexpensive and sanitary rugs the first name that comes to mind is CREX. These rugs and carpets have been so extensively advertised throughout America that the name CREX has become synonymous with floor coverings that are sanitary, durable and give satisfaction.



CREX
GRASS RUGS
TRADE MARK REG. U.S. PAT. OFF.

You will be asked for CREX. Will you supply it? You'll have a demand for floor coverings which you will be unable to supply, but whose place can be most satisfactorily filled by CREX. Will you lose sales or supply CREX? Once a CREX user no woman will ever go back to rugs of other fabrics for her living, dining and bedrooms, or for her veranda or sun parlor.

There's nothing quite so satisfactory or so sanitary as CREX. The cost, too, is very low, which is a most necessary consideration. CREX stands in a class by itself—without competition.

Our salesmen will soon be going through Canada.
Write in advance for color catalogs and price lists.

CREX CARPET COMPANY, Dept. 5, 212 Fifth Ave., N.Y.

Originators of Wire-Grass Floor Coverings.

War Office Work

Complaints Numerous That Prices for Sweater Coats Allowed no Profits—Cleared Stocks Kept Mills Busy.

THERE is a complaint in general amongst sweater coat manufacturers that the prices they receive for military orders are not such as to allow them any profit, and sometimes not pay expenses. Prices offered by the Imperial Government for sweater coats have run from $1.50 to $2 each or $18 to $24 dozen, according to the style and quality. One firm that turned out a large order at $24 stated to The Review that this did not give them any profit. The best it did was to pay the cost of the raw material, and overhead charges, the advantage being that it lessened the overhead charges that otherwise would have had to be charged to the regular sweater coat account. While they received $24 a dozen for this line of sweater coats, the material in them cost them $18 alone, leaving only a margin of $6 for other expenses.

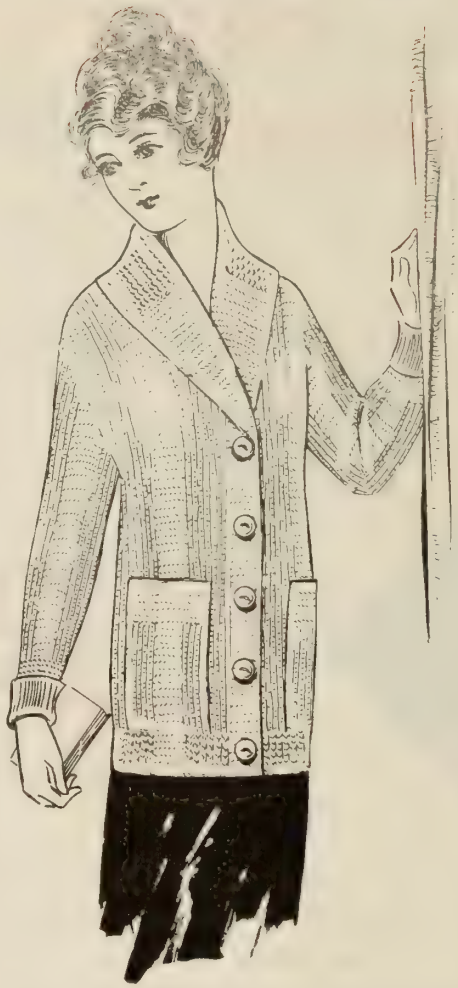
"The sample submitted was a size 36, which weighed 18 lbs. to the dozen, but we could not keep this average, as some of the sizes ordered went up as high as 46, and on these we had to put in at least 23 or 24 lbs. of yarn per dozen. I figured out it averaged us around 20 or 21 lbs. a dozen for the whole order. However, it was a case of take it or leave it as there was a fixed price set by the Government for these goods. The sample submitted to us was one which must have been about two years old, as that particular kind of wool could not be obtained at present, and it was quite probable that in making the price $2 for that garment they were figuring on a similar price to what they obtained it for one or two years ago. In the case of socks, we met much the same experience, that is we did not make any profit, but merely kept our factories going, and in that way, of course, bore a total of the overhead expenses."

One manufacturer stated to The Review that the inspection was very severe and that he had had a number of bales of goods sent back. However, a day or two afterwards, he had sold them to the representative of the French Government at an advance of 25 cents a dozen on the contract price, and so in that way had not lost any on the transaction.

"There is some dissatisfaction expressed by some manufacturers and apparently felt by most with regard to the contract prices on some of the orders of the British Government," said another maker.

"Sweater coats have been called for at a price which does not pay expenses, and which certainly in some cases nets

(Continued on page 40.)



White sweater coat with new and wider type of shawl collar. Note rack stitch in paneling down front and along sleeves and pockets, giving Norfolk effect. This follows military lines to a certain extent. Shown by Frank W. Robinson.

Where Will Yarn Go?

Increases in Prices as High as 25% —No One Knows as to Future Situation or Prices.

IN these days of quickly changing situations it is difficult to set anything down as a fact, for before it appears in print the position may be absolutely different. That applies to the wool situation and its effect upon Canadian knitted goods manufacturers.

In a trip round among manufacturers The Review found that there were opinions aplenty, but the sum total of the views of knit goods men seems to be that nobody knows anything, and that the layman knows as much about how things are going to turn out as the knitted goods manufacturers themselves.

Since July, 1914, wool in coarser grades has materially advanced. A consensus of opinion puts the actual percentage at about 24. One manufacturer of sweater coats gives his price in July as 2s. 3d. In December it was 2s. 9d., which is a difference of sixpence or twelve cents. This works out at a percentage increase of 22, and this is subscribed to by another firm.

A prominent underwear man finds, however, an increased cost price submitted now for possible buying of 60c. This compares with a price last Summer, from the same mill in England, of 36c. The increase is, therefore, 24c, or 66 2-3 per cent. For wool to advance one shilling on a first price of one shilling and sixpence is a tremendously large order.

Nevertheless there is no doubt that in the first flush of the tie-up in the market prices leaped up, and in some cases have not yet been readjusted by exporters to a reasonable level, taking all necessary precaution.

It will thus be seen that any knitted goods manufacturer who is going to buy stocks of wool from England at present has got to pay considerably enhanced prices.

At the same time, speaking generally, these enhanced prices have not been paid

(Continued on page 46)

Ordinarily—

You wouldn't show and try to sell wool underwear during 90-degrees-in-the-shade weather

Conditions change—this year Canada's leading Summer resorts are, according to Government reports, almost fully booked for the whole season. This means American tourists are coming to Canada and her far-famed Summer resorts instead of going to war-ridden Europe.

Americans are ever big buyers of Canada's pure wool underwear—next Summer and Fall will see big business done in

St. George Woolnap

Unshrinkable

UNDERWEAR

AND RIGHT IN YOUR TOWN.

Wait and see, but prepare for it.

What Will Happen by Fall?

Manufacturers in New Lines of Knitted Goods Have Strong Talking Point for Immediate Buying in Rapid Rise of Wool Market and Dyestuffs Situation—Some Advances Already in Sweater Coats, Underwear and Hosiery.

A PROPHET he would be who could penetrate into the future of knit goods sufficient to foretell accurately the conditions that will surround even the delivery period of orders for Fall 1915.

To what record heights will wool have soared by them, blotting out perhaps twice or thrice the quotations that govern placing orders at this writing?

Will the announcements of substitute dye processes continue in use the favorite colors that are taking the fancy of retailers and public, or will we, perforce, limit our purchases of sweater coats to grey, and white and it may be, a Khaki shade? Will the advances in some ranges of underwear and hosiery and socks adopted by certain manufacturers remain constant until the shelves of retailers have been stocked, or will one or a second upward movement repeat and pile up the advance already announced in many lines since the first samples reached the jobbers' hands in early December?

Upsetting Resolves to Buy Lightly.

All this uncertainty is likely to turn, as it has indeed already towards the advantage of the manufacturer, breaking down the late determination of many not to be tempted, save lightly, to advance buying, even where all conditions may seem to point to an auspicious opportunity. Distrust of the dyestuffs situation permeates the business world, in knit goods as in dress fabrics and many merchants are making certain of their favorite shades in sweater coats "when the dyeing is good."

Stocks of All Cleaned Out.

There is another element that is working out, to some degree, in favor of the manufacturer this season. One year ago many of the retailers found themselves loaded heavily with stocks that mild weather and other adverse conditions had made it impossible to clear out. This was particularly so with sweater coats. In consequence, last Spring the placing orders for Fall were cut down considerably. This season, now so near its close, has witnessed a prolonged cold spell, and this, with a fairly universal price cutting, produced as Euclid used to say—before the more modern geometries banished him,—that "which was required to be done,"—a thinning of stocks. The manufacturers, on their part, found an opportunity to clear out their own stocks at a fairly good figure to the War Office, instead of, as most had anticipated, being forced to cut them down to cost price or far lower when the time came to offer them to the retailer. With stocks depleted and prices in the January wool sales soaring 5 to 10 per cent. over December's, and merinos rising now in sympathy, and supplies even at the top-notch prices uncertain, the whole situation has forced an advance in many lines of sweater coats, underwear and hosiery.



TYPES OF SILK KNITTED SWEATER COATS.

The coat on the left is one of the checker-board square designs with black knit trimmings and sash. On the right is an accordion knit sweater coat with V-neck, and sash also. Both are popular types for Spring and Fall. Shown by Monarch Knitting Co.

Various Advances in Quotations.

Just how far this has gone, it is impossible to indicate except by going into a mass of details covering the lines of nearly every manufacturer. In some cases a few lines of sweater coats have gone up; in others, the weight has been reduced; some have combined the two processes but applied each to different lines; a few announce that their supply of yarns enables them to continue the old prices for placing orders but that unless something akin to a miracle happens, sorting and repeat orders must bear a considerable advance. Some instances of these increased quotations are given farther on, as well as a chart illustrating the variations in the wool market for the past and several preceding years.

The Review in securing information for this issue visited a number of factories. Their reports as to "new lines for Fall 1915," were as unlike as the poles. Some declared that they had been too busy with war orders to bother much about anything different and were depending on their established lines; others had decided that a certain stimulus was required for buying and turned out several new ideas that look good for winning their way. One firm had abandoned the adult field and was specializing in children's suits, recognizing the growth in the last couple of years in juvenile lines. There was a noticeable slackening in new samples of headgear, chiefly because the field has been well covered. What may be called the sidelines, perhaps, in knit goo's, underskirts, bloomers, bathing

(Continued on page 40.)



Don't miss the "Bentro-Knit" Spring line

The most complete range of knit novelties you'll see this year.

Men's and women's knitted coats, children's overalls, knitted novelties of all kinds, mittens, gloves, toques, and caps—everything the best of its kind—the standard by which you may well be proud to have your department judged.

This elegant range of money-makers is in our representatives' hands. *Have you seen it yet? If not, get in touch with any of the representatives below—their samples are at your service.*

The Williams-Trow Knitting Co., Limited

STRATFORD, ONTARIO

J. M. ROBERTSON & CO.
College and Markham Sts.
TORONTO

J. B. TROW & CO.
Old Birks Bldg.
MONTREAL

H. E. ROBINSON
SASKATOON

J. W. NIXON
Mercantile Bldg.
VANCOUVER

R. E. SMITH
Northern Ontario
501 Main St. East, HAMILTON

New Style Features in Sweater Coats





A DISTINCTLY new line in sweater coats shows a novel type of trimming on the collar, cuffs, pockets and down the front. This is somewhat after the pattern of a checker-board, and is made up of two rows of blocks, one set being in the color of the main portion of the sweater, and the blocks alternating with it consisting of two colors in stripes, giving the three-colored variation over the whole trimming. For instance where the ground color was royal there would be a square of this color and next it a square made up of two heavy lines of slate, and a centre narrow stripe of maroon, or if the ground color was navy, there might be two outside heavy stripes of white, and an inner stripe of cardinal, and so forth. Other combinations in this line were slate, royal and maroon; Havana, khaki and cardinal; khaki, Irish and fawn; fawn, khaki and Irish, cardinal, navy and white; maroon, Havana and royal, in each case the ground or main color being mentioned first. The combinations of the three colors in the trimming produces quite an attractive looking garment.

Knitted Tweed Effect.

Another variety is a knitted tweed effect. This coat comes very close to cloth in appearance, and an advantage is claimed for it that it is just as wearable, quite as warm, and less expensive. Garments are made in this for ladies', men, girls and children's. An illustration is given in this issue of the knitted tweed suit for a young lad. This line is carried out ever into long coats for misses and ladies, coming far below the regular length of sweater coats, and conforming in cut to that of an ordinary long coat.

The tweed effect is emphasized by a dot usually of some fairly bright color, very often on a grey and black ground. The imitation is very close, and the garment has a good appearance, and it will be interesting to note the hold that they take on the public. Among the combinations are grey and black with a red dot, two shades of brown with a green dot, two shades of blue with a black dot, and a combination of maroon and black and another one of khaki and myrtle.

Following Clothing Lines.

When this manufacturer was asked for his reason of bringing out this tweed effect in a knitted line he replies that his idea was that knitted goods were becoming staple lines of garments, and that the closer the manufacturer approached to actual cloth the nearer he probably would be in getting a universal use for his goods. This brings up, of course, the question as to whether knitted goods, and particularly sweater coats, are regarded as an entirely separate line of wearing apparel, or whether they can be brought into general use, as staple articles of clothing. Those who hold the former opinion claim that the sweater coat must have original ideas in its make-up, cut, combination of colors, and in other ways in order that it may hold the peculiar place it is occupying apart from the ordinary cloth garment. There are other manufacturers who take the entirely opposite view that the cloth and knit garment should be made to conform and as the cloth has had the lead for so many years they claim it naturally follows that the knitted goods must follow after the styles of cloth garments.



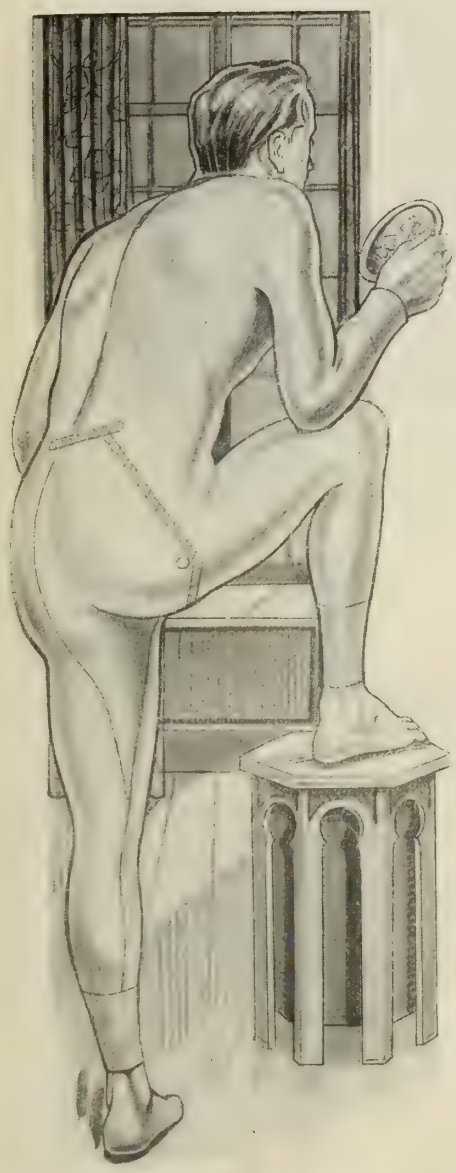
Sweater coat with check pattern, green ground with fawn check and trimming. Shown by R. M. Ballantyne, Ltd.

The same manufacturer has carried out this idea in another direction. He noted the popularity of the chinchilla cloth, both for men and women, not only in overcoatings, but in other lines. It occurred to him that a knit garment like chinchilla would be a good selling idea and turned out a very attractive one with stripes in a sports coat with half belt across the back. It is being developed along a number of lines for the coming Fall.

Corail Color.

Corail color is a delicate shade rarely seen in sweater coats, but is used effectively in one line. The collar and cuffs stand out well by reason of the fact that they are white, and the contrast obtained is distinctive without being too obtrusive. The collar is the Eton shape and buttons tightly round the neck. A particular feature of this coat is the re-arrangement of buttons. The bottom button is somewhat higher than it usually is and

Turn the growing demand for Union Suits into bigger business for your underwear department



It is not so long since wearers of combination underwear (union suits) were real martyrs, putting up with all kinds of crotch discomfort for the sake of wearing what otherwise was ideal underwear. To-day this is not necessary for

DR. NEFF'S *Pure Wool* UNDERWEAR

Eliminates all Union Suit Objections

It gives the wearer absolute comfort, has a perfect one-piece closed crotch which neither binds nor gapes.

Combined with the perfect crotch feature is the truly tailored fit of the whole garment and smooth soft feeling of the fabric itself, which is made of pure worsted yarn with a finish as soft as down.

Sell this famous Canadian-made underwear and give employment to Canadian labor. *Write to-day for our 1915 samples.*

Thos. Waterhouse & Co., Ltd.

INGERSOLL, ONT.

Mr. W. R. Mosey, Toronto, agent for Ontario. Garneau, Ltd., Quebec, agents for Quebec and Maritime Provinces.

this makes the coat hang better. This particular style is shown in peche, sage green and cerise as well as in other more hackneyed colors.

A new model entirely is a very natty sweater coat in a cardigan stitch. The feature about this coat that seems likely to take with the public is a two-or-three fold one. First of all the collar which is known as the French sailor, is quite new. It hangs well over the back and comes downs quarely in front to a rather low point making a sort of square "U" shape. The collar is in white, as are the cuffs. The coat may be had in several colors, but is particularly effective in a light mauve.

Belt in V Shape at Back.

Another point which is new about this coat is the style of belt. This is not horizontal but consists of two sloping staves of white which meet in the shape of an inverted "V." This is caught in the centre with a couple of buttons. The whole belt arrangement shows distinct novelty. Here again the buttons do not reach right to the bottom of the coat.

The buttons are covered with the same color and texture of wool as is used in the body of the coat, and this certainly improves the look of the garment. This is becoming very popular with general manufacturers. The covered button is just as good as the ordinary one or the silk, and it is cheaper.

Check Effects.

One big concern is paying a good deal of attention to check effects rather than to plain coats, or to plain body and varying cuffs and pockets. For the most part these are in staple colors though there are some exceptionally neat models in blues and tangoes. These check coats have a shawl collar and are pretty well the usual style, as far as cut goes, but the check pattern, in both a fairly large and a small design, is distinctly new. In the case of one sample coat seen, the background was of pale blue with the check in darker tone of the same color. Another model put out by the same firm was in an alternating square check of green and brown. It was mighty effective.

The big percentage of sweater coats this season are following the older styles. The reason is that several, in fact, most, of the manufacturers have been so busy with the Government orders that they have had no time to give to the invention of new ones. For instance, the shawl collar is to be pretty general again, both for women and men.

One of the novelties for men is a sweater coat which has the shawl collar effect; the back is of nap and the stitch is half cardigan. A natty cap is made to accompany.



KNIT GOODS TO REPRESENT TWEED.

This Oliver Twist suit is one of a number of lines being brought out by the Monarch Knitting Co., with a tweed effect, this particular sample being of black and white with a red dot.

Shawl Collar Best.

Taking the question of collars, the close-fitting collar is not so popular as the shawl. It has virtually vanished. Very few close-fitting models are made nowadays.

The old question of heather mixtures still comes up. Heather mixtures for sweater coats have not yet become popular in this country. Only a few scattered people care very much for them, and the added expense is generally regarded as not being worth the bother. In gloves, however, heathers are very strong. A very nice light-weight glove was seen in heather mixture, Scotch knit.

WAR OFFICE WORK.

(Continued from page 34.)

no profits. That is when they have to be manufactured. In cases where manufacturers have been given British Government orders and have had stocks on hand, it is a different matter, though even there a very small margin of profit has been allowed. In the case of the small manufacturer, who only gets a small order, and has no stock on hand, the business has in one or two instances been an actual loss."

Canadian Government Orders.

With regard to orders from the home government, knit goods manufacturers on the whole have benefited. Several concerns were able to sell to the Government underwear stocks of which they had on hand. Others have been kept busy by Government orders on hoisery and underwear chiefly, and here and there, sweater coats too.

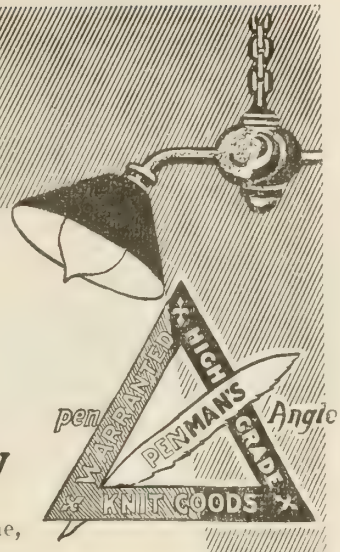
WHAT WILL HAPPEN BY FALL?

(Continued from page 36.)

suits, vests, etc., showed evidences of a steady, continuing business along well-established lines of sale.

In the following pages descriptions will be given of some of the more striking of the developments in the knit goods field in Canada not only for the Fall of 1915 but noting some specialties that have been introduced lately for Summer trading.

Penmans Hosiery



Made for the Whole Family

You can supply all hosiery demands with the Penmans line, and produce satisfaction that will react in your favor.

Penmans High-Grade Product

backed up with strong newspaper advertising and attractive window display material, gives the foundation for quick sales and profitable turnover.

With this popular line, you can standardize your Hosiery stock, always having uniform sizes and dependable quality.

No selling effort required with Penmans.

Penmans Limited
Hosiery, Underwear, Sweaters
Paris, Ont.

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All *Penmans* Products are Made in Canada

Sweater Coats and Underwear Advance

In Some Cases Weight is Reduced to Compensate—Fleece Lined Underwear Down But Many Lines of Wool Are Advanced—Men's Heavy Socks Up 5 to 50 Cents a Dozen —Some Doubt as to Final Figures.

THE fluctuations in the wool and cotton markets during the past few months, and particularly in the wool market, have had considerable effect in deciding prices in underwear, sweater coats and hosiery. Generally speaking, the tendency is upwards, very slightly in some cases, but considerably so in others. The heavy woollen goods naturally are more affected, and particularly those that are made of yarns which have been in great demand for military purposes.

The drop in the price of some yarns has had an influence in the case of one of the best known lines of natural wool underwear. This line which a year ago had been raised to $9, has been put back to $8.50, the position it occupied about two years ago, while the price some eighteen monthe ago had gone up to $8.75. Some of this line is used for Summer selling, and the price remains $9 for deliveries to the first of June, but in the Fall deliveries the reduction will go into effect.

Some lines of Scotch Knit underwear are up 25c a dozen. In heavy elastic rib an advance of 25c a dozen has been noted in the higher priced lines, while the low price lines remain about the same. In a few cases the wool, as in the case of sweater coats has been decreased, but in many lines this is impossible to work out, and keep up the general quality of the goods themselves.

Fleece-Lined Lower.

Fleece lined underwear, in which cotton is used largely, as might be expected, has met a drop in prices. Among some of those which one firm sold, the $4.20 per dozen line has dropped to $3.85; another from $3.90 to $3.85, and another from $6.35 to $6.25. On the other hand some firms maintain that the present condition of the cotton market does not warrant a reduction which would extend to many months in the future, as the market now while lower than it was just before the war is higher than it was a few months ago, and is showing a tendency to advance steadily.

Heavy Wool Socks Up

In the case of hoisery one firm announced to The Review that they were making no change in their Spring and Summer lines, but a decided advance was going into effect for Fall in their heavy wool socks for men. One

STRONG MILITARY EFFECT.



Note type of collar, to suit buttoning high up, and Norfolk style with belt and band effect on either side down the front.

line of these advance from $3.25 to $3.75, a difference of 50c. However, in this case the price a year ago had been $3.40, but had afterwards been lowered to $3.25. Some of the advances in this line were from $2.75 to $2.90, from $2.75 to $3, from $3.15 to $3.40, from $3.70 to $3.75, from $3.65 to $3.85, and from $3.50 to $3.75.

Cashmere socks for men are showing an advance of about 5c a dozen, as it will be difficult to get the yarn. For ladies, however, cashmere hosiery shows no change in this firm's new list.

In the case of sweater coats various firms have adopted various policies. Generally speaking the tendency has been to increase prices, or what is equivalent to that to decrease weights. One firm which makes it a practice of keeping close to the fluctuations of market prices in their Spring and Fall output stated that they had reduced the weight of nearly all their sweater coats, for example, one line from 2½ lbs. each to 2 lbs., or ½ lb. on the 2½. This was on a $36 a dozen line, which they figured out meant an advance of about $3 a dozen. In one of their cheaper lines where the amount of wool used could not be reduced the price has been raised from $24 to $27, a $3 a dozen advance.

No Certainty as to Fall Weight

The manager of the concern announced his policy in regard to prices as follows: "We are giving no guarantee in regard to weight for delivery on Fall goods. Our travellers are going out with samples, made up according to the weight which we can afford at the present prices of yarns, but if prices go up from what they are now we will have to reduce the weight of our samples before delivery, and at the same time if prices are reduced we will increase the weight more to what they were one year ago. All that we guarantee to the retailer is that we will provide him **with the best rate possible for the money**. The range of prices is the same as we had last year, so that we are taking account of the difference in wool and prices by modifying the weight of the various yarns. We have not been able to place our orders for yarns for our Fall output yet, and so we are not in a position to say just what the material will cost us.

Another large manufacturing concern stated that their travellers have gone out with sweaters at the same price as one year ago. These prices would hold for placing orders only, and it is expected as soon as the men come off the road to advance prices owing to the scarcity of yarns, and the difficulty of securing them.

SOME PRICE CHANGES.

Natural wool underwear down 50 cents.

Scotch knit up 25 cents a dozen.

Higher-priced lines of heavy elastic, 25 cents up.

Fleece-lined down 5 to 35 cents.

Sweater coats: One line up $3 a dozen; in many others weight reduced, in one case from 2½ to 2 lbs. each.

Men's heavy socks, up 5 to 50 cents.

Slight advance in men's cashmere hose; ladies' unchanged.



No. 90.
Boys' or Girls'
Toque.

"AVON KNIT"

1915 Lines will be delivered up to Standard



No. 75.
Knitted Cap.

Our representatives are now out with the 1915 range

AVON KNIT

MADE
IN
CANADA.

Hosiery, Gloves, Mitts, Toques, Caps, Mufflers, Underskirts and Children's Sets.



No. 1600.
Children's Suit.

During 1914 our No. 1600 Children's Suit as illustrated herewith has been a remarkable success and it will be more in demand than ever this year. Stock up on it.

"AVON KNIT" toques and knitted caps have set the standard for Canada in the past. Some new lines entirely original with us are added for 1915. Number 75 illustrated on this page is a new knitted cap in Tam O'Shanter effect—just the novelty you have been looking for. Number 90 a new knitted cap in a full range of colors for boys and girls.

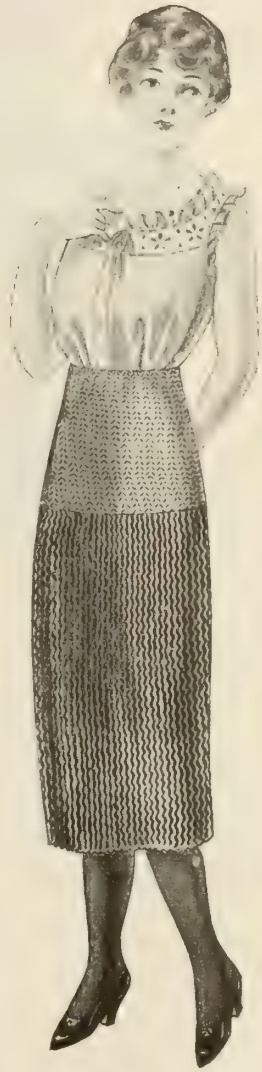
You can't go wrong on "Avon Knit" underskirts. Buyers repeatedly tell us they are the best on the market because of their perfect fitting qualities.

Complete stocks of yarns have been bought for 1915 and "Avon Knit" productions will be delivered up to standard.

AVON HOSIERY Limited

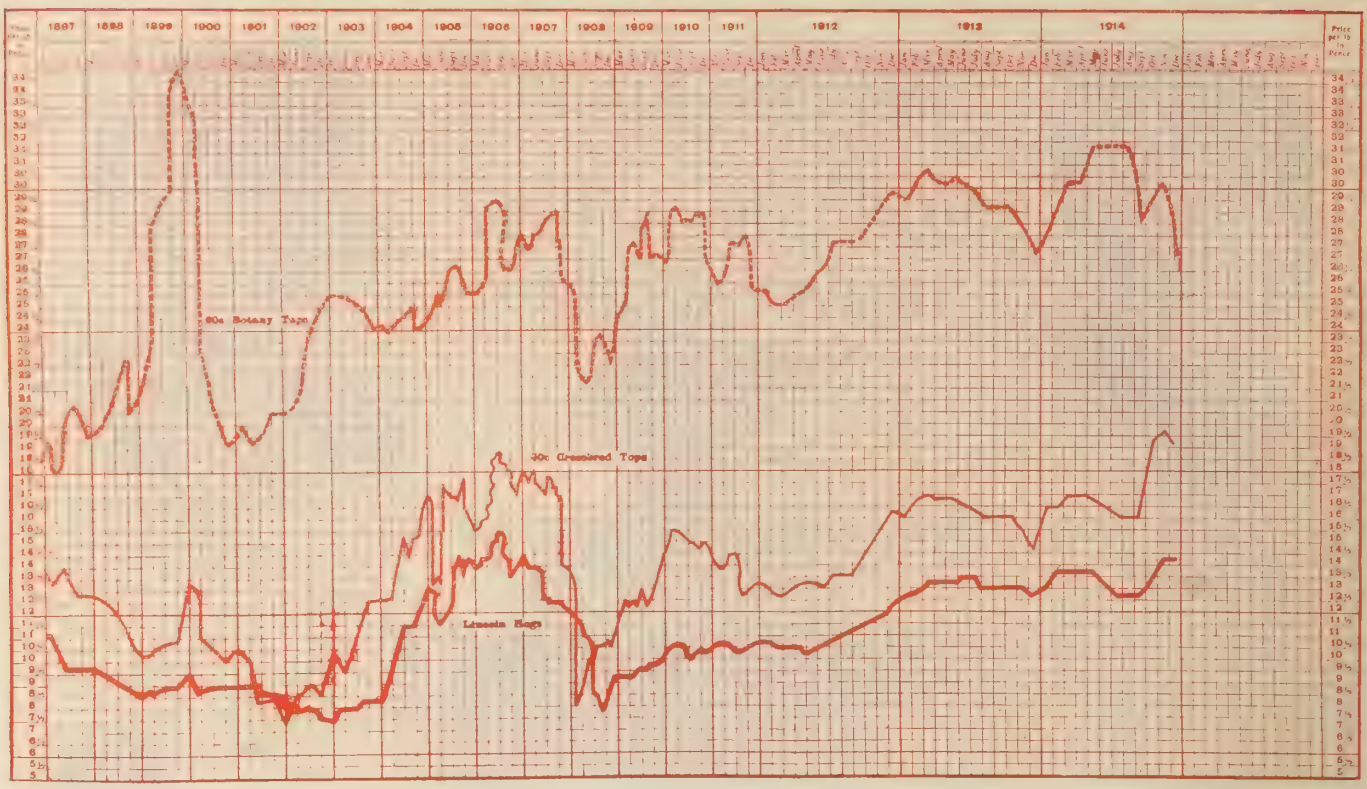
STRATFORD CANADA

Sole Agents: Richard L. Baker & Co., 100 Wellington St. West, Toronto, Ont.



No. 1520.
Underskirt.

Diagram showing Fluctuation in the Price of Lincoln Hogs, 60s Botany Tops, and 40s Crossbred Tops.



Peculiar Flurries in the Wool Market

Records of Changes Made in Finer and Coarser Wools During Unprecedented Conditions of 1914—Merinos Dropped, Then Rose and Dropped Again—Cross-Breds for Army Orders Took Record Flight.

THE chart given above, showing as indicated the fluctuations in prices of Botany tops, cross-breds and Lincoln hogs for 1914, is published by courtesy of the Yorkshire Observer. This is of particular interest this year in view of the rapid changes that took place in the wool market after the outbreak of the war. The Botany tops, as most will understand, are the finer grades of wool, and it will be seen that while they reached high-water mark in July, shortly after the outbreak of war they commenced to fall rapidly, reaching a low point for the year in September. Afterwards they rose again up to November, and dropped very rapidly to the end of December. The November-December drop was due mainly to the fact that so much attention was being paid to the cross-bred lines for military clothing that the finer yarns, or merinos, found little demand, and the factories that ordinarily were using them were forced to use the coarser for War Office purposes. In this way they dropped very suddenly, and reached the low level for the year 1914 during the December sales. However, shortly afterwards there came to be a better demand for merinos, as it was found almost impossible to get the cross-bred, and they came to be used to a certain extent for war orders. This had the result of starting the price on the up-grade again, and considerable advance was reported in the January London sales, ranging about 5 per cent. The cross-breds, as will be seen, reached the highest mark in November, and the January sales brought them up again after a slight drop. Most of the Botany tops and cross-breds are imported from New Zealand and Australia, and the Lincoln hogs are secured from Great Britain itself.

Going back over the earlier portion of the year, the reduced tariff of the United States had the effect of opening up a large wool trade in piece goods and various other causes, which it is unnecessary to answer, caused the advance both in Botanies and cloth threads of nearly 2d. a pound all round early in the year. Between March and May cross-breds dropped ½d., but merinos, as they were getting scarce, added another 2d. At the May sales merinos and finer cross-breds jumped, and from May until the opening of the war prices were maintained, owing to the raw material rather than to an extra demand for the manufactured goods.

At the July sales large offering of these wools and fine cross-breds, which were being brought into use in place of merinos in an effort to keep the prices of fabrics down, showed an advance of 5 to 7½ per cent. Merinos showed a similar advance, and some went exceptionally high. Prices at this time were higher than at any time except in 1899. As soon as war broke out there was a collapse in business, and prices dropped. However, the khaki boom followed in a couple of months owing to huge orders being given out by the British Government for woolen cloth, and others from the French and Russian Governments. At the October sales prices advanced sharply, and there was an increase of 25 to 30 per cent. over July. Scoured cross-breds were 20 to 25 per cent. higher. Merinos fell 10 per cent., but closed only about 5 to 7½ per cent. below July. During September and October the Bradford market was cleared almost of cross-bred wool and tops, and prices kept very high, 40's, prepared, going to 20d.; 46's carded, to 22d.; 50's to 25½d., and 56's to 27d. At the same time, there was a strong demand in the hosiery trade for merinos, and the stronger grades of

(Continued on page 48)

Straight Talks *from* Moncton

By Humphreys

NUMBER ELEVEN

Reasons why you should sell "Humphreys Unshrinkable" to do a successful 1915 underwear business.



1st. Only the finest Maritime wools are used—strong long fibre wools that are naturally unshrinkable and processed to further ensure this quality.

2nd. Only expert operators of long experience in manufacturing Maritime wools are employed, with the result that every garment is perfectly made.

3rd. We specialize on men's wool underwear, and concentrate all our efforts and the facilities of our well-equipped factory on producing a superior article.

4th. We employ the lock stitch method of joining all seams, which ensures elasticity without chance for ripping.

5th. Our machinery is specially built for knitting and handling heavy Maritime wools without straining or cutting the fibres.

6th. We use a soft, close-fitting collar on our shirts, which prevents chafing and added to this a no sagging of the shoulders, ensuring comfortable, neat-fitting garments.

7th. Every garment is thoroughly inspected before leaving the factory, and guaranteed to give absolute satisfaction.

8th. This Canadian made underwear has won an enviable position on the Canadian market—is just the thing for the rigors of the Canadian Winter.

9th. It is a ready seller and a good profit-producer, bringing repeat business through its satisfactory service.

NOW is the time to place your order for Fall 1915—don't depend too much on late orders in the face of present conditions, and the demand for good warm Canadian underwear for the use of the soldiers.

WRITE FOR SAMPLES.

Humphreys Unshrinkable Underwear, Ltd.

MONCTON, N.B.

E. H. Walsh & Co., Toronto, Selling Agents for Ontario, Quebec and Western Canada

Dainty Knitted Silk Underwear

Silk Fabric Made Into Underwear, Bloomers, etc., to Suit the Silhouette Figure, Finds Demand Among Smartly Dressed Women—Replacing German Goods—Gloves of Same Material.

DURING the past few years there has been a largely increased demand for silk underwear, and knitted silk fabric or Milanese silk made up into garments, is sharing this demand with crepe de chine and other washing silks. Garments made up of this fabric are more adaptable and because of the greater elasticity of the material there is made a larger range of garments than the other fabrics, many of which take the place of those knitted from wool or cotton. Women who love dainty garments delight in those made of knitted silk fabric for besides the luxurious feel of the material there is very real service: there is warmth without weight or bulk, and the garments cling to the figure and take up little room, which is a great recommendation to the smart woman who aims at the slim silhouette

Up to the breaking out of the present war in Europe there was no intention of making up silk garments of this description in Canada: they were selling but they were imported. With the German goods out of the market it was decided that there was a good field for the manufacturing not only of this class of garments but also of silk gloves which are made from the same knitted fabric. Knitted undervests, bloomers, combinations, underskirts, and bloomers, with the pleated frill attached to take the place of the skirt with so many of the women of the present day, as well as silk fabric gloves in the various lengths, are the chief articles being made in new factories since German goods were cut off.

The silk is imported direct from Japan in the raw and is spun, bleached and dyed in the factory. It is woven into the knitted fabric and is cut and made up into the various garments.

These garments are so cut as to conform to the lines of the figure: the sleeve for example, so that the strap will not fall down over the shoulder, also all the parts where the extra wear comes are reinforced with a piece cut exactly the same as the outside and stitched on with extreme neatness. The neck and armhole of the vests and combinations are finished with silk crochet edge through which is run a narrow figured silk ribbon.

White is of course the big seller and in some garments it is the only color, but bloomers, and the bloomers to take the place of the skirt as well as underskirts



SILK KNITTED PANTALOONS.

Pantaloon with pleated frills made of knitted or Milanese silk fabric. This garment is so shaped that it follows the lines of the natural figure; the bloomers are finished with a pleated frill, above which an elastic confines them at the knee. An elastic finishes the waist, the nature of the material allowing for the adjustment, and clinging close to the figure without wrinkle or fold when once in place. Shown by St. Catharines Silk Mills, Ltd.

come in pink, sky, navy, green, and brown.

One firm is also making silk fabric gloves, and the same care that is bestowed upon the cutting and making of the other garments is given to the gloves.

Indications are that more short gloves will be sold in the coming Spring and Summer as fashion favors the long sleeve. This influence will rule right up to warm weather. For Summer wear the short sleeve is a fixture for this market and glove sales will follow as usual the fashion in sleeves.

The color movement will probably be restricted—sand shade and grey will sell to some extent, but the big sale will come in black and white with white as usual the leading color for Summer wear.

WHERE WILL YARN GO?

(Continued from page 34.)

by all manufacturers. Most of them, fortunately for themselves, the retailers, and the general public, were exceptionally well stocked when the war broke out. Few have had to make fresh contracts since last August. Most manufacturers have been able to get their supplies at the old rate except where shipments were too slow.

Large Supplies of Yarns in Manufactories.

But contracts do not last for ever. Manufacturers are signing up fresh contracts with English exporters, and higher prices must be paid. There are then two courses open to the manufacturer in his price relationship to the retailer. It is the old question of higher or lighter.

Now, as one man put it: "Every manufacturer will have to work out his own salvation." But while it is impossible to prognosticate that all manufacturers will follow the same course, the main body of opinion is in favor of high prices. Often the weight cannot be reduced consonant with good texture and good lasting capacity. One manufacturer put it very tersely. Said he: "We can't very well use a lower grade of wool in the manufacture of our underwear, and yet keep up the standard of quality for which our name has always stood."

TAM-O'-SHANTERS.

For ladies there are some effective caps in Tam-o'-Shanter shape. They are easily adjusted, for they have no particular angle at which they must sit. The idea of this type of hat is pre-eminently freedom and ease. These may be had in all sorts and conditions of colors. Light blue is a big favorite. Olive and brown is a combination which is going very well. Reds are still, as ever, much called for.

Peerless REGISTERED —*the favorite Made-in-Canada underwear for women*

With the rapidly growing tendency toward Made-in-Canada goods you have an added talking point which in itself is an argument in favor of Peerless Underwear—every Peerless garment is the perfected result of the employment of skilled Canadian labor and Canadian materials.

Peerless Underwear is the 100 per cent. value Canadian underwear—the underwear with the greatest producing power—made in all sizes and styles. **See the 1915 range before buying your stock.**

The Peerless Underwear Co., Limited

HAMILTON, CANADA

REPRESENTATIVES

Ontario—C. & A. G. Clark, Empire Bldg., Wellington St. W., Toronto.
British Columbia—J. J. Mackay, 504 Mercantile Bldg., Vancouver.
Quebec—Ernest Hamel, 66 Rue de L'Eglise, Quebec, Que.
Maritime Provinces—E. R. Woodill, 21 Roy Bldg., Halifax, N.S.
Manitoba and the West—The Hanley & MacKay Co., 139 Albert St., Winnipeg, Man.
Montreal—W. A. Kennedy, 101 Mappin-Webb Bldg., Montreal.

LADIES', MISSES' AND CHILDREN'S FINE UNDERWEAR

Zenith BRAND

Crescent BRAND REGISTERED

"Velva" BRAND

FOR FALL

have the full approval of the Canadian Underwear trade. Don't decide on your Fall, 1915, stock until you have considered well these three popular brands of ladies', misses' and children's underwear.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents

RICHARD L. BAKER CO., 100 Wellington St. West, Toronto, Ont.

New Ideas in Underwear

Winter Garments for Women Trimmed Like Summer Lines—Ribbed Shoulder Strap—Gusset in the Crotch.

A RATHER novel line in women's underwear that is being tried out by a Canadian manufacturer is along the line of trimming on Winter garments somewhat similar to those that are so commonly used in light Summer lines. Instead of satin or sateen, for the band down for the front a lace edging is being used, and the neck itself is trimmed with a lace edging or embroidery with a silk ribbon passing through. This is carried out, for instance, in the lines of natural wool underwear. The idea of this is that not only does it give a rather dainty appearance to underwear, which is lacking in its plain dress, but it is claimed that the trimming will adapt itself better to the rather transparent goods that are being used for waists, and particularly around the neck where the underwear may show up underneath the waist, the trimming will give it a more ornamental effect, and remove it from the plain and quite "underweary" appearance that it would otherwise have.



Note trimmings of lace or ribbon around neck, front, etc., as on summer garments, instead of usual sateen in this model for Fall, 1915. Shown by Mercury Mills, Limited.

Ribbed Shoulder Strap.

In a number of lines of underwear that one firm is turning out is a set-in shoulder strap that is ribbed, running crosswise to the rest of the cloth. The idea of this is that the ribbed section will allow a certain stretching over the shoulder both from front and from back, and that in the ordinary underwear, where the same cloth is used on the top, often the ordinary movements in wearing the garment tend to make it sag by pulling it this way and that. The let-in portion or shoulder strap being ribbed, the rib running along the shoulder instead of crosswise, permits it to give easily, and then go back into place instead of the ordinary stretching.

A Ribbed Gusset on Union Suit.

The insertion of a ribbed gusset is a new idea being tried out in a closed crotch combination garment. The purpose of this is to allow it to give without stretching and becoming loose at the crotch. In the same garment the flap is made of cloth running the same way as the main portion, instead of the opposite as in many garments, in order to prevent stretching the wrong way.

Mercerized Binding Around Neck.

A line that has been brought out for Summer shows a mercerized Prussian binding around the neck that prevents it stiffening after washing or stretching out of shape. This also is made with a ribbed cloth over the shoulders. This line runs 8½ lbs. a dozen for combinations and 5½ lbs. for separate shirts or drawers.

Knitted Nightgown.

A woman's knitted nightgown is being put on the market which, it is claimed, by not containing an extra yoke is lighter and fits more easily and comfortably around the neck.

BUSINESS CHANGES HANDS.

Ross', Limited, have taken over the dry goods business of Devitt & Co., 1739 Dundas Street, Toronto.

FOOT LONGER THAN TOP.

A novel idea in hosiery that is being tried, and for which an invention has been applied for by a Canadian manufacturer is rendered possible by a new machine that makes the foot longer than the top. The idea is that in the ordinary movement of walking a certain amount becomes loose on top and this tends to draw the upper portion of the sock or stocking down over the toe. The new scheme makes it one and one-half inches shorter on top, so that the motion of the foot will not carry it over, but it will remain where it is.

SUMMER SEASON OF BLACK AND WHITE.

Sand and Shades of Grey are the High Novelty in the Hosiery Business.

February is a month when many retailers clear stock preparatory to the opening out of Spring business. This is the first full season in which the German business is wholly eliminated.

For the coming Summer buyers are playing safe and are taking the staple blacks and whites. A season in dress fabrics that runs very largely to white materials or materials that have more white than color in their composition has been prepared for, and this will have its influence upon hosiery selling. The novelty development is represented by sand shade and grey. Sand shade is very largely in the limelight at the present time, and an extensive popular vogue is predicted.

The smarter trade favors grey, and all shades of grey from pearl to taupe will be extensively worn.

One of the new lines of hosiery being turned out is an artificial silk children's stocking over mercerized cotton, in all the new shades and sky, pink, navy, cardinal, etc.

PECULIAR FLURRIES IN THE WOOL MARKET.

(Continued from page 44.)

merinos had to be called in for the making of army cloths. Merinos then took a jump and 64's increased 2s. 7d. In November merinos showed an advance of 5 per cent. over previous rates; greasy cross-breds, 10 to 15 per cent.; and sliped and scoured, 5 to 7½ per cent. The merino market, however, began to collapse and dropped steadily down to 2s. 2d. for 54's after the Australian weekly sales opened.

In the January sales, merinos advanced 5 per cent. over December sales prices, and cross-breds averaged 7½ to 10 per cent. above.

CAP WITH ADJUSTABLE BAND.

As to caps, one firm is getting out a cap which is new, inasmuch as it has an adjustable band. This toque, in red and blue or other colors, has a loose band, not one that is tacked to the body of the cap, and that makes it a good deal more convenient. Heretofore the band has been regulated once and for all by reason of its being tacked. This cap can be had in all colors, different widths of stripe and brushed.

W. J. McCart has bought the general store business of the Rat Portage Lumber Co., Rainy River.

Love Your Canada Foster Her Industries

The great European struggle is more than a war of the steel and men of England, it is a war of commerce for her colonies—Canada.

The situation opens magnificent opportunities for a decisive commercial victory for Canada that can be won if every jobber, merchant and consumer insists upon being supplied with "Made in Canada" goods. Be patriotic; love your country.





Beaver Brand

Beaver Brand Knit Goods is a "Made in Canada" line embracing every kind of knit garments. The illustrations give an idea of the high class of our sweater coats; note the distinctive effects. All other Beaver Brand Goods are just as "Classy."

Write us for prices and samples.

R. M. Ballantyne, Ltd., STRATFORD ONTARIO

Manufacturers of Beaver Brand Knit Goods

Representatives:

Mr. T. H. Allice, Province of British Columbia.
Thompson & Henselwood, Provinces of Alberta and Saskatchewan.
Mr. F. G. Rumble, Province of Manitoba.
Mr. H. Cook, City of Toronto, and Northern Peninsula.
Messrs. C. B. Heath and William Easson, Western Ontario.
Mr. A. J. Turnbull, Eastern Ontario
Mr. W. C. Brown, Province of Quebec
Mr. J. E. Patte, Montreal and Maritime Provinces.



M277 B102

MONARCH-KNIT
Pictorial News

With the coming of the Ice King, hockey now rules in the peaceful countries of the old world and the new. The illustration shows the winter colony at St. Moritz, Switzerland, indulging in the favorite winter sport.

The Monarch-Knit Boys Hit the Trail Monday—January 11th

In their trunks they tote the jim-dandiest line of knit goods that you ever laid your eyes on—natty novelties for nifty dressers, and warm staples for folks who insist on "Comfort First." And in addition they are carrying a portfolio showing actual photographs of leading MONARCH-KNIT numbers on living models—a pictorial presentation of knit wear styles for 1915.

It's dollars to doughnuts you're down for a visit, but to make sure send us a stop-signal by mail or wire. This year, MONARCH-KNIT lives up to its reputation as "The Profitable Line"—and then some.

M. 277.
Smart Man's Mackinaw in Norfolk style, shawl collar, two pockets. Comes in Maroon and Black, Black and Myrtle, Grey and Black, Cardinal and Black.
Price $36.00 per dozen.
Cap shown in illustration is Men's H-85, brushed cap with peak, made in colors to match coat.
Price $8.50 per dozen.

B. 102.
Boy's Mackinaw made in Norfolk style with shawl collar and two pockets. Comes in Maroon and Black, Black and Myrtle, Grey and Black, Cardinal and Black.
Price $27.00 dozen.
Cap shown on boy is Boys' H-81. Boy's brushed cap with peak. Made in colors to match coat.
Price $6.50 dozen.

The Monarch Knitting Co., Limited "MADE IN CANADA" **Dunnville - - Canada**

A few illustrations from our 1915 range

As in the past, "Monarch-Knit" again sets the standard for style, quality and workmanship









The Monarch Knitting Co., Ltd., Dunnville, Can.

MADE-IN-CANADA

Building Hosiery Sales on a Guarantee

"Reliability" is the Strong Point Behind Success of Murphy Hosiery Department — Never Argue With a Customer—Some Unstable Lines Discarded—Making Sure of a Fit—Interesting Methods.

FROM INTERVIEW WITH MANAGER FOR JOHN MURPHY & CO., MONTREAL.

WHEN the John Murphy Co., Ltd., of Montreal, set out ten years ago to make their women's hosiery department one of the best in Montreal, they placed reliability as one of the first objects to be achieved. They achieved it, and reliability continues to be their watchword. They stand by their hosiery. If a pair is returned, it is exchanged with a spirit approaching magnanimity.

According to the manager of this department, the resolve made many years ago barred the "regular" twenty-five cent stocking from their shelves. That is, they decided that if they guaranteed every pair sold, that the lower grades must be ignored. This does not mean that Murphy's do not handle stockings at twenty-five cents, but that if a 25c stocking is advertised it is worth more than the "regular" 25c stocking. The same with a cotton stocking: they decided not to handle a "regular" 15c line, but were willing to sell a 15c stocking if they could procure something better than the regular 15c article.

There may be a sale of socks at 10c, or of women's stockings at 15c; if these stockings do not give service, Murphy's are there ready to see that they do give service. If the stocking is no good, they argue that they should not have sold it.

Whether at $1.50 or 15 Cents.

That has been the foundation of their hosiery business and they have held by it, so that when stockings are advertised at Murphy's, people respond with confidence, knowing that what they are buying will be serviceable. If stockings are advertised at $1.50, they can draw a crowd. On the other hand they can bring people into the store for 19c hose, people one would not expect to buy at this price, but who come because they know that Reliability is behind that department.

Of course, as in other departments, there are people who will take advantage of the guarantee, and return a pair of stockings which have been torn by a nail in the shoe, or a nail in the toe.

Cannot Buy Before Time of Sale.

Here is a rule put into force by this company, not only in the hosiery department, but in others, a rule which should be enforced in all stores. When a line of goods is put in the window for sale, nobody is able to buy these articles until the following morning at 8.30. It is a rule which applies to everybody, and if an employee is found putting aside or taking an order for an article intended for sale the following day, she is immediately dismissed. It has been hard work to enforce this rule. If a lady wishes to ring up the following morning her order will be taken if the goods are on the table; but the object of the house is rather to get people in the store by 8.30.

February and September Sales.

Two big sales are held in February and September which practically run



Hipless legging. Shown by C. Turnbull Co., Limited.

right through the month, and the goods offered are such as cannot be purchased at any other time of the year at the same prices. A knowledge of this fact brings people into the store to buy hosiery supplies for the whole year. If the people know that such value will not be offered again, say in July, they will take advantage of it. That is what kills many a whitewear sale in early Spring—the knowledge that by waiting until June the customer will be able to buy the same goods at the same price.

New One After 3 Months' Wear.

Here are several instances of how generously this house deals with customers who have bought goods which they considered had not given service. A woman had had a pair of stockings for three months. She came to the store and stated that she did not believe they had given satisfaction. The manager asked her what class of goods she had purchased, and gave her a pair at a higher price to ensure satisfaction.

Five for Price of Three.

There was a parcel of lisle thread stockings on the manager's desk when The Review called. These were being sent to a woman who had purchased three pairs and had returned the third after wearing two pairs. Murphy's gave her five pairs of stockings for the price of three to uphold their reputation for Reliability.

Commenting on this, Mr. Lyons, the manager in this department, said: "But the percentage of these cases is small, and it is the best advertising you can get. The woman will go home, and once the question of returning goods comes up, she will tell her friends what splendid treatment she received here. You could not get such advertising for $500, and it only costs fifteen or twenty cents. We are not responsible for a defective pair here and there. Things come in hosiery over which we have no control.

No Use Arguing With a Customer.

"And it is no use arguing with a customer regarding goods she has brought back. If you are going to make it good, you might as well do it right there and then before the woman has time to feel sore. The effect of saying 'We are glad to do it,' is better than arguing, for you are going to make the exchange anyway. In ordinary cases I leave it to the saleswomen to make the exchange at once."

A word or two regarding methods used in the department. Sales girls have instructions to do their best to supply a stocking to fit. The size of shoe is requested where possible, even in cases where the customer is sure that she takes a certain size. As likely as not, her feet have grown since she last took this size.

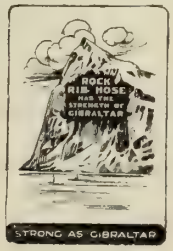
Stocks are carried in shelves, color coming first, and sizes second, as in their glove department. Plain display tickets, with little wording and distinct prices, have been found to be best. Counter displays are made on stands with arms holding four pairs. Advertised lines are shown on the counter in neat piles, with a special three-sided block to separate them. This block is made from cardboard, is colored green, and is inexpensive.

Build Up Your Business!

"The war has put new life into many Canadian stores. It has lifted them from 'chance' methods—skimming just the cream of available business—to really progressive efforts to capture every cent of trade possible. Where these methods are **persisted** in, the return to normal business conditions will mean a new era of greater prosperity than was ever before expressed."

Your Department of Hosiery for Boys and Girls

You can draw very profitable business to your store—and hold it, too—if you feature the following well-known lines of Hosiery for Boys and Girls:



Rock Rib (Registered)

Hole-Proof Stockings for boys; strong as Gibraltar. Three-ply heel and toe; one-and-one rib. Stainless dye. Sizes 5 to 10½. Dozen pairs to box.

Hercules (Registered)

The strongest boys' stocking made. The name, Hercules, suggests the characteristic of the line, the limit of strength. Corduroy rib—two-and-one. Stainless dye. Sizes 5 to 10½. Dozen pairs to box.





Princess (Registered)

Handsome Stockings for girls. Sizes 4½ to 10. Made of fine two-ply English lisle yarn—one-and-one rib. Excellently finished and attractively boxed.

Stock these lines. Give them window display. Push them all the time, and watch how the department grows.

Order from your Wholesaler

The Chipman-Holton Knitting Co., Limited

Largest Hosiery Manufacturers in Canada

Hamilton ▪ ▪ ▪ ▪ ▪ **Ontario**

MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Toronto

Branch Offices:
MONTREAL AND WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE-MARK

SUNSHINE HOSIERY REGISTERED

Making a Success of Sweater Coats

Big Sales in G. W. Robinson Store, Hamilton — Full Range From $1 up to $5 — Two Main Divisions of Stock, Under and Over $2—Clearing Out By Reduction Sales.

THE character of the lines that should be carried in the men's wear department of a dry goods store has been a problem to most merchants. This usually has resolved itself into a question as to whether the dry goods store was warranted in keeping to what might be called an "exclusive" stock—that is, stock that would appeal to the best class of men's wear buyers, or whether a general stock was best. Some merchants again have held that the men's wear section of the dry goods store should be separated as much as possible from the other departments in order that there should be as little interruption of men by the women buyers as possible. The argument made is that men hate to shop in a place where they will meet women to any extent. The other argument is that women buy at least 75 per cent. of men's wear, and that the store, while keeping the men's wear section distinctly separate, should be arranged in such a way as to make it easy for the women to reach the department. Closely allied to this is the argument that the class of goods should follow to a great extent the lines of the dry goods store, and that there should be considerable variety to meet the various ideas of the customers.

The men's wear section of the store of G. W. Robinson, of Hamilton, meets the latter view. To a certain extent this firm has followed out the idea of a separate department, but a large portion of the business in this department is done by women. Indeed, there are quite as many women as men, probably more so, in the department all the time, particularly as the section of the store devoted to men's and boys' lines is directly on the way to the elevator reaching the other floors.

This store has succeeded in building up a large business in sweater coats, and The Review visited the store to learn some of the methods employed so successfully.

The manager of the men's wear department, Mr. Riddell, outlined his policy in regard to sweater coats as follows:

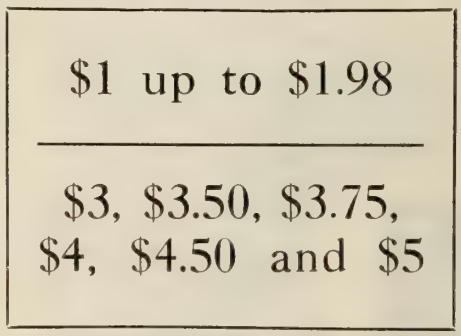
"We keep two main divisions of sweater coats in regard to quality and prices. One of these is a line that runs up to $2, including coats starting at about $1. The other consists of coats running from $3, $3.50, $3.75, $4, $4.50 and $5. A number of exclusive men's wear stores carry the higher-priced lines up to, say, $7.50, but we do not think there is a big enough call for them to warrant us keeping the highest-priced range, and are quite contented with lines up to $5.

"As a rule, these coats are displayed prominently on the counters in the section given up to sweater coats. We arrange all those around $2 and under together, and possibly have a mark 'Up to $2" attached to them. The others of the better class goods we keep by themselves, and have a card attached, say, 'High-class sweater coats,' or 'Ranging from $3 to $5,' or something of the kind. We find we have quite a large sale for the $3 goods.

Handling Customers.

"Now, as to our customers. When one comes in—very often a woman who is coming to buy for her husband or her son—she says, 'I would like a sweater coat, costing about $2.' Naturally we show her our $1.98 line, which is a $2 line, and if the goods are suitable she takes one. For women, however, coming in to buy a sweater coat and making no mention of price, we naturally show the lines running from $3 to $5, and unless she finds the price prohibitive or much more than she expected to pay, we generally persuade her to take one of these. If she is looking, say, at a $3 line, by keeping the higher-priced ones with it she is very often persuaded to take a coat that is worth $4 or even $4.50. Thus we find by experience that our customers of sweater coats are generally divided into the two classes, governed a good deal by the difference in our prices. If no mention is made of price, we generally decide about how much a woman is likely to give, and very seldom ask her. The main idea is to get them looking at the coats before the decision to buy or the interest in the subject fades away, as is very often the case where the purchase may be a mere whim. When a customer is decided on a sweater coat definitely, then it is an easy matter to ask her about what price she would like to pay. When we mention women buying for men, we must include a large business in boys' sweater coats. We keep a stock of these running from 50c upwards, and usually are able to satisfy the mothers when they come in.

"I am opposed altogether to the theory that a store should keep only one or two ranges of sweater coats, and those the highest-priced ones. This is not the policy for any other line of goods; why should it be for sweater coats?



Two divisions of sweater coats for selling.

Variety for all Kinds of People.

"Why should we conclude everyone should pay $5 or $7.50 for a sweater coat? You can get good wearing value for the cheaper prices I have mentioned, and the goods will prove quite satisfactory to the customer. If we kept only the higher ranges a large proportion of our customers, who wanted a cheap-priced coat, would not be willing to pay the higher price, and the sale would go elsewhere. This, of course, would injure our general business as well as the business of this one department.

Push From First of October.

"We start pushing sweater coats as soon as the weather gets cool, probably about the 1st of October. We then give quite a space to them, and display them on our counters, and have window trims of them, and also advertise them regularly. This year, while some people complained about a lack of sale in these as well as a great many other lines, we have had a good season, and you can see the small amount of stock that is left over in our hands up to the present time, and we expect to sell practically the whole amount within the next two weeks."

Mr. Riddell pointed as he spoke to one of the sales counters, where a small quantity of sweater coats were ranged in neat piles, and a sales card above them reading as follows:

"Sale of men's sweater coats, regularly $4.50 and $5, for $3.49."

A short distance away there was a card over some boys' sweaters: **"Boys' sweater coats, $1."** A little to the side was another pile of sweaters with the card above them: **"Sale of boys' sweaters, 49c."** All three groups were getting good patronage during the semi-annual sale of January, and there was every indication that the stock of sweater coats would be entirely cleaned out.



New Mode Drop-Seat Combinations

THE NEW-MODE REG'D
PATENT PENDING

A new combination. Absolutely closed. Adapted to all styles of Corsets, yet have the advantages of ordinary drawers.

The newest idea in a combination garment. Also see the new style necks.

You will increase your sales by handling this garment.

The advent of "New Mode" Drop-Seat Combinations, therefore, with its patented seat; elastic and reinforced seams; high and V necks solved the problem. The insistent demand for this underwear when once it has been worn is ample proof of its efficiency and popularity. Write for samples.

We are also showing a range of fine and medium weight, regular style, ladies', men's, and children's combinations, and two-piece suits in cotton and wool fabrics.

Samples now in the hands of our representatives.

Be sure and see them.

HARVEY KNITTING COMPANY, LIMITED

WOODSTOCK, - - ONTARIO



The Men's Underwear That's Made in Canada

Est'd 1880

There's over a third of a century experience behind IMPERIAL Pure Wool Underwear

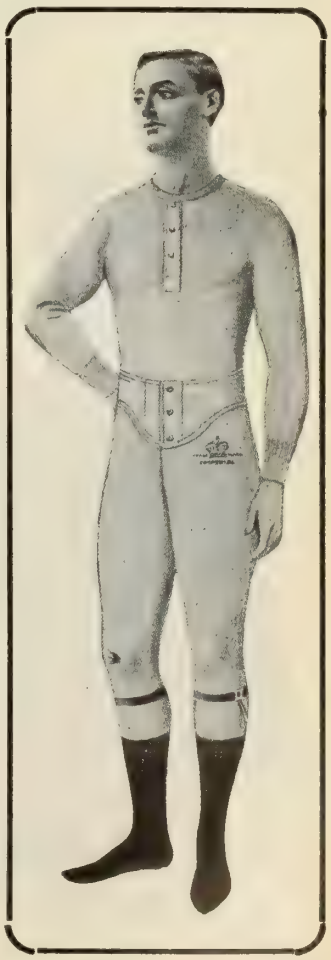
This long experience in the manufacture of the finest grade of pure worsted wools into underwear garments for Canadian men—growing up in fact with Canadian ideas, has achieved the success of Imperial Underwear and made it solid with wearers of good wool undergarments.

Sell Imperial Underwear Fall and Winter during 1915 and keep Canadian money in circulation and Canadians employed.

Write for samples

Kingston Hosiery Company

KINGSTON, ONTARIO





Colonial Knit Goods

for Ladies, Men and Children Who Want Quality

Colonial has forced its way for Quality and Style. Nothing can beat our goods. Before buying, see our agents with our line, which means business to you. The coats M314 and L4851S are only 2 of the 200 we are making.

AGENTS:

Toronto—W. H. Partridge, 17 Melinda St., Toronto.
Northern Ont.—S. Shea, Room 500, 64 Wellington St. West, Toronto.
Eastern Ont.—Colin E. Stewart, 61 Marmaduke St., Toronto.
Western Ont.—W. H. Robinson, 230 Lister Bldg., Hamilton.
Montreal—A. J. Gendron, 16 McGill College Ave., Montreal.
P. Quebec—J. P. Bourget, Drummond Bldg., Montreal.
Maritime Prov.—R. S. Sime, 21 Cobourg St., St. John, N.B.
North-Western Provinces—W. M. Borbridge, Brandon, Man.
British Columbia—Mr. F. S. Land, Welton Block, Vancouver, B.C.



The Colonial Knitting Co., Limited
GUELPH, ONTARIO

MADE - IN - CANADA



C52

"Outing Brand" Knitted Coats

— the Made-in-Canada, high-grade tailored knit coats in smart styles, perfect in fit and finish — the last word in Knitted Comfort.

The complete range is now in the hands of our representatives. Drop a card asking to see it.

Also see our range of men's heavy wool underwear, socks and gloves for Fall, 1915.



A50

Frank W. Robinson, Limited
BATHURST and WELLINGTON STS.
TORONTO



ZIMMERKNIT

WHEN a customer asks to be shown "some Underwear"—do you just show the first that your hand touches—or do you think about how best to satisfy the customer? Careful dealers are finding that it pays them to show Zimmerknit; the kind that fits and wears and keeps its shape.

Zimmerman Manufacturing Co., Limited
HAMILTON, ONTARIO

Agents: E. H. Walsh & Co., Toronto; W. R. Begg, Toronto; A. R. McFarlane, Vancouver.

TRADE MARK
MADE BY THE GODERICH KNITTING CO

Maple Leaf Hosiery and Mitts

Our Agents are now on the road with samples of the Old Reliable Brand that is made up to a standard, not down to a price.

It will pay you to wait for them or send for samples.

THE GODERICH KNITTING CO., LTD.
GODERICH, ONT.

¶ Try a condensed advertisement in the DRY GOODS REVIEW. It will carry your message into the dry goods and departmental stores from coast to coast for only two cents per word for each insertion.

"CEETEE"
Worn by the Best People Sold by the Best Dealers.
UNSHRINKABLE
UNDERCLOTHING
PURE WOOL ONLY
Mfrs. of Turnbull's High-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, "CEETEE" Shaker Knit Sweater Coats.
THOS. C. TURNBULL CO. OF GALT LIMITED
GALT, ONTARIO

Harvey Brand
Made-in-Canada
Knit Goods

Ladies'
Full Cardigan
Half Cardigan
Angora

Men's
Shakers
Half and
Full
Cardigan

Boys'
Knitted
and
Brushed
Suits and
Coats

IN
THE
LATEST
STYLES



Lady's Cardigan Sweater Coat, new style French sailor collar cut low.

Covered buttons looping over, bottom button high up so it hangs right.

Belt at back in inverted "V" shape.

HARVEY KNITTING COMPANY, LIMITED

WOODSTOCK, ONTARIO

AGENTS: British Columbia and Alberta—H. P. Lang, 600 Welton Bldg., Vancouver, Manitoba and Saskatchewan—Harvey Bros., 313 Fort St., Winnipeg. Ontario —J. E. McClung, 33 Melinda St., Toronto. Quebec — P. DeGruchy & Son, 59 St. Peter St., Montreal. Maritime Provinces—F. S. White, St. Stephen, N.B.

JAEGER
Fine Pure Wool

UNDERWEAR FOR SPRING AND SUMMER



Men's Union Suits: Made with the popular Closed Crotch.

Ladies' Combinations: White, carefully cut to shape from material already shrunk in the piece. We also specialize in Ladies' Knitted Underwear.

Combinations or **Two-Piece Garments** for children of all ages.

Made in all sizes and weights, and cut to fit from undyed Stockinet material.

Dr. Jaeger's Sanitary Woollen System Company Limited

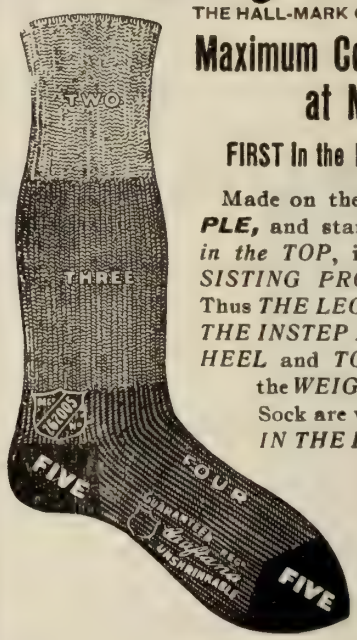
Head Office and Wholesale Warehouse **243 Bleury St., Montreal**

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

TRADE MARK REGISTERED
TIGER BRAND

Have You Seen Them?

"Tiger Brand" 1915 Samples

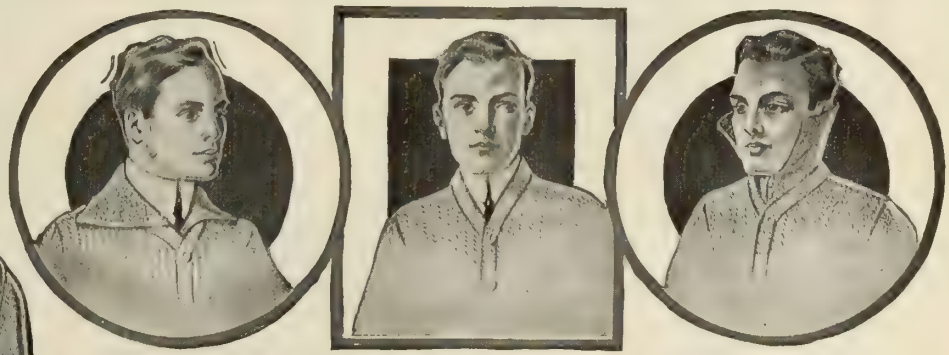
The finest range of warm, fleecy, snug-fitting Tiger Brand Underwear is now in our travellers' trunks and will be shown to you very soon. Order your supply early—it's the popular choice, for soldier or citizen.

Samples sent on request.

THE GALT KNITTING CO., Limited

GALT, CANADA





Protected by Canadian Letters Patent No. 131,529 and Canadian Letters Patent No. 120,709

THE VISOR "4 IN 1" SWEATERS

(FOUR SWEATERS IN ONE)

Note the four ways the collar can be worn. The most practical and best selling coat on the market. Made in many weights in both HALF CARDIGAN, SHAKER and JUMBO stitch.

We will make also this year the best SHAWL COLLARS on the market in all of our lines. Also V-NECK Sweaters, also double, reversible Shaker CAPS and Cardigan CAPS. All of our sweaters this year will have shaped shoulders. We have added FIVE NEW LINES. Prices $24 to $57. All with the Superior VISOR finish. Our line is equally attractive this year in Shaker, Cardigan and Jumbo Stitch.

We furnish free colored show cards, circulars, cuts, picture slides, etc. One of our representatives will call early in the season. Don't place your order until you see our complete line.

VISOR KNITTING COMPANY, LIMITED

NIAGARA FALLS, ONT. Factories also at Niagara Falls, N.Y.

Original Settings for Spring Openings

Special Backgrounds Looked For in Event Like Spring Opening — Should Not Eclipse, But Cause Merchandise to Stand Out Clearly and Effectively—Sources of Ideas.

Written for The Review by G. A. Smith.

IN the case of special settings that are really worth while, new and original, and which are required for special occasions, such as Spring and Fall openings, it is essential that the preliminary arrangements and especially the draughting of the designs, be commenced a number of weeks, if not several months, ahead of the date on which the displays are to be installed. Notwithstanding the necessity of making these preliminary arrangements at an early date, many display managers for some reason or other usually delay this preliminary work, with the result that the hastily prepared designs and finished settings are bound to show lack of detail, also more or less faults which make the setting unsatisfactory, besides entailing an unnecessary amount of worry and overwork. These difficulties and accompanying dissatisfaction which, by the way, are not uncommon, can be overcome or very largely eliminated if the work of preparing the setting and other decorations is planned a considerable period in advance.

Source of Ideas.

The question of ideas for window backgrounds is a very serious problem with the average display manager and one that causes no end of worry, time and trouble in the way of securing ideas along this line. This can be solved very easily if the display manager is familiar with the necessary methods in procuring ideas for this line of work. As a suggestion, I wish to emphasize the point very strongly as to the source from which excellent ideas can be secured. Some wonderfully clever, new and up-to-the-minute ideas can be secured through the various publications or magazines pertaining to fashions, architecture, gardening, interior decorating, etc.

If you will endeavor to study these magazines in a very thorough manner you will be able to secure ideas that, combined with other ideas that you may have in mind, will prove to be very effective when installed, providing that you use good judgment as to proportions, color scheme and everything in general pertaining to the setting itself and the merchandise as well. These are things that the display manager cannot acquire during a year or five years' experience. This can be secured only through experience, by being associated with the work a greater length of time. Each year's experience adds much valuable information to the display manager's ability in knowing how to overcome certain difficulties that are bound to arise in work of this nature.



This presents a stunning and artistic post decoration, conforming with the window design. First cut a circle from composition board, same to be about 24 inches in width or according to the size of post on which it is placed.

A circular opening is then cut out from this somewhat to one side of the circle, which forms a crescent in shape. This is then backed up with a piece of material with the birds painted thereon as illustrated.

The frame work of the circle may be covered with bark, wood grain, onyx or marble paper with very satisfactory results. Foliage is then arranged in a position so that it looks as if it was extended out through the opening over base of circle. This can be held in position through the use of very fine wire attached to the post. Around the base of post we have a small circular flower box made from composition board and cardboard covered with bark paper

Tire of the Best Background.

I do not wish to be understood as recommending that at the time of openings or important occasions that special settings be provided that are designed along the lines of too striking a nature or to cover more or less of the permanent backgrounds. Nevertheless it is recognized, however, that no matter how beautiful the neatly installed permanent backgrounds, with their rich mahogany or Circassian walnut backgrounds, etc., may appear, the novelty will wear off in time, and the average merchant will call for something new in the way of special decorative treatments in order that his windows may look different and novel. Right here is where the display manager can show his true worth if he is able to produce backgrounds required for these events.

Value of Special Backgrounds.

There are merchants, however, who favor the most beautiful temporary background that can be designed, and frequently those that are distinctively elaborate. They hold that this sort of window treatment is of special advantage, not only because it shows off the merchandise displayed therewith in the best possible manner, but because these elaborate trims frequently prove a work of valuable publicity.

Spring Background Designed for The Review



This design suggests a new art type of setting, being so much in vogue in illustrations of fashion magazines at the present time. This you readily see forms an excellent basis around which your merchandise can be assembled and displayed. This design may appear somewhat elaborate at a glance; it is nevertheless quite simple, and if adopted and executed along the lines herewith described will prove effective, either for a single display or for a series of windows. The frame work utilized in this setting is made from 7/8 in. soft pine lumber.

The reason for selecting the soft pine is that the pins or nails can be driven into this wood more easily. The four upright columns should have a depth of four or five inches in thickness, and a width and height that will conform with the dimensions of the window in which it is to be placed. These panels are then covered with muslin, this being stretched over very tightly. This is then treated to a coat of French gray alabastine. The decorations are outlined thereon in yellow and deep gray.

The plaster ornaments shown on the end posts at top and on the central frame-work may be treated in gold. The frame-work of the centre scenic panel and connecting frieze boards at the top between the posts is also made from 7/8 inch soft pine lumber and treated as before mentioned.

The curtains shown in between the posts at each side of the setting should also be carried out in a tone of gray or white. The scenic painting can be secured from a firm making a specialty of this class of work for window decorations, or if the display manager possesses a small amount of ability along this line, he can very easily make a scenic panel himself simply by utilizing a piece of gray felt working out the trees, birds, etc., thereon with pastels in black and gray. Or he may carry out a color scheme if he so desires. This is an unusually striking yet simple and practical window setting for the Spring opening displays.

As an aid in meeting the requirements of these classes of merchants I present a window display setting and post decoration. These, I believe, will be found especially useful for the Spring opening.

Makes Merchandise Stand Out.

The competent display manager well understands the basic process of window display, as it applies to the setting of the exhibit, viz., that the purpose of the background is merely to form a suitable setting for the merchandise. Too many of the old-fashioned backgrounds completely eclipse the merchandise shown with them. On the other hand, a modern background not only contributes to the general effect of the display, but also causes the merchandise to stand out more clearly and effectively, thus adding to its attractiveness.

All of this is brought about through the consistent adherence to everything concerning the merchandise to be displayed, color contrasts and by selection of the decorative theme that is in full accord with the character of the merchandise in designing a special background setting, then details should be subordinated to tone and general effect.

Morrissey & Davies, Latchford, Ont., have succeeded Burd & Morrissey, general merchants.

Mr. J. G. Murphy, until lately with the house of W. R. Brock, whom he represented in Cape Breton, will for the future be with the Montreal house of A. Racine & Co.

Dainty Piece of Work on Furs by Young Quebec Trimmer



This is a fur trim designed for Holt, Renfrew & Co., Quebec, by Mr. Letart, a recent recruit in the ranks of window trimmers, but one who is showing excellent promise. This is a trim of ermine only. Note the good taste in displaying an exclusive line like this in showing very few samples: a single, full-length figure in the centre, a stole on either side, and a muff and bundle of ermine skins in the centre. Just a spray or two of foliage on the white posts, and a card with an appropriate cut-out illustration.

Spring Window Whose Details Were Cleverly Worked Out



A prize-winning Spring window of dainty garments trimmed by J. A. McNabb, of Richard Hall & Son, Peterborough. The general plan in arranging the goods is self-evident. The background is simple and easily constructed. It is built up on an eighteen-inch raised dias. It is designed on very straight lines. At each end are two panels with a pilaster in the centre. Two very effective wallpaper scenes in the centre of the background tend to beautify the setting. Five very pretty crepe paper shades are used over the electric bulbs to subdue the harsh, white light. Japanese Wisteria is profusely used to good advantage as the illustration clearly depicts.

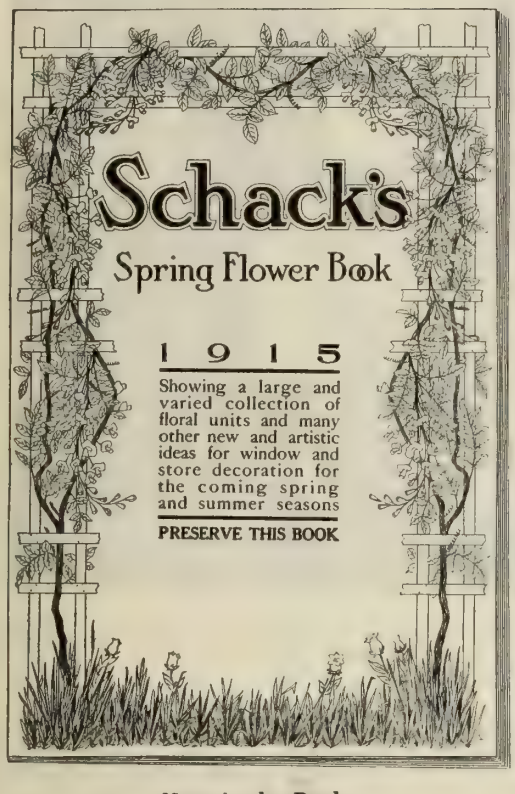
The color scheme consists of three shades: tango, mauve and green. The framework is covered smoothly with tango sateen. The dias is covered with green sateen and the paper shades are in mauve.

As a background setting for women's ready-to-wear garments, and etc., this is an excellent design and one that can be constructed by a wide-a-wake trimmer in a few hours and at comparatively little expense.

SCHACK'S FLOWERS

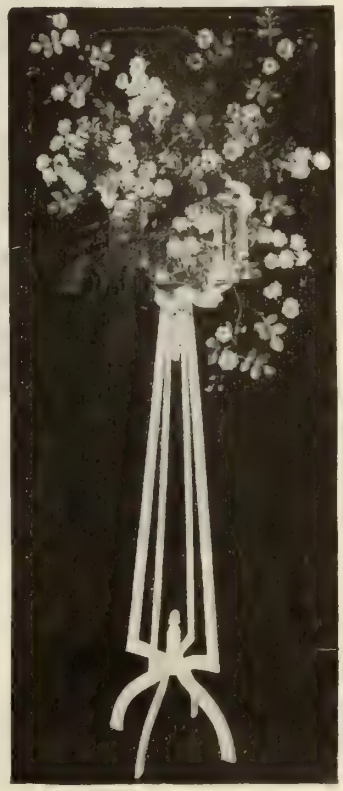
"MADE IN AMERICA"

(Not Imported)



Here is the Book
Schack's New Spring Flower Book
FREE for the asking

—thereby saving import duties, heavy ocean freight, foreign salesmen's commissions, and traveling expenses; furthermore, we do a mail order business, and thereby save double on salesmen's commissions. The "Made in America" campaign is being backed by all the big retail stores in United States and Canada, so why not use SCHACK'S "MADE IN AMERICA" Artificial Flowers for display purposes, and you'll agree that they are the most inexpensive and the best on the market.



You Need Schack's New Spring Flower Book

This is the best FLOWER BOOK we have ever published and it is a beautiful piece of printers' art printed in three colors. Schack's SPRING FLOWER BOOK is filled with a host of new designs and ideas that will be welcomed by every display manager who aims to have the best windows in his city. Every idea we show is an education in the art of decorating, and you will be surprised to discover how easily they can be carried out in your own windows. SCHACK'S 1915 SPRING FLOWER BOOK is the most important piece of literature you can obtain on decorations, as it contains over 100 new ideas and over 500 illustrations, and shows you how to use them.

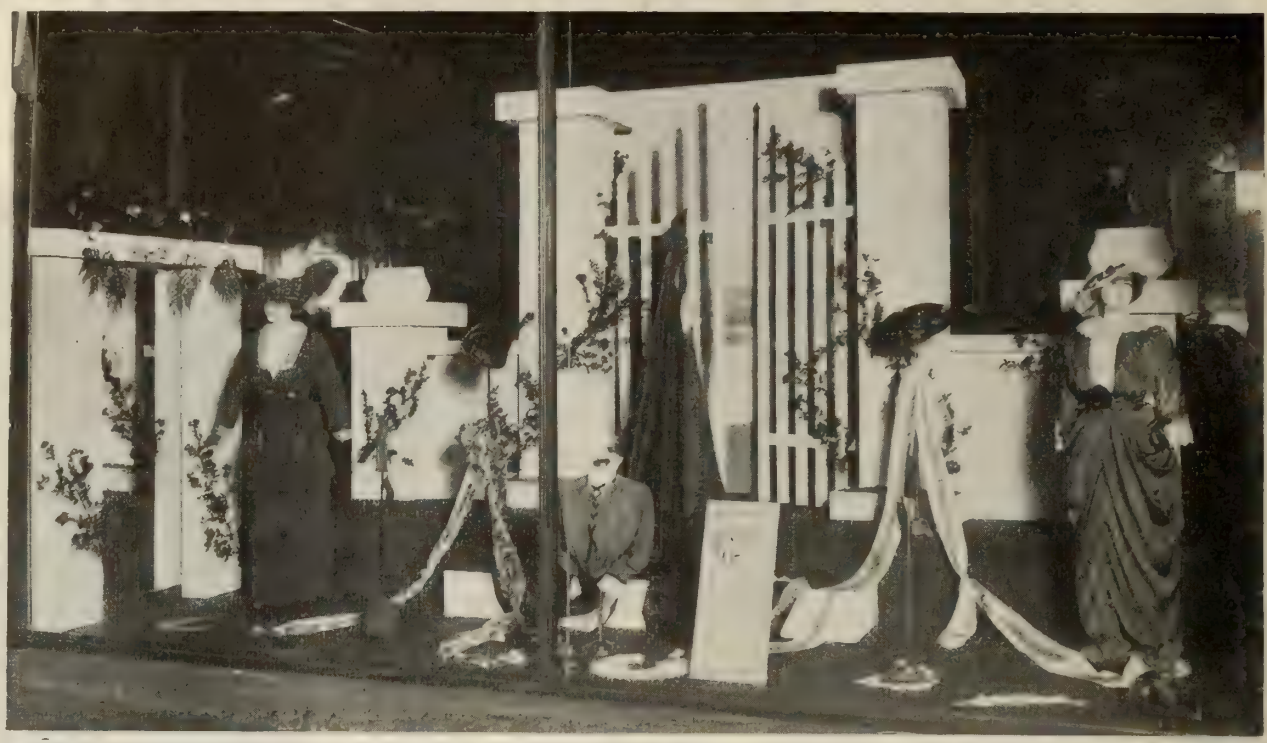
It is the best FLOWER BOOK we have ever issued. NEW STANDS, NEW PAPIER MACHE, NEW FLOWERS, and NEW SPECIALTIES of many kinds. With this BOOK before him, any Display Manager can make beautiful window trims. There is inspiration in every page.

Write at once for this splendid **BOOK No. D.W.** of original and practical ideas for window decoration. It is free. SCHACK'S "SPRING FLOWER BOOK" for 1915 will help you to start the new year right. Send us your name now.

SCHACK ARTIFICIAL FLOWER CO.

1739-41 Milwaukee Avenue, CHICAGO, ILL., U.S.A.

Many Good Points in Spring Window Display



This was used in the store of the A. E. Rea Co., Ltd., Ottawa in Spring, 1914. Note excellent use made of beaver board, Spring landscape behind gate, flower vases, raised platform to discount depth and height of window, etc. Color scheme was in green and white, with some magenta for relief. This window was one of ten dressed by **J. E. St. Jean.**

WINDOW display men will now be considering plans for the showings to mark the Spring openings—and there are no other windows throughout the year which usually get so much attention. Even more than in the Autumn do women seek new raiment in the Spring. Costumes, wraps and Summer dresses for a wide field for display, not to mention the millinery which is then seen at its best.

To the window dresser the Spring usually presents greater possibilities than the Autumn. The inspiration is for brightness, for new things, for something to dispel the sombre effect of the long Canadian Winter. There is a big scope for ideas carrying out the Spring idea, and there is also a wide range of possibilities in color as compared with the Fall, when Autumn shades predominate and the Winter apparel has a more or less quiet tone.

In the Spring which is coming the general policy of the stores, big and small, as the display artists will no doubt have been made aware ere this, will be effect at the least possible expense, and the ingenuity of the artist will, therefore, find more than usual scope in that display of talent which must be the forte of the stage-setter who works behind the scenes.

The window which is shown in the accompanying illustration is one of ten large sections of the store front of the store of the A. E. Rea Co., Ltd., Ottawa, which formed a portion of the display scheme in connection with the Spring opening of a year ago. All the windows were dressed in harmony.

The chief feature of the whole scheme is of course the background, which is very simply made from beaver board. This material is also used for the pillars which are made very effective by the surmountings of large, white flower vases. Flowers are also effectively used in the flower box which rests on beaver board supports flanking the mirror at the side.

In the centre of the background, behind a slightly opened gate of wood, enamelled in white, is represented a Spring landscape which was painted by the store's staff artist. This gives a very artistic touch to the whole and further relief is added to the background by the use of sprays of foliage.

The color effect throughout was in green and white, broken here and there by the use of magenta which combination is in excellent taste for a Spring display. In addition to the green foliage the floor of the window was covered with green, and it will also be noted that the floor level is raised at the back to a platform some fifteen inches. This has the effect of bringing the background into a prominence which it would otherwise lack in a window with extreme length and depth as well as unusual height.

The ideas which were used in connection with this display may be useful as an inspiration to others, but for the most part the field of possibilities in the Spring opening displays are so great that there is room for every artist to give expression to his individuality.

TAYLOR MADE DOUBLE STEEL BAR CLOTHING RACKS

MADE IN CANADA

FOR BOYS' KNEE PANT SUITS

Why not make your Boy Suit Dept. pay a bigger dividend? You can increase your sales on boys' suits by making a special effort to please the boy and displaying them on Taylor Racks and Hangers.

This double bar Rack is made four feet four inches high and six and eight feet long. It is a special Rack for boys' knee pant suits.

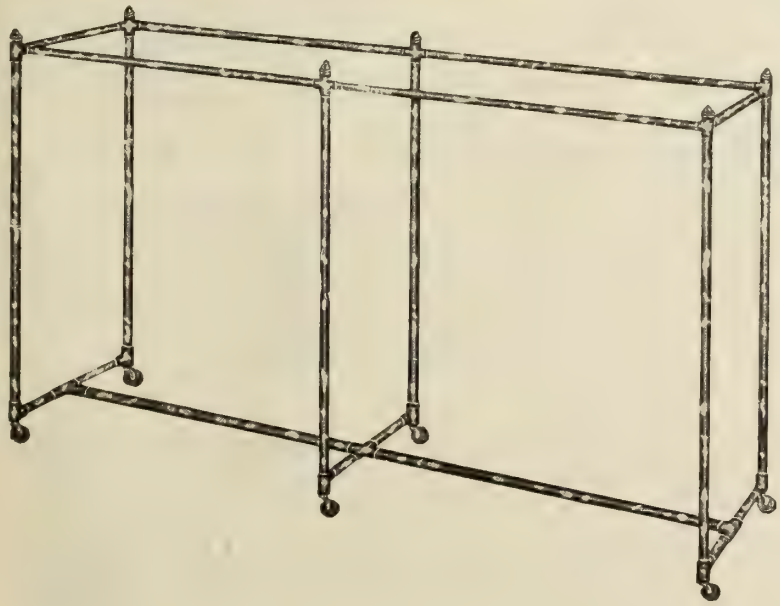
Six feet long, four feet four inches high, Copper Oxidized finish, $13.00.

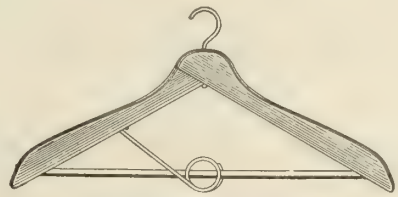
Eight feet long, four feet four inches high, Copper Oxidized finish, $14.00.

The new wood top which can be finished with these Racks acts as a cover for the suits, also a display shelf. Wood tops, $5.00 extra.

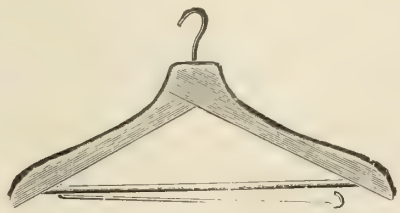
The two Hangers here shown are specially made for boys' suits and are fifteen inches long with wire attachments to keep the trousers from slipping off the bar.

We have both Racks and Hangers in stock, and can ship on receipt of your order.





No. 64. Combination Suit Hanger with Wire Attachment.
Boys', 15 in. wide .....$9.00 per 100

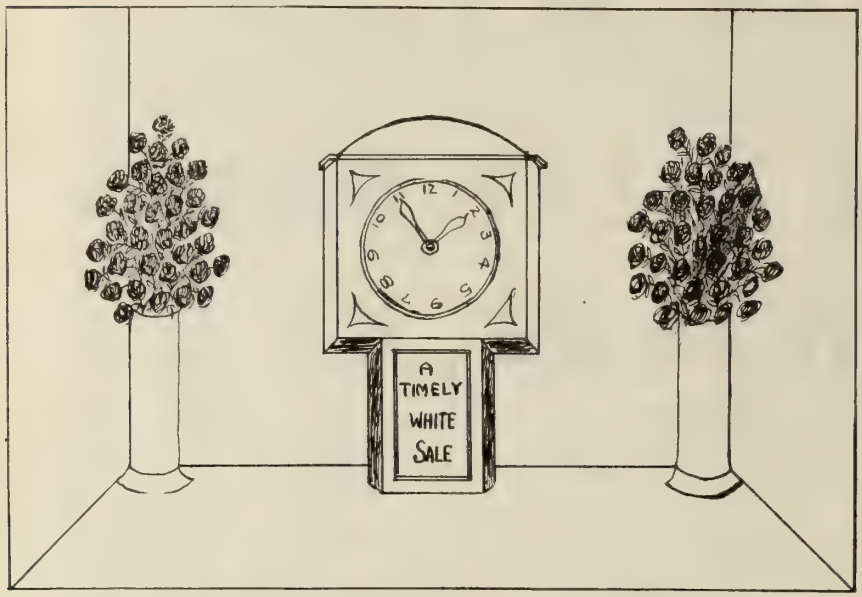


No. 54. Combination Suit Hanger
With Wire Attachment to Prevent the Trousers from Slipping.
Boys', 15 in. wide .....$9.00 per 100
All Hangers packed in 100.

The TAYLOR Manufacturing Company, Hamilton, Canada

Background for February White Sale

Designed for The Review by A. A. Daoust



The large clock in the centre can be cut out from boards from cases, and covered smoothly with white felt when completed; the dial in the centre can be painted on white cardboard. The circle in the centre for the dial should be traced on the front boards for the clock, and cut out with a small key hole saw. A card should be inserted at the base of the clock with whatever wording is most suitable for the sale.

Two large vases should be used at each end filled with white, artificial snow balls, or some other kind of white artificial flower.

The base of the window should be covered with white felt. This trim can be carried out at very little expense and should be very attractive. The hand of the clock should be arranged so that they can be moved during the day showing nearly the present time. This can be easily done by some one in the store, and the back of the clock should be left open for that purpose.

Sand on Floor

Device in Window Exploiting New Sand Shade For Spring.

A WINDOW exploiting the new sand shade is shown in a leading Canadian store. The floor of the window is covered deep in sand and the background is a painted drop showing a sea-scape with the sand of the painted shore merging down into the real sand forming the ground of the window. Bay trees in tubs and artificial flowering shrubs were also used. Suits, coat dresses, waists, millinery and accessories all in the new color were featured. There are various shades of the new color, some are pinkish and these shades are very becoming, while the shades verging on khaki are more trying and in making up garments in this color black is introduced as the collar facing. This makes the color more easily wearable. Navy blue is the color chosen to combine with the pinkish shade, and the combination is both new and striking.

The suits showed jaunty short coats and moderately flaring skirts, cut in gored circular shapes. Some were panelled in front and had the circular gore at the back, others were cut in the full circle with pleats and box pleats at the sides. One skirt was straight and very full, and was tucked in graduated tucks, the top one being about 5 in. wide, and the bottom one about 2½ with a hem finish about 4 in. wide. This skirt was fulled into the waist with an inverted box pleat over each hip which fastened down about 7 in. with loops and ball covered buttons. Another suit was trimmed with barrel buttons covered with material. One figure was seated in a green wicker chair holding a khaki colored parasol over her head.

The blouses shown were of crepe-de-chine and taffeta made in semi-tailored styles. The hats were either military or tailored shape and were of sand colored velvet or satin with fruit and small flowers as trimming. The sailor shapes were faced with either black velvet or black satin straw.

Testing a Clerk

Woman Sized Up Man on Small Order Before Entrusting Him With $1,500—Where Others Lost.

A WOMAN entered the furniture department, says "Store Chat," published by Strawbridge & Clothier, Philadelphia, and addressing several near-by salesmen, said, "I would like to see some clothes-trees."

One of the salesmen, more alert than the others, quickly stepped up to show her the piece of furniture asked for. The clerk knew exactly where the clothes-trees were. Carefully he began to help her make the selection, when the woman, turning toward him, said, "I do not want any clothes-trees."

The salesman was surprised, but wisely remained silent awaiting the explanation he knew would come.

"I merely wanted to find a salesman who would be interested enough to sell me a clothes-tree," she resumed, smiling. "I knew that such a salesman would take special pains to satisfy me in a higher-priced article. I want some bedroom furniture, and would be glad to have you help me select it."

It did not take very long to make a selection. The amount of her purchase was $200. But that was not all. She returned to the store several times within twelve months making purchases always from the same salesman. In a year her purchases amounted to $1,500. In addition strangers sought this particular salesman, announcing that they had been sent by and were friends of the customer who had asked for the clothes-tree.

FATAL ACCIDENT TO D. A. YOUNG.

The first accident from a "jitney" bus in Vancouver, claimed D. A. Young, a well-known traveler for John W. Peck & Co., wholesale clothing, shirts, etc. The car swerved and struck a pole, crushing Mr. Young between the two.

BUSINESS MAN ELECTED M.P.

F. Stewart Scott, who was returned by acclamation in the bye-election in South Waterloo, to succeed the late Hon. Geo. A. Clare, is president of Getty & Scott, shoe manufacturers of Galt, with which he has been connected for 15 years. Mr. Scott has served as councillor, deputy reeve, and reeve, and was mayor in 1912 and 1913. He has been a prominent supporter of the Hydro-Electric system.

J



Store Fixtures are an investment.

Directors of the largest Banks, who are hard-headed business men, pour money into expensive fixtures. The reason is to attract customers to their institutions.

Price is not everything in Store Fixtures.

Quality both in construction and design, as well as usefulness, are more important.

There is no argument about our goods.

They are the acknowledged standard by which all others are measured. Why take any chances?

We will plan your new store or rearrange your old store without any obligation on your part. Write us to-day

Jones Bros. & Co., Limited

Dry Goods Store Builders

Eastern Branch
71-75 Bleury St.
Montreal

Head Office
29-31 Adelaide St. West
Toronto, Ont.

Western Branch
179 Notre Dame East
Winnipeg

CARDWRITING MADE EASY

by

R. T. D. Edwards





LESSON NO. 2.

BEFORE delving into this lesson I would urge all of you who have definitely decided to follow this card-writing series to ask yourselves this question: "Have I mastered the lesson set forth in this paper a month ago?"

Can you honestly say: "Yes," or is the answer "No." You know better than anyone else whether you have become master of all the lines, curves and figures. You also know that if you have not you are the only one who is going to lose thereby. If there is any doubt in your mind show your work to your employer or some other competent person, and let him say whether it comes up to the standard shown in chart No. I. If he says that you haven't, then you have surely neglected that all important part of the work on which so much depends—PRACTICE. Omit the practice from all kind of study and the theory is soon to be forgotten. You must practice all the time even when you are able to make the lessons correctly. If you don't you go back—you cannot stand still.

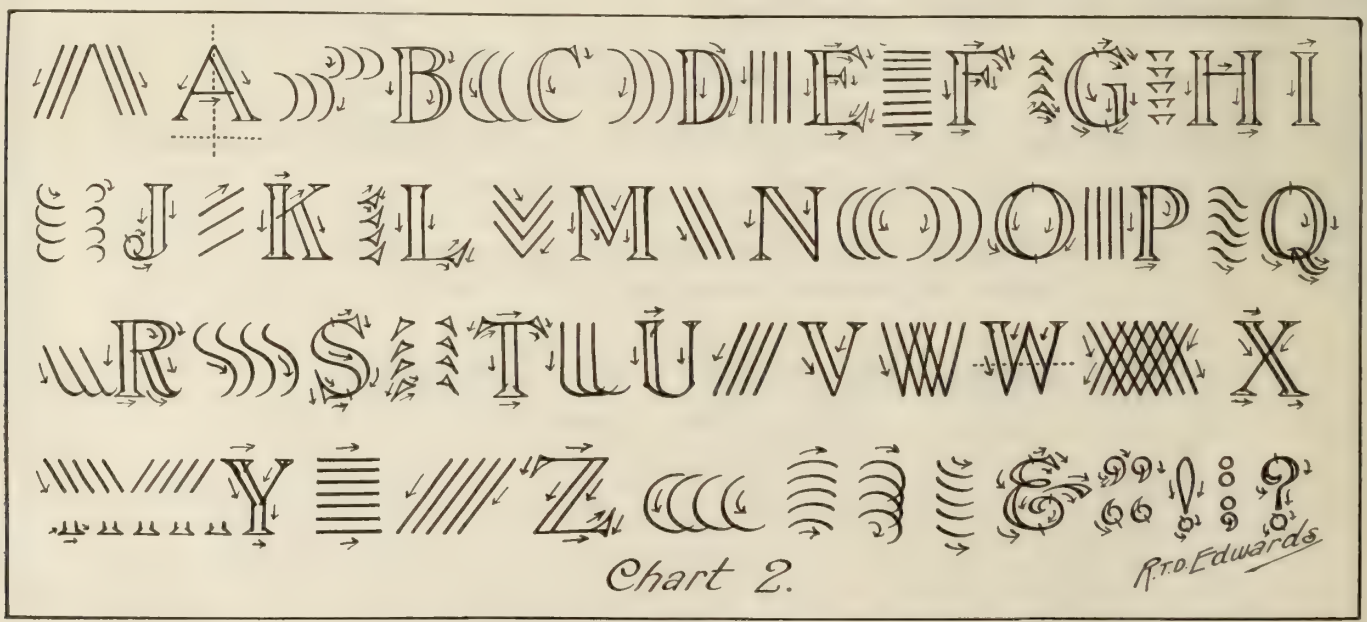
Actual Show Cards Already.

This month I am giving in chart form the upper case Roman alphabet. This form of lettering goes hand-in-hand with the figures of last month, and combining the two this month we can make show cards suitable and acceptable for any store.

The student should start practice work by laying out a half sheet card with guide lines one and one-half inches apart across the card. Then begin with the oblique line exercises preceding the "A" as shown in the chart, using a pencil to block out the work before the pen is applied. The exercises should be pursued until you have succeeded in getting the lines parallel—and remember **a ruler must not be used.** Having accomplished the straight lines, next make the letter "A." This letter requires and needs a great deal of practice so as to have both sides properly balanced—the dotted lines illustrate one method to assist the student in this.

The two sets of curved lines in the letter "B" require frequent practice. Note that the lower one extends more to the right than does the upper. Care, too, should be exercised in getting the "C" graceful. The upper spur should come directly above the lower point. The curved lines of the "D" should be farthest apart at the centre. The upright lines necessitate a great deal of practice as many beginners have difficulty in keeping them from slanting either to the right or to the left. It makes the "E" more attractive to have the centre stroke slightly nearer the top than the bottom. Parallel horizontal lines such as precede the "F" constitute the best kind of a practising exercise.

The making of spurs should occupy considerable of the student's time as



The making of each letter in this chart is fully explained in the text.



Some Big Store Needs You—For Important Work at a High Salary

You could start drawing the salary to-day—if you knew how to do the work.
You can start next month, or next year if you know how then.
For good men are scarce in the retail field. They are always in demand; always employed; always well-paid.
We have written a book that tells about a lot of men who have learned retailing and made good.
It will tell you about the opportunities there are for you—and how to grasp them.
It is **free** for the asking.
Send in your name and address and get your copy at once.

ECONOMIST TRAINING SCHOOL

Advertising, Window Trimming, Salesmanship, Sales Management, Show Card Writing.

247-249 W. 39th Street, NEW YORK CITY

"There's something wrong with my brush. I don't believe I have the right kind"



THIS is the beginner's trouble, the same story—"brush doesn't seem to make a stroke broad enough, it draws to a point when it should be flat, it splits and makes two strokes instead of one—What will I do?"

You need personal instruction, Mr. Cardwriting Beginner, you need someone whom you can confide in and to whom you can write, some one who knows and can tell you how to overcome all your difficulties; you need the right kind of brushes—in short you need the personal instruction, criticism and advice of Canada's leading card writing instructor, the author of the Edwards short-cut system of Cardwriting, the course that's taught only through

THE SHAW CORRESPONDENCE SCHOOL

Yonge and Gerrard Sts., - TORONTO

Prices right, terms easy, results assured. Write to-day for two-color prospectus. Mention The Review.

"First Aid" to Card Writers



Taking up card writing?
The best brushes and supplies produce the speediest instruction. When you work with

"Perfect Stroke"
Brushes and Supplies

you use the finest tools obtainable.
Investigate. Write to-day for big, illustrated catalog—free.

Bert L. Daily, Dep't R, Dayton, O.

SHOW CASES

If you are interested in improving your store equipment get our prices on Show Cases and all kinds of Store Fixtures.

WRITE FOR CATALOGUE

H. L. WOOD & CO.
COR. NOBLE AND STRICKLAND STS.
TORONTO

NINE-TENTHS OF "SALES ENERGY"
Should be spent in getting

"Attention"

Richardson's Wax Figures

DO THIS

Send a postal card for our February Canadian employment proposition

MORE SALES AT LESS EXPENSE
Old and Tested

A. S. RICHARDSON & CO., 99 ONTARIO ST.

¶ A condensed advertisement in the DRY GOODS REVIEW will bring good results.

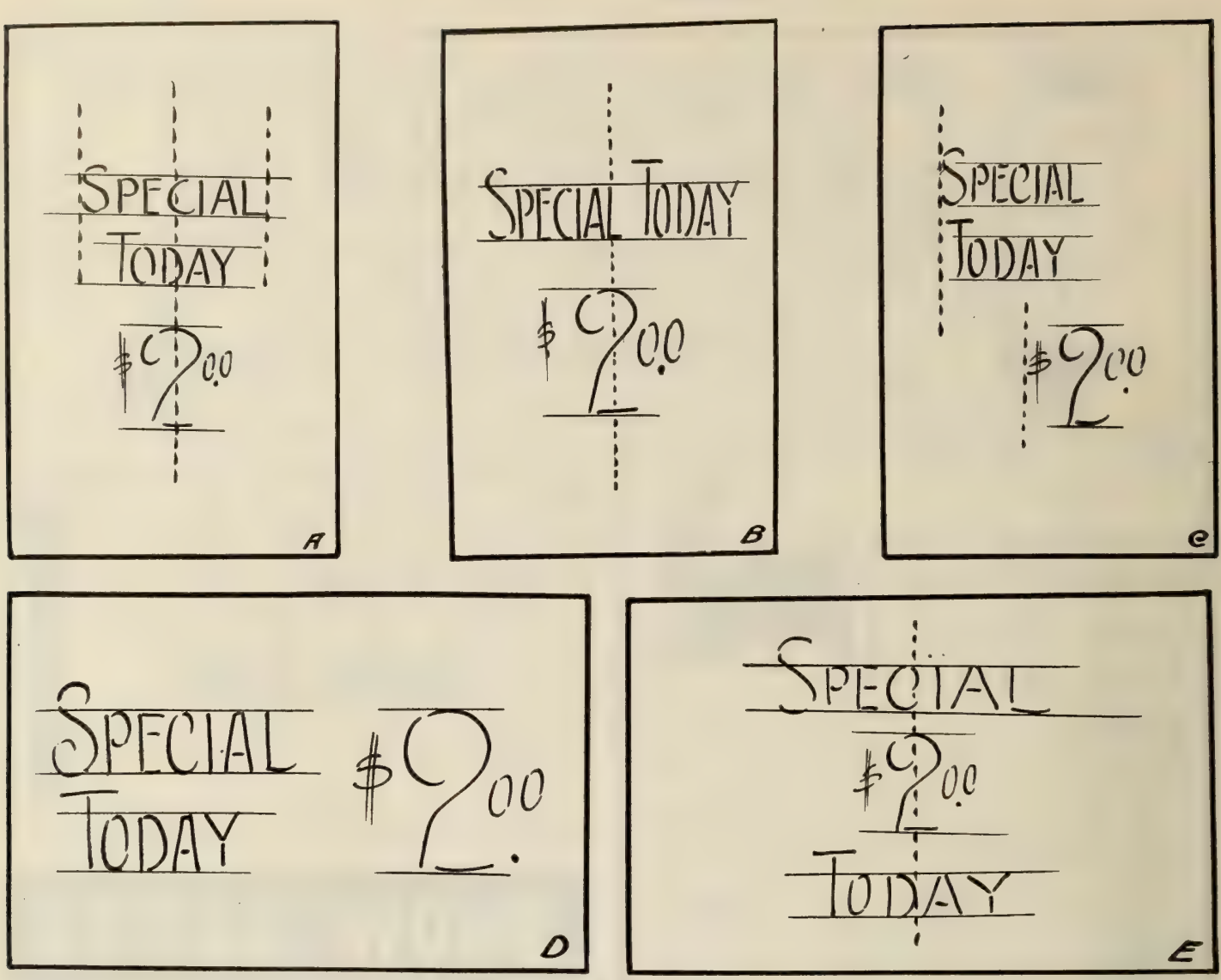


Figure 1.—A, B, C, D, E.

they add the "life" to this class of letter. Make careful note of the exercises preceding the "G" and "H." The cross bar of the "H" should be slightly above the centre of the letter for the sake of good apearance. The straight lines of the "I," the same as all other similar ones, must be kept equal distances apart for the full length of the letter. The tail of the "J" requires much attention—the two preceding exercises will help the mastering of this. "K" is made up of straight lines but nevertheless requires long practice before it can be used on the show card. The upper right hand slanting line should join the upright a little above the centre. The lower arm of the "L" should extend to the right about two-thirds the height of the upright to balance it evenly.

The Intricate Letters "M" and "O."

"M" is a letter upon which many amateurs fall down so study it carefully. The centre point should be exactly in the centre of the upright lines. The two outside lines of the "N" should be drawn first and the sloping lines inserted afterwards.

"O" is one of the most difficult letters in the alphabet to make. Both sides must be of uniform curves. Four



Fig. 2.

This shows how the "T" Square is used for ruling the card.

strokes are all that are required to make it.

The curved lines of the "P" should join the upright as near the centre as possible. The tail of the "Q" should be as graceful as the other part of the letter. The tail of the "R" when pointed as shown here should project a little more to the right than the upper curve. "S" like the "O" is very intricate and requires patience and practice to master. The curved lines should be practised many times. Perfecting the upper spurs of the "T" is where many have trouble. They must both be at the same slant only opposite. The upright lines of the "U" should terminate about one-eighth of an inch above the lower guide line so as to have room to join them both up with the curve lines. The "V" and "W" are of a somewhat similar nature, only the latter requires the angles of the slanting lines to be even as the dotted line indicates. The intersection of both lines of the "X" should be slightly nearer the top than the bottom. The angle of the



MADE IN CANADA

A Splendid Tonic for Unsuccessful Displays

If your displays are not doing the work intended for them — creating an insistent desire to buy on the part of the passerby, why not use the Dale Wax Figure remedy?

High-grade wax figures, such as are to be found in the splendid Dale line, will give your displays an exclusive, human touch that is at once effective and attractive. Their beautifully life-like face, with its dignified features; the charmingly coiffured hair, and the strict conformance of the body to the latest dictates of fashion will show your gowns off to the best possible advantage.

Put new blood into your displays! Write for the Dale wax figure catalogue.

Dale Wax Figure Co.
Limited

Manufacturers of High-Class Forms and Figures

106 Front St. E. TORONTO

Formerly Dale and Pearsall

Think of Fixtures
Think of Dale

To look back over the year's expenditures and to be able to say with truth that every purchase was made with wisdom, forethought and economy—

Isn't that something to be proud of—something to find satisfaction in?

The numerous ideas and information you'll find in the advertising columns of this paper will give you a sound basis on which to decide satisfactory purchases.

Look over the advertising columns **now** — while you think of it.

CLIMAX
Steel Waste Paper Baler

Turns your waste paper into money.
Reduces your fire risk.
Keeps your premises clean.
(Made in 5 sizes.)



"Made in Canada" no duty to pay

It pays for itself twice every year.
John Catto & Son, Toronto
Decided improvement on wooden press.
R. McKay & Co., Hamilton
It does everything you say.
Van Allen Shirt Co., Hamilton
It turns our waste into cash instead of burning it.
C. Turnbull Co., Galt
Giving us every satisfaction.
Millinery Commissioners, Toronto

The cheapest experience is others. Ask for the booklet "What Other People Say". 24 actual letters.

Tear off and mail to-day.

Climax Good Roads Machinery Company, Limited

Hamilton Ontario

Gentlemen:—

Without obligating us in any way to buy, please send full particulars and prices of Climax Steel Balers.

NAME .....

ADDRESS .....

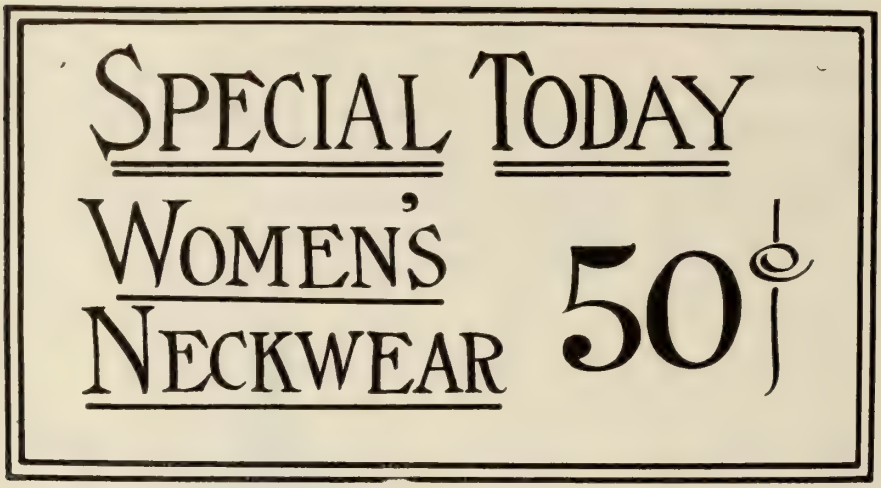
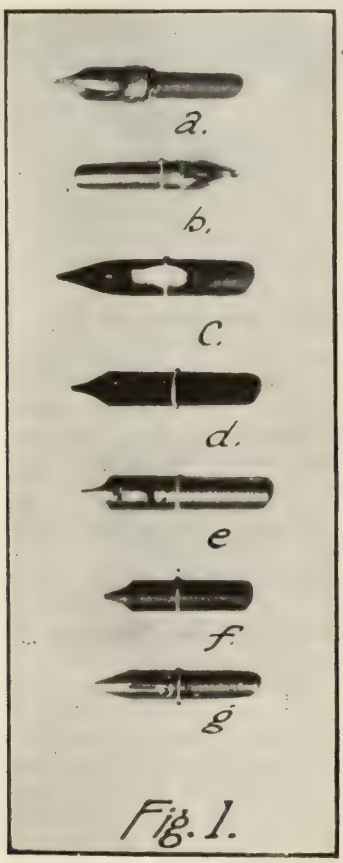


Figure 3.

"Y" should be at equal distance between the guide lines. The sloping lines of the "Z" also require a great deal of attention. The "&" and all punctuation marks require just as much attention and practice as does any letter on the chart. The arrows indicate the direction in which to draw the strokes. The student should begin from the upper left hand corner and work towards the lower right corner always. The small cross lines indicate the beginning and end of the curved lines.

The same pen nibs as illustrated last month should be used for this work. The more blunt the nib is the better, providing the ink will flow off it freely.



Types of Nibs.

Hints on Spacing.

One of the most important points for the beginner is the mastering of proper spacing on the show card. The letters may be formed almost perfect but if the card is poorly spaced the good lettering goes for naught. I have heard experienced card-writers say, and I know it to be a fact, that a card poorly lettered and well spaced is far superior as a merchandise card, than the one well lettered and poorly spaced.

When a card is well spaced and properly balanced up, it can be read at a glance.

One serious error that the beginner often makes is the working in of too many curved lines. Once and a while they are all right but the majority of show cards should be lettered straight across, parallel with the top and bottom of the card. I have seen many cards of the amateur type, on which every word was written in a curve. Prospective customers waste much time if they stop to read it, but in the majority of cases the card is left unread.

Read-As-You-Run Cards.

The one great point to aim at when executing a show card is to make it the "Read-as-you-run" variety, and all depends on the layout.

Special To-day, $2.00.

Fig. No. I shows five different layouts for an ordinary card. Cards like these are of the ordinary sale variety, but you see how many different layouts all with the same wording can be made and all are probably equally effective.

The "T" Square Helpful.

Many card-writers use a "T" square with which to rule out the cards. This is a very sure and quick way of getting guide lines at right angles with the ends of the card. Fig. No. 2 demonstrates its use.

One can also get the same result if care is taken with an ordinary ruler by measuring with the eye; with continued practice you can rule a card just as accurately as if it had been measured.

The Fig. 3 card gives a fair indication of what kind of work should be expected from the person who follows this lesson thoroughly. This card gives the combination of the first and second lesson put into actual practice.

In the Fig. 4 card we have a combination of lettering and neat layout. The cards are exceedingly simple but you must admit that they could with propriety be used along with the very best display of merchandise.

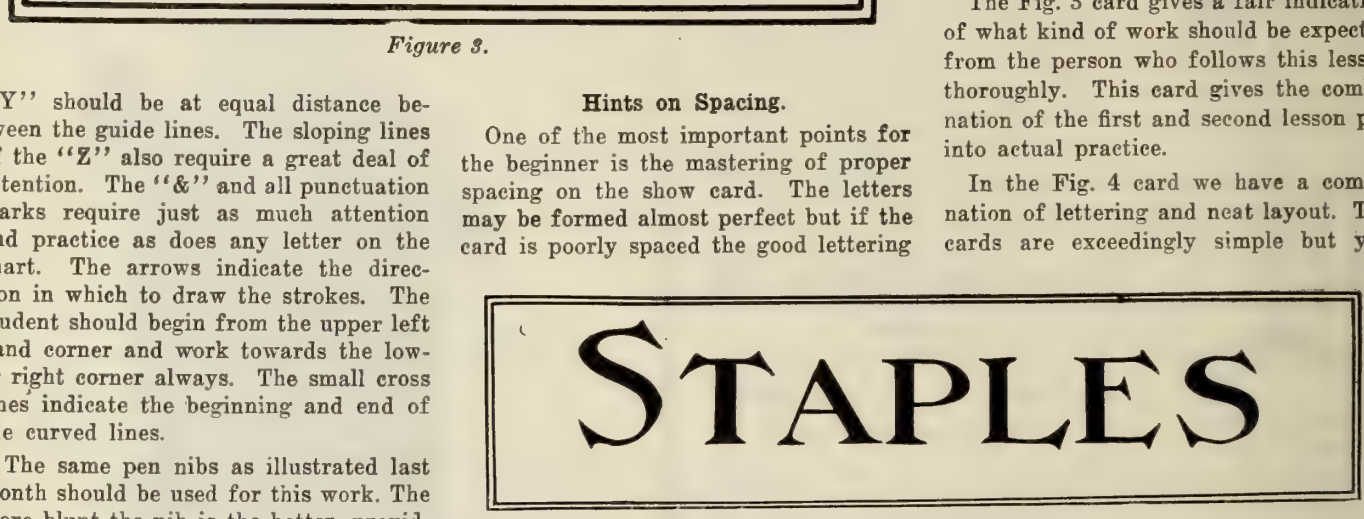




Figure 4.



When You Build A New Store Front

Why not profit by the experience of retailers who have installed 40,000 KAWNEER FRONTS---why not let us help you by making suggestions---by giving you information which has been gained through our eight years in this field.

If you need a new Store Front, you need a KAWNEER FRONT. It's made of either solid copper, brass, bronze or aluminum, made to insure you against paint or repair bills. It is built to keep out dust, and, as well, to ventilate the windows in cold weather. KAWNEER sash allows you to ***regulate*** the ventilation. Your KAWNEER windows will virtually be one expansion of glass, without the customary columns and other obstruction and KAWNEER is a ***complete*** construction—not merely a division or corner bar.

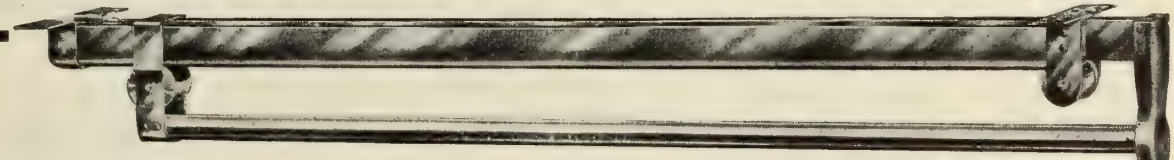
Kawneer STORE FRONTS

Just let us send you "Boosting Business No. 21." It's a Merchant's book on Store Fronts—not a book on window trimming or a picture book for your errand boy. See the photographs of other successful retailers' Fronts as well as other suggestions that may fit your condition.

Just a card or note saying, "Send Boosting Business No. 21' and it will go to you without obligation.

Kawneer
Manufacturing Company
Limited
Francis J. Plym, President

552 Dept. Q GUELPH, ONT.



Let Your Local Carpenter Make Your Clothing Cabinets

With every order for Columbia Trolleys, we will furnish free blue prints from which you can have the best cabinets made at lowest home prices, if you wish to do this. Or, if you would like to buy your cabinets complete, we can offer you some mighty interesting prices.

The Columbia Trolley is the "slide easy" kind.

HARDWARE SUPPLY CO. 337 Commerce Ave. Grand Rapids, Mich.

FACTS

A Gipe-Hazard Cash and Package System will centralize your business.

Guarantees that every cent taken in will find its way to your cash drawer. Gives a double check on the making of change.

Assures you that every transaction is correct in count, measure and price.

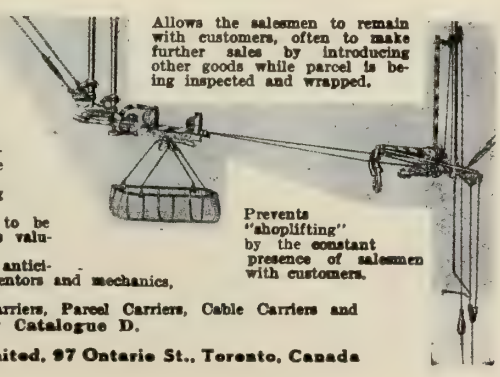
Increases the value of salesmen's services, because of their ability to give their full time to the selling of goods.

Assures order and better system by eliminating needless crowding through the store.

Permits the wrapping counter and cash office to be taken from the main floor and elevated into less valuable space.

Many years of experience enable us, not alone to anticipate your requirements, but with our skilled inventors and mechanics, to produce a machine unequalled for its purpose.

Level, Grade and Perpendicular Wire Cash Carriers, Parcel Carriers, Cable Carriers and Pneumatic Tubes. **Write for our new Catalogue D.**



GIPE-HAZARD STORE SERVICE CO., Limited, 97 Ontario St., Toronto, Canada

¶ You can talk to the dry goods merchants from Halifax to Vancouver for only two cents for each word with a condensed ad. in the DRY GOODS REVIEW.

FANCY GOODS
NOTIONS & TOYS

Business Growing

In Notions Department Owing to Display and Larger Goods—Circular to Dressmakers.

JANUARY has been a busy month in the notions and fancy goods department. Nearly every merchant plays up these departments in this month and helps to raise the store's yearly average of business. Women have been trained to expect bargains in these departments at this period and are prepared to stock up on the many small items that are of every day use and upon which a small concession looks to be a large one. This increasing business is very largely due to the increased interest taken by the management in the department, to the better methods of displaying the goods in the department, and to the featuring and showing of this class of goods.

Many stores build booths, or in some way mark this department out; goods are shown in bins, compartments and baskets and are always under the eye and in reach of the customers, and most important of all the price ticket is a plain indication of the price so that the customer can make her selection unaided by the clerk.

This showing of goods helps in the giving of quick service, for quick service here is of great importance; a woman will wait with patience for a large parcel, but will feel that it is time wasted if the spool of cotton or some other small article does not come back from the wrapping station promptly.

With the January sales over the department should be in good shape for February selling, the old and undesirable stock should have been cleared out at prices that have made friends for the department.

Circular to Dressmakers

With such an increase in the number of home sewers, and with fresh stock on the shelves February should be a big month in the notion department. It should be borne in mind that the same class merchandise that interests the home dressmaker is also of interest to the professional as well, and therefore the fact that you have full stocks is just as important to this class of trade.

Jewelry Lines

THE jewelry showing comes chiefly in black and white, that is, in jet, crystal and pearl. Earrings are well worn and nearly all the stock shown for sale in the dry goods stores are of the variety that screw on. Baroque effects in pearl both white and tinted are good. Some of these are quite large and look as though they were stuck on the lobe of the ear. Pendants are in high favor and are growing larger; few are of the ring or circle order the majority being on the elongated drop order. Some of the newest styles are of silver and jet set with rhinestones.

All kinds of neck ornaments are in high favor and the newest lavallieres come in this sterling black enamel and rhinestones. Cat jet beads are good and the outlook was never better for strings of pearls. These bead strings do not hang down but clasp the neck closely. Velvet and tulle neckbands with slides and handsome ornament in front either of jet or jet and rhinestones or wholly of rhinestones are growing in favor.

Brooches have not been in the limelight for quite a long time; now the turn fashion is taking for things that are early Victorian has caused a revival of interest in brooches. The new brooches are very modest looking; they are circular and an inch or so in diameter. These brooches come in jet and in sterling, and silver and gold set with pearls, rhinestones and mock jewels.

FANCY BUTTONS.

For a long time now fancy buttons have had a great run and while buttons are just as much worn as ever the nature of the demand is changing and buttons are coming back to simpler styles. Where handsome novelty buttons can be obtained they will sell well but the plain styles in bone and pearl are being used on the simple suits now showing. Buttons are showing exactly the same as those used for men's wear and these are the direct outcome of the tailored character of the new suits.

Art Needlework

Made Good Place For Itself in January Sales—Running to Useful Lines.

THE fancy art needlework department has got into line now and has made a place for itself in the January selling. It has a very legitimate place in the white goods sale for the section devoted to stamped goods such as gowns, corset covers, combinations, negligees, children's dresses, infants' wear, bonnets, caps, boudoir caps, and such articles for household use as pillow covers, towels, five o'clock tea cloths, doileys, luncheon sets and various other articles of this class are becoming so important that in many stores they are all carried in the one section. Slow moving stock, and stock soiled or damaged by having the packages broken open were all used for providing material for January selling, and the prices quoted were such as made friends for the department.

The art needlework department has proved that the business is now firmly established as an all-the-year-round proposition by standing so effectively the strain of business upheaval last year. Prospects are decidedly brighter for the coming year for business generally shows signs of an improvement.

Art needlework does not now consist of articles intended solely for show purposes, but the majority of the merchandise carried is of a very useful and practical nature. The woman who admires the beautiful French hand-embroidered undergarments, or garments of this class for childrens' wear but who cannot afford the expense, can buy garments stamped ready for embroidering and making up at home. And even the trouble of making up need not be undertaken for made up underwear finished and ready to wear when the embroidery is worked is now sold in the art needlework department.

Luncheon sets stamped on fine linen with a centerpiece in the form of a cross and with oval, and round doileys in one or two sizes are shown. The work is done in fine sprays and either narrow crochet or eluny lace forms the edge.



Standardize the Notion Department!

Don't try to stock "a little of everything." This usually means overstocking and slow "turnover"; and the effect upon the customer is often confusing.

Concentrate

upon a few well-selected lines of satisfactory quality and active selling power! That is the secret of a well-balanced and profitable notion business.

The DeLong Hook and Eye Company's Line

meets all requirements, in both price and variety. It is not necessary to make a large investment, as our selling plan makes the price the same for one gross or one hundred gross, and permits the exchange of any sizes or colors which may be found undesirable.

DeLong Hook and Eye
See that hump?

DeLong Press Button
World's Flattest Fastener

DeLong Safety Pin

"Nub" Hook and Eye

Correspondence Invited.

The DeLong Hook and Eye Company of Canada, Limited

St. Marys - - - Ontario



Promenade Case in Leather Goods

Taking Place of Party Case—Handsome Frames Feature of New Bags—Velvet Bags Will Sell Well—Dainty Handbags.

THERE is very little that is different in leather goods lines but the manufacturers are busy on the new lines for Easter and Summer wear. Though there has been some talk of a shortage in leathers pending there has been no real development, but there is a likelihood that fittings may be higher priced in the near future though this condition will, it is expected, not make any noticeable advance in the prices to the retailer.

The party case is dead almost as the dodo and its place is taken by the promenade case. These cases are made of soft leather either morocco, suede or some soft variety being used. Black is most seen but all the new colors are favored. The majority of the promenade cases are oblong in shape and are lined with satin either to match or in some contrasting color. Just as many articles as can be conveniently put into the case are used and the list from which they are chosen is as follows: mirror, memo-pad and pencil, powder puff, round vanity case, hair pin case, vinaigrette comb, nail file, change purse, and folding button hook.

A few models have an outside pocket secured by a flap fastening with a stud, for the handkerchief or veil.

The party and hand bag combined that met with so much favor when put on the market in the Fall is showing again for the coming season. This bag meets with favor as it is a combination of both hand and party bag. They have a fair amount of room and therefore combine the usefulness of both types of bags. This kind of bag is particularly handy as it means that the mirror, powder-puff, etc., are always handy and ready for use. The majority of these bags contain a memo pad and mirror combined, a powder case and puff, a pin-box for pins and hairpins and a change purse.

Though very little information is coming through it is said that handsome frames are to be a feature of the new bags, and much attention is to be paid to the mountings. Ball and egg-shaped clasps are shown and some of them are made of mock jewels. The pouch bag which made its appearance late last season is again shown. It is shaped somewhat like a foot ball and comes both in soft leather and in dainty fabrics and contains the full complement of vanity fittings.

Gate top bags are also shown. These bags were a late production of the past season and, while they draw closely together when closed, open extremely wide when needed, on the same principle, as an extension gate.

Velvet bags were a high novelty before the holiday in New York, and the expectations are that velvet bags will sell even more largely when the Spring season is fully opened. These bags were put on the market in all sizes and at many prices. The very smartest models shown were severely plain and were cut in all kinds of novelty shapes. They were mounted with plain, highly polished nickel or gilt frames and had some kind of a stone for the clasp.

Dainty Hand Bags.

Judging from what has been seen so far the new hand bags will not be very large, but this absence of size is made up by the extra daintiness of shape, materials, and fittings. Flat plain, and pannier shapes predominate. The leathers are soft and in many cases the novelty is gained by the use of new finishes. Such leathers as morocco, Russian calf, suede and pin seal are used in such shades as taupe, greenish grey, navy, dark brown, and the new Russian green.

In high novelties bags are appearing in Tipperary green, sand, putty, and battleship grey, moire bags in these colors are shown as well as leathers. Bead bags are still included in the range. Bead embroidery is used for the majority of these models. These bags are of the early Victorian or Restoration shape, they are bag shape, flat and finished with a fringe.

Exhibit of Toys

"Fair and Market" to be Held in London for Showing What England is Turning Out.

AN event of importance, in view of the unusual conditions brought about by the war, shutting German toys out of the Canadian market, will be the Toy Fair and Market, to be held in March in the Royal Agricultural Hall, London, England.

Recent advice from England was to the effect that practically two-thirds of the available letting space had already been engaged, and that it had been requisitioned by leading houses from every part of England.

On the one hand, old-established manufacturers are making special efforts, and laying down greatly increased plant, to cope with the influx of trade offered to them through the closing of German markets. On the other hand, manufacturers entirely new to the trade have started works for the manufacturing of toys and games, and in both instances they will be able to demonstrate at the forthcoming "Toy Fair and Market" that toys never hitherto made in England can be made there, not only at the right price, but what is perhaps equally important, they will, in many cases, "strike an entirely new note." Novelties will be put before buyers which will unquestionably surprise them, as they will go one better, in many instances, than certain stereotyped lines for which Germany has hitherto been responsible.

This toy exhibition, it is claimed, will therefore, give buyers the opportunity of seeing a vast collection of old-established manufacturers making new lines, and by manufacturers entirely new to the toy trade, whom, without the advent of the exhibition, it would be difficult to discover.

It is recognized, of course, that their various works are not centralized, as in most other industries, but are scattered about in different parts of England.

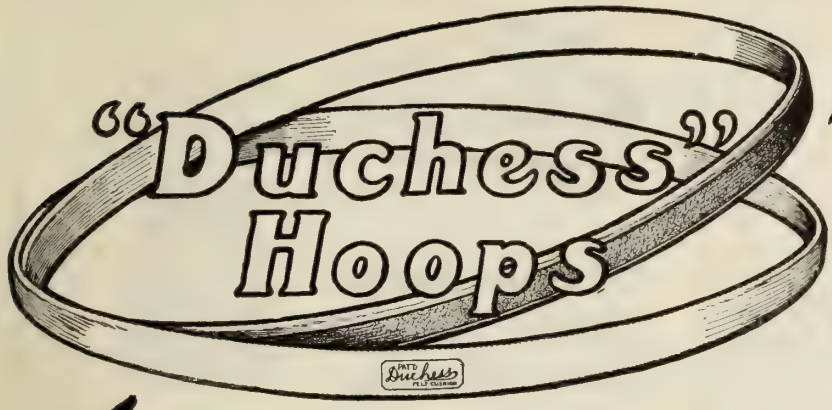
It was interesting to learn that the general public will be rigidly excluded, and that the exhibition will be a market strictly for the transaction of business.

Arrangements are being made for the reception of many overseas buyers, and doubtless Canada will be well represented.

LATE SPRING SAMPLES.

Collections of new samples showing desirable novelties for the late Spring and Summer selling are now showing. In the line are included card-table covers of linen square with the corners cut off and with a tape sewn on at each point to tie down the cover smoothly over the top of the table. The pattern is confined to the edges in continuous border effect or there is a grouping of the four aces in each corner.

Purses of the old-fashioned long kind, with the opening in the form of a long slit in the middle and the ends closed by a ring are showing. When this bag was worn in the early twenties of the last century it was pulled through the belt, and the revival may be due to the many belted models shown this Spring.



Order To-day

Your Jobber carries Duchess Hoops and recommends them

Over 18,000 dealers sell Duchess Embroidery Hoops.

It's the "Duchess"—the Hoop with the Felt Cushion, women want and ask for.

Millions of Women use Duchess Hoops

for embroidering and would have no other, because—

—Duchess Hoops hold thick or thin fabrics equally taut.

—The Felt Cushion protects the embroidered work from injury when being placed in or removed from the Hoops.

—No springs or attachments to catch the silks.

—No metal about the hoops to rust and stain the fabrics.

—Made of selected hardwood, smoothly finished with rounded edges.



The Best and Most Popular Embroidery Hoops on the Market

Eight sizes in Round, 3, 4, 5, 6, 7, 8, 10, 12-inch.
Three sizes in Oval, 3x6, 4½x9, 6x12 inch.

THE GIBBS MFG. CO., Canton, Ohio, U.S.A.

The Largest Makers of Embroidery Hoops in the World.

Manufacturers of Button — **Importers of Buttons**

FORSYTH KIMMEL CO., LTD.

OUR LINE OF **BUTTONS** COMPRISES

All the very newest things produced for SPRING 1915 STYLES.

NEW SHAPES IN COVEREDS, JETS, IVORYS, BRASS, NICKEL, CELLULOIDS AND PEARLS.

You will find it profitable to stock our lines.

WAIT FOR OUR TRAVELLERS.

FORSYTH KIMMEL COMPANY, LIMITED - - BERLIN, CANADA

THE TOY AND FANCY GOODS TRADER

THE PAPER THAT GETS RESULTS

No Canadian store should be without a copy. Brim full with trade information, items of interest and articles of considerable help to you in your business.

SUBSCRIBE TO-DAY — **Per Year** **$1.25** **Post Free** — **SEND FOR SPECIMEN COPY**

The Toy and Fancy Goods Trader, 40-43 Fleet Street, London, E.C.

For Reaching the European Market

Canadian Manufacturers should advertise their productions in

GAMES AND TOYS

The Leading Trade Journal

Circulates throughout the whole of Europe and the Colonies

Subscription, 5s. per Annum, Post Free

ADVERTISING RATES ON APPLICATION

Publishers:

The International Trades Press
LIMITED

Sicilian House, Southampton Row

LONDON, W.C.

Elite

BRITISH MANUFACTURE



Electric Shades
Candle Shades
Lamp Shades

In Linen, Silk, Cretonne, Paper, and a Variety of DECORATIVE ARTICLES

This season:
Special Lines in PATRIOTIC GOODS

Send for Catalogue and Particulars and call at our Showroom when in London

HENRY WOLFF & CO.

13 Bunhill Row, London, E.C.

FACTORY: LEYTON, N.E.

Suppliers to Large Stores and Jobbing Trade only

AMERICAN
Hobby Horses Doll's Cabs



Suitable for children 2 to 12 years of age. Hobby Horses, dappled, enamelled finish, also skin and plush covered. Horses made to rock or swing. Doll Cabs with wood or reed body. Rubber tire wheels. Largest and best line made in America.

Sales Agent: L. G. BEEBE, 32-34 FRONT STREET W., TORONTO

WHITNEY REED CORPORATION

CATALOGUE AND PRICES ON REQUEST — **LEOMINSTER, MASS., U.S.A.**

Advertising

"Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service."—*Elbert Hubbard.*

LONDON MADE BRAIDS

We hold a large stock of every description

APPLY TO

THE MANUFACTURER

HENRY WARDEN, 11, Oat Lane, London, E.C., England

A RISKY AND UNFAIR EXPERIMENT

THE T. Eaton Co., Toronto, are conducting a sale of Made-in-Canada goods on a large scale. The object given out is to find employment for Canadian workmen. The announcement is made that the co-operation of Canadian manufacturers has been secured so that goods are offered to the public at cost, no profit being made either by manufacturer or store. Not only is the sale being boomed by the Toronto dailies in their news columns but further impetus is given in the editorial pages.

It is not desired to impugn the sincerity of the T. Eaton Co. or to assert that the real object of the sale is other than that announced. But strong exception must be taken to the method adopted. If considerations of profit were to be abandoned for a time and the machinery of the vast Eaton organization turned to the work of keeping business going as usual, the results would be very far-reaching; but they would not be very satisfactory from a patriotic standpoint. Increased business activity would not result from an effort which benefited one branch of business at the expense of another.

It will be interesting to trace the probable results of the Eaton plan if carried out on a large and extended scale. Not only would increased sales result in the Eaton stores but, through the medium of the wonderfully efficient mail-order organization of the company, the campaign would result in drawing business in more or less considerable volume from all sections of the country.

The inevitable consequence would be an injustice and a slackening of business in retail stores throughout the country. The retail stores are carrying hundreds of thousands of dollars of these goods for which they paid the manufacturer much higher prices. To this must be added freights, insurance, handling. To meet this factory-cost sale the retailer must sell his present stock at a heavy loss. The retail merchant cannot at any time buy on an equal basis with the departmental store which commands low rates by quantity buying. The mail order house is the hardest competitor the retailer has. What chance would be left to the retailer if the advantage in buying facilities always enjoyed by the departmental store and mail-order house were multiplied by the manufacturers selling them at cost in order to keep their factories running? If Eatons in turn were to sell at cost there would be no immediate financial benefit to that concern, but the advertising thus secured and the connection thus established with an increased nation-wide clientele would be of inestimable benefit. And further, what benefit would the country get if the activity of factories were stimulated at the price of stores being closed? It would be a clear case of robbing Peter to pay Paul.

If the idea is to be followed out to any extent, the manufacturers who supply the T. Eaton Co. at cost should be prepared to supply the retailers at cost as well. Some manufacturers do not sell the retailer on as low a basis as the departmental store because the latter buys in larger quantity. The arrangement of quantity buying drops out of the consideration when manufacturers begin to sell goods at cost for the sole purpose of finding employment for their hands. Everything that can be sold through the retail stores will help to keep the wheels turning just as surely as that which is sold in the departmental store. This would enable the local merchants to meet the department store on the common ground of a patriotic endeavor; and if the activity of the factories were stimulated as a result, it would not be at the price of setting the tide of public buying drifting in a new direction to the present and future detriment of the retail merchants.

No manufacturer should consent to sell his goods at cost on any other basis. If he does he will not, for reasons given above, be doing the country a real service. What may be more to the point he will be doing his own business a lasting injury, for he depends almost entirely upon the retail trade for the marketing of his product and any measure, even a temporary one, which goes to injure the retailer, will inevitably react back on the manufacturer.

On other grounds also it may be doubted if the Eaton plan is likely to have the desired result. More goods will be sold it is true. People will purchase who otherwise would have kept their money in pocket, but it is equally certain that others who would otherwise have purchased goods at the regular price will buy at the lower rate offered. Seeing that the whole plan is an experiment it is impossible to say whether the profits lost in that way—to store and manufacturer—would offset the advantages in extra sales, but past experience affirms that such would be the case.

It is a well-proven principle that a trying sales situation cannot be remedied by price-cutting, no matter upon what basis the cutting may be conducted.

It is not intended to hint at insincerity on the part of the T. Eaton Co., or to take from them any share of credit that may attach to a movement evolved in the public interest. From their standpoint it is a brilliant business move in its inception and the public have been cleverly prepared for it by the Toronto daily papers. It is necessary, however, to point out that the experiment is risky, unfair and not feasible; and it is also desired to present the retailers' side of the case to manufacturers who may not have considered the whole question very closely.

READY-TO-WEAR

Spring Suits Simple

New Models are All on the Simple Order—Skirts Flare and the Coats are in Tommy Atkins, High Waisted and Bolero Styles.

THE whole tendency in Spring suits is towards simple styles, and the whole effect of the garment is different from those shown in 1914. The flare and circular skirts are a great change from the extremely tight models of a year ago. There are already signs that the fullness is to be taken conservatively and that the selling models while much wider than the skirts worn last year are by no means extreme. The objections to the circular cut skirt are well known, but there are modified circular styles that give the effect without the disadvantages. Gored skirts are looked upon with favor. Many models show pleats at the side and others have pleated backs and plain fronts, or the pleats are in front, and the plain piece at the back. A few skirts have panels in front or both back and front. Yokes of various kinds are very much used and the smart skirt is a very short one.

Many women cannot wear, and many will not adopt the extremely short skirt, so the hem is only basted in and is left to be permanently finished when the proper length to suit the customer is determined. Patch pockets are appearing on many skirts and the belt or girdle finish instead of the high cut is making some headway. The Tommy Atkins model which is closely akin to the Norfolk type of coat is shown in many modifications.

Collar styles are varied; the notched, mannish collar is used on some suits, but the smarter models show collars more in accord with the prevailing military tendency; these collars are high at the back and sides and open more or less in front. The sleeves are of the plain coat type and are easy-fitting. The arm size is comfortably large and a few sleeves bell out somewhat at the wrist. It cannot be said that the kimona and raglan cut has disappeared altogether, but very few models are cut in this manner.

Gabardine continues to be the popular material but serge, poplin, shepherd's check and home-spuns are all favored.



LATE NEW YORK MODEL.

Many bolero models are appearing. This smart yet very simple suit is of black and white check, with the bolero finished with a broad band of black satin and with collar and cuffs to match.

Black is selling better than ever, and next to black comes navy blue. Novelty blues, such as Belgian, Copenhagen and military blues are all good; sand shade is the high novelty, but the better trade is placing more faith in grey in battleship, and in all tones from light black and white grey down to Oxford.

Practical Corsets

Medium High Styles Expected to be Big Sellers—Better Values for Spring of Good Materials Throughout — Bust Higher.

CORSET selling for any season always begins well in advance of other ready-to-wear lines as with the majority of women the first proceeding in preparing for the new season is the buying of an up-to-date pair of corsets. This is a wise plan, as the corset must be right or it will be impossible to arrive at the silhouette which fashion dictates. Buyers pursued a very careful policy last year and reduced their stocks very considerably; consequently stocks are low and therefore a very good business is expected. While the very expensive models will not sell so well, those at a medium price will not suffer as the corset is one of the last garments in the buying of which the average woman will begin to practise economy. Manufacturers also have met the situation halfway for the new lines they have put on the market for Spring selling are extra good value, both from the standpoint of shaping and materials, and the trade will be able to show models that are unusually good in value to encourage sales.

Another feature that will make for good business is the very large proportion of really practical styles. The shaping is not extreme and the materials used in making up the corsets are all of tried durability; even the trimmings used are of a less showy nature and are of a character designed to give better wear.

The best selling models are expected to be those with a little higher bust than was the case a year ago. The new bust measurements range from 4 to 5 inches. Four and a half will sell for the woman with the long waist, while the woman with the ordinary type of figure will buy the four-inch model and those at five inches will take care of the needs of the woman with the extra tall figure. These higher bust corsets are designed so that they support the bust without raising it. The top of the corset is cut full, so that the base of the bust drops well inside. This is the most important of

(Continued on page 82.)

A Most Cordial Invitation



STYLE 1174

Made of fine quality all-wool poplin or gaberdine. All colors. Also shepherd checks.

Self material yoke lined.

Contrasting silk trimming on collar and cuffs.

PRICE—$8.50, terms 7% 10 days.

is extended to you to visit our show-rooms when in New York, believing it will be to our mutual advantage to become better acquainted.

We manufacture Misses' Coats from $6.75 to $50.00, and Children's Coats from $3.50 to $20.00.

Misses' Coats:

Sizes 14, 16, 18, 20.

Children's Coats:

Sizes 6, 8, 10, 12, 14.

We thank you for past favors.

E. J. WILE AND COMPANY

160 5th AVENUE, NEW YORK

Corner 21st Street

Practical Novelties in New Waists

Military Tendency is Strong, Buttoning Right Up Under Chin—Many Models Show the Convertible Collar—Tommy Atkins' Promises to be Very Well Worn in Linen, Linene and Similar Materials.

MANUFACTURERS are showing a really wonderful collection of tailored and semi-tailored waists for the early Spring and Summer in models that are delightfuly new, attractive and striking. These models are exceptionally wearable and should be big sellers. The military tendency is strong and many models button up right under the chin. quite a number of these collars are convertible and by unbuttoning a few buttons a high back collar with a V front is achieved. Nearly every blouse has a yoke with the fullness set in in shirrings or pleatings and many of the new waists are hemstitched or spoke-stitched together. Simple embroidered effects are very much used, one blouse of crepe de chine having a row of eyelet holes edging the yoke and forming a narrow vest in front. Another new idea is the use of loops of cord or braid instead of button-holes for fastening purposes.

Buttons are set very close and tailored buttons in pearl or bone are considered the smartest.

There is quite a revival of interest in the Japan silk waist, which promises to grow and continue as manufacturers, taught by past experience, are careful of the quality of the silk used. Some very smart semi-tailored are shown. One model had the vest-spoke loops over a close set row of pearl stitched in and fastening with cord buttons. Two box pleats are continued in pointed tab effect, each tab trimmed with three pearl buttons; the collar is convertible and can be buttoned up in military fashion or when left open forms a collar that is high at the back and in V finish in front.

Models made in voile, crepe, lawn and Swiss show a new feature that is a compromise between the low V front and the high stock. A new model of fine sheer voile has wide revers embroidered with a line of dots around the edge and tucked so as to form a full frill. These revers are set into a straight band that continues in the form of a narrow vest buttoned down with small flat pearl buttons. There is a high pleated collar to match in cape form at the back. This is held in place by a broad band of black velvet fastened in front by small snap fasteners under three tiny flat pearl buttons.

There is no indication of a shorter sleeve in the really smart waist though the majority of the popular-priced models come with short sleeves. The sleeve in the waist is a full bishop model with a cuff frilled top and bottom separated by a wide band of black velvet which passes through a band of the voile at the back of the sleeve.

Another wash waist is of Swiss muslin with the yoke outlined with a narrow Valenciennes insertion. There are two motifs made of the lace separating groups of tiny pinch tucks, and the points of the motifs form the heading of a wide tuck decorating the front. On each side of the wide centrepiece is a band of insertion,—there is a line of insertion on the shoulder joining the back and front and bands of insertion and muslin form the high stock collar.

Another voile waist has a narrow yoke just covering the shoulder and the fullness of the front is spoke-stitched to the yoke. A broad piece of embroidery flouncing with a scalloped edge trims the front and a hole in the centre of each scallop is used as the button hole; the buttons are flat pearl. The sleeve is a fairly full bishop. The collar is a high stock with a deep turn-down of embroidered organdie. Cuffs to match flare above the close-buttoned cuff that finishes the sleeve.

There has been some speculation about the place of tussahs and shangtungs in the coming season, and some models are being put out to test the ideas of the leading buyers. A very smart military waist buttoned right up the front with big ball buttons covered with the silk. The sleeve was on the raglan order and continued right up and helped to shape the high collar, and the fronts were frilled on to them as on to a yoke. A patch pocket was placed well below the bust line on the left front. The sleeves were long and plain and cut to come over the hand; they were caught to the arm by means of three covered buttons and loops.

In linen, linene, Indian head and similar materials the Tommy Atkins waist is expected to be a leader. This waist reproduces the main features of the British Tommies' coat with its inverted pleats, patch pockets with the flap fastened down with a button on either side, and the high buttoned military collar.

WAIST WITH NEW COLLAR ARRANGEMENT.



Many waists of tub silk in stripes are appearing in New York. This waist shows a new arrangement at the neck, combining both the stock finish and the much-liked V-shaped opening at the neck. The turn-back collar, revers, cuffs and pocket flap are of Jap silk.

PRACTICAL CORSETS.

(Continued from page 80.)

the features of the new corset models, the other changes being a slight curving at the side front giving a little more shapeliness to the figure, the straight back and hip and a slight shortening of the skirt.

Though the medium high bust models just described are the newest there is still a very big sale for the low bust corset; that is for the corset that is about 2 to 3 inches high

Front lace models are of growing importance and since so much attention has been paid to the production of practical models there has been a large advance in the sale of lace in the front corsets. The complaint against this class of models that they required so much alteration has been overcome.

TYROLEAN



No. 614

Ladies' High-Class Tailor-Made Coats, Suits, Outing Garments and Sweater Coats are Unequalled.

Made of Pure Worsted Knitted Material

Tyrolean Cloth is protected by Canadian patent.

The goods combine high-class workmanship with the maximum of warmth and minimum of weight.

The range of styles, weights and colorings comprise an exclusive selection with a classic individuality.

Complete ranges shown by

Northern Ont.—S. Shea, Room 500, 64 Wellington St. W., Toronto.
Eastern Ont.—Colin F. Stewart, 61 Marmaduke St., Toronto.
Western Ont.—W. H. Robinson, 230 Lister Bldg., Hamilton.
Montreal—A. J. Gendron, 16 McGill College Ave., Montreal.
Quebec—J. P. Bourget, Room 617, Drummond Bldg., Montreal
Maritime Prov.—W. J. Nagle, 25 Church St., St. John, N.B.
North-Western Provinces—W. M. Borbridge, Brandon, Man.
British Columbia—Mr. F. S. Land, Welton Block, Vancouver, B.C.



No. 677

TYROLEAN CLOTHING COMPANY
MANUFACTURERS OF
HIGH-GRADE LADIES' AND GENTS' CLOTHING
GUELPH, CANADA

Kassab Kimonos



in cotton, silk, wool, velours—all styles

— the Made-in-Canada Kimonos that look well, sell well, wear well.

SALES ARE GUARANTEED

It's just such snappy styles as we are showing this season that will help to bring your 1915 business to the high-water mark.

The range is undoubtedly one of more than ordinary merit, not alone in assortment and quality, but actual dollars-and-cents value.

There's a long list of Kassab Kimono fabrics, including plain and fancy crepes, challie, lawn, cashmere, plain and fancy silks, flannelette and eiderdown. In styles and finishes the range is remarkable.

Every Kassab Kimono is guaranteed to sell and to give satisfaction.

Samples will be submitted on request

Kassab Kimono Mfg. Co.
14 St. Helen St., MONTREAL



518

You'll carry off the housewife's trade by storm when you show a range *of*

Liberty Aprons

—the most generously made aprons, no matter what style, sold in America to-day.

There's nothing about them that reflects stinginess in the make, nothing that suggests carelessness. Every apron is finished with French seams, each garment is stamped with the correct size.

We use only one quality of percale, and that one absolutely guaranteed.

No. 518 (here shown) is one of our leading styles of all-over aprons, in the best selling patterns in lights, darks, and shepherd plaids, made with bound edges and pockets, reversible belt and short sleeves. Send for samples of the **"Liberty"** line.

THE LIBERTY GARMENT COMPANY
5518 Euclid Avenue
CLEVELAND, OHIO

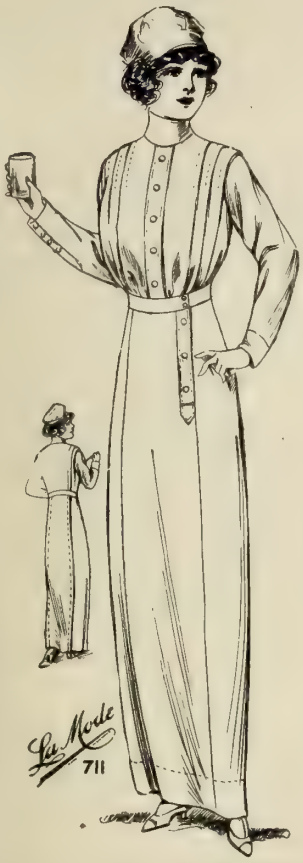
Canadian Selling Agents:
J. M. Robertson & Co., Ltd., 300 Markham Street
(Corner College) TORONTO

Direct to The Review from Ch. Drecoll, Paris



Afternoon gown of checked woolen material in black and white, made with long tunic attached to the waist and closed with large, black galalith buttons. The collar is of white linen, and the skirt of black liberty satin.

By special arrangement The Review will publish each month illustrations of Drecoll's latest designs sent out direct from the Paris couturier.



La Mode
REGISTERED
TRADE MARK

Uniforms and House Dresses

Are the Constant Choice of Madam, Nurse and Maid Everywhere!

Women are quick to appreciate the new ideas needled into these garments. The introduction of the low collar on a uniform (introduced by us) has met great favor all over the country.

Nationally advertised and Nationally known.

We create the demand—you, Mr. Retailer, supply it!

Our line is comprehensive and "out-of-the-ordinary." Perfect tailoring—durable materials—smart style—these qualities combined have made uniforms and house dresses "ready" and steady sellers.

La Mode

A line **from** you will bring **our** line **to you.**

They're the kind of garments that make your customers come back for "more of the same."

SEND A TRIAL ORDER TO-DAY.

HAYS & GREEN, 352 Fourth Ave., N.Y.

Between 25th and 26th Streets

A start on the right road *for* Boys' 1915 Wash Suit Business



WRITE FOR CATALOG OF THE SEASON'S LATEST NOVELTIES

There's a touch and go about *"Little Prince"* boys' wash suits that is not found every day—just the smart appearance that goes a long way in attracting attention and closing sales.

Oppenheim Roggen Co.

84-90 FIFTH AVENUE, N.W. COR. 14TH ST.
NEW YORK - - - - N. Y.

---and 8c per week will do it!

This small amount invested in the Dry Goods Review for each of your department heads will mean the difference between a wide-awake, efficient staff, thoroughly conversant with the trade, and one which consists of mere order-takers. Worth while, isn't it?

Keeping Track of Garments Sold

Duplicate Tags on Every Coat in Letendre Ready-to-Wear Department — Useful Both in Recording Sales and Keeping Track of Alterations — All Windows and Full Page Ads. Devoted to Special Sale.

THE manager of the ladies' ready-to-wear department of Letendre, Fils & Cie., Montreal, became obsessed with the idea one day, that if he were given the whole of the display windows (which are many and large), were allowed to monopolize the whole page ad. which appears in two of the French-Canadian newspapers, and given fifteen thousand circulars in French and English, he could make it pay.

The proprietor and the general manager of the store were both opposed to the scheme, but he was so confident of success that they gave way after warning him that if results were not as anticipated, he could "look out." The time was in the Fall, shortly after the outbreak of war, a fact which was likely to militate against the success of the venture. The regular Fall opening had been held and had been successful, and this effort was intended as a follow up with cheaper goods.

Doubled Week's Business.

The display windows were accordingly handed over to the ready-to-wear department, as well as the full page ads., and 15,000 circulars were printed in French and English. A color scheme of yellow and black was adopted, and carried out in decorations of the department and windows, as well as of price tickets.

Altogether, the advertising cost $250, but the business done was double that of the average week. Another effect it had was to bring more English-speaking customers to the store than they had ever had before, this being the effect of the circulars above. The department was filled throughout the week, and the scheme was declared a pronounced success. It has been decided to make this an annual affair.

The ready-to-wear department of the "Bon Marche," (the name by which the Letendre store is known), has enjoyed a good year, despite the fact that it has carried less stock—being a little afraid of the effects of the war. Manufacturers find that the east end of St Catherine street, Montreal, is assuming more importance every year as far as retail trade is concerned.

Dept.

C A 5185

Bon Marche

Style .....
Page .....
Invoice .....
Color .....
Price .....

This stub belongs to the costume.

Style No. .....

A feature in the Bon Marche that will not be seen in the English-speaking part of the city, is the number of boas and stoles sold. The women of France go in for these things more than the English, and the French-Canadian women follow them considerably in this respect. Usually these lines are handled in the neckwear department, but the demand at the Bon Marche was so big, it was decided to put them with ready-to-wear.

Attention to Maternity Goods.

Special attention is given here to maternity goods. A special section of the department is devoted to this end of the business, with an experienced girl in charge. More attention is probably given to this department than in the stores of the West end. It is found to be very profitable too. Skirts and dresses are the only garments that can be featured. Skirts which have been approved by the American Medical Board are carried. They are expensive, but are in good demand.

Duplicate Record of Each Coat.

An interesting system is in vogue in connection with read-to-wear. A tag is attached to both skirt and coat, but that on the coat has a stub, which is a duplicate of the other half. When a coat is sold, the saleswoman removes the stub, and deposits it in a drawer. It bears the number of the page in the stock book where a record of this line is carried, also the style, name of maker, color, and price. At the end of the day the manager examines these stubs in the drawer, and is able to determine what

Bust .....Length of back .....
Sleeves .....Length of side .....
Width of shoulders .....Width across front .....
Instructions .....
.....
.....
.....

Waist .....Hip .....Left side .....
Front .....Back .....Right side .....

Keep this card

Your appointment with the fitter is

Day .....Hour .....

At the Bon Marche
Ready to wear Department

Sold by Dept C Day Month

Don't change this tag

Name .....
Address .....
1st fitting .....Day.....Hour.....
2nd fitting .....Day.....Hour.....
Promised .....Day.....Hour.....
Fitted by .....Inspected by .....Operator .....
Charge for alteration.....
Material used .....

A1439

A1439

This stub belongs to the

Costume Style No. ..... Color .....

Customer's Coupon

A1439

Name .....
Address .....
Fitter .....Article .....
Color .....Sold by .....

Note—Lower half (under double rule) is stub section of tag.

has been sold, the number of garments left in stock from each manufacturer, and what each saleswoman has done, for the stub has space for the initials of the one who made the sale. The tag on the skirt has all these details, but has no stub. There is this difference, however. At the bottom of the tag are the words: "This tag belongs to the costume, style No. 345," or whatever the number may be. As the coat is more liable to be lost, owing to the fact that it is sent to the fitting room, it can be traced by this number.

Separate Tag for Alterations.

There is a separate tag for the coat when alterations are required. It is perforated in two places, so that one stub goes to the customer, the second to the skirt, and the larger portion of the tag,

Dept. C.
Page A 5560
Bon Marche
Style .....
Invoice .....
Color .....
Price
Page A 5560
Style Invoice
Color .....
Price .....
Sold for .....
Sold by .....

bearing all the instructions, is attached to the coat to be altered. The stub which is handed to the customer, bears the following:

KEEP THIS CARD.
Your appointment with the fitter..
is Day..... Hour .....
At the Bon Marche
Letendre Fils & Cie., Montreal.
Ready-to-Wear Department.

On the other side of the stub is space for filling in such details as name, address, fitter, articles, color, and name of clerk.

The stub which is attached to the skirt bears the follows:

This tag belongs to Costume, Style..
No. ..... Color .....

The back is reserved for skirt measurements, should any changes be required.

The big tag is attached to the coat, and on one side are the words in big type PROMISED FOR FRIDAY. Space is left for measurements, such as, bust, sleeves, width of shoulders, length of side, and width across front. There is also space for instructions.

On the other side of the card are more details, such as clerk's name, date, name and address of customer, first fitting, second fitting, date promised, name of fitter, inspector, operator, charge for alteration and material used, and a warning not to change this tag. With these tags on the garments, and one in the hands of the customer, it is impossible for them to go astray.

There is another interesting point in connection with this system which is very valuable. The tag which goes on to the coat to be altered not only bears the day on which it must be finished, but is colored, and there is a color for each day; so that if the coat is not ready, the excuse cannot be offered that a mistake was made in the day on which the garment was promised.

WAR CONTRACTS FOR CANADIANS.

Fifty Canadian clothing manufacturers will receive contracts for the partial manufacture of a four-million-dollar order of military uniforms purchased in Canada by the British War Office. The order calls for the manufacture of five hundred thousand coats, and a like number of trousers.

R. P. Mills, Eganville, Ont., has succeeded Alex. Mills, general merchant.

FACT—NOT FANCY

"BETTER MERCHANDISE FOR LESS MONEY"

¶ Dresses we sell at $9.50 are constructed of Silks most houses put into their $13.50 to $16.50 garments.

¶ The extra silk value in our other priced lines are in about the same proportion.

¶ Stecher Dresses are made by master designers, embody the latest and correct fashions and at the same time are constructed with simplicity.

¶ Stecher Dresses with these important and most necessary features can be retailed at prices you usually pay the average manufacturer.

¶ You make pleased customers and good profits.

¶ There is no combination that will work out to better advantage to you and your customer.

LOUIS STECHER

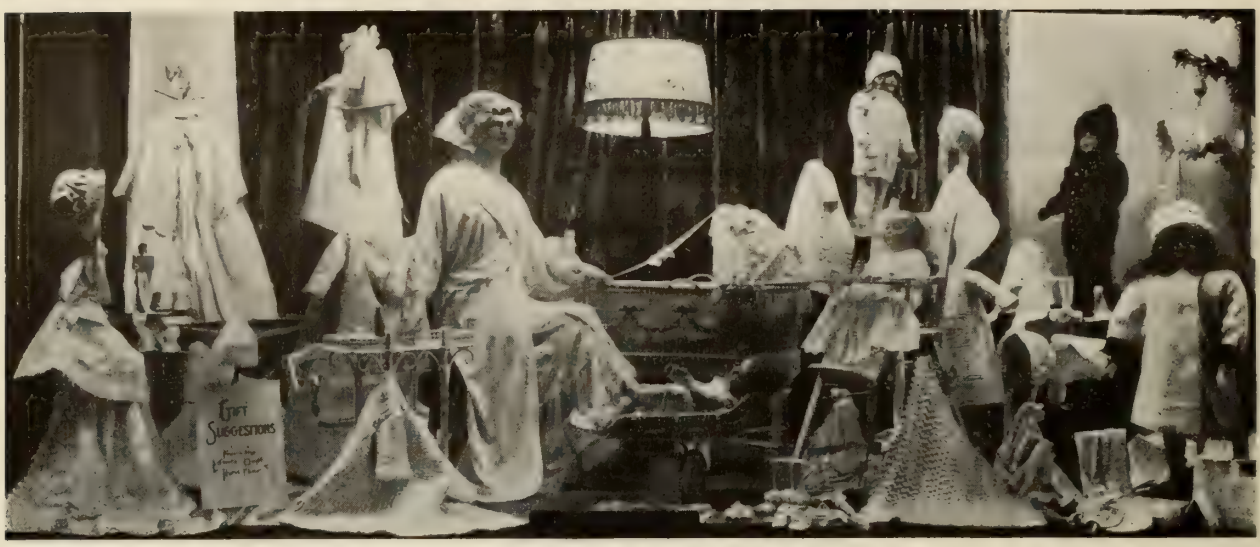
"BETTER MERCHANDISE FOR LESS MONEY"

33 West 34th Street NEW YORK Greeley 694

420-24 Market Street, Philadelphia

Beautiful and Attractive Window of Infants' Wear

This Window Features the Many Lines Sold in the Baby Department



THIS window forms an excellent epitome of the goods carried in the infants' department, for this department caters to every possible want. You can purchase every article of baby wear, nursery fittings and furniture, cot blankets and covers; also toys that are specially guaranteed to be harmless—if they are painted the paint will not injure the baby if the toy is put in its mouth. Many are made of soft wools or so stuffed that no angle is presented to hurt the tiny form. All these goods are shown in harmonious colorings in white, and the baby blues and pinks associated with the period of infancy. Daintiness and attractiveness are combined with practical use to a very high degree in the presentation of this line.

The central group in this window shows the mother in negligee attire, seated by a bassinette of white enameled wicker-work with raised rococo wreathed work in soft tinted colors. The lining is either pink or blue, matching the ribbons on the hood. The hood is covered with crepe and is trimmed with ribbon bows and lace. One hand of the seated figure is posed as though rocking the bassinette, while the other hand is placing a tin of talcum powder on a white wicker stand.

At the mother's feet is a pair of scales for weighing baby and just how well they are adapted for the purpose is demonstrated by the figure of the infant life-size laid in the scales.

The high-chair and the low child's chair are both enameled white and are in the new art shapes now so much in vogue for nursery use. Beside the high-chair are grouped various articles in knitted wear, the most important of which is the cot spread of white, with stripes and border in either pink or blue. Then there are knitted jackets, bootees both short and long, gaiters and knitted suits with cap to match for the child who can walk.

Scattered through the display are a number of cosy quilted silk coats as well as eider-down kimonos. These little garments come in pale blue or pink silk, either plain or figured with tiny bunches of flowers. Those of eider-down show patterns of white rabbits, chickens, ducklings, or figures taken from familiar nursery rhymes.

In the left hand corner is a clothes stand also enamelled white on which is hung a baby's long coat of white cord silk. Dainty bonnets for infants and for children up to four years are included in the display; also elaborate long robes, and short dresses that are beautifully trimmed with lace or embroidery or are in simpler styles and of less expensive materials for every-day wear. All baby's undergarments of the most modern pattern and construction are shown.

One of the articles in this window is a portable folding bath. This bath is of rubber, mounted on a frame and so constructed that it can be folded so as to take up very little space when not in use. In connection with this bath is shown a thermometer to measure the heat of the water used for baby's bath.

These goods were posed against a rich background of old rose plush, relieved with straight panels of white felt at each side, and a very prominent decoration was the electric lamp with high mahogany stand and French shade of orange, pink and gold. This was a "Gift Suggestion" window, designed by A. E. Apted, for the T. Eaton Co., and was used in connection with the sale of holiday goods during December. All these goods find ready sale, however, at all periods of the year.

Please Canadian mothers and hold their trade during 1915 by selling

MADE IN CANADA

THE Richardson BRAND

of Infants' Wear

—infants' underwear and dresses, dainty, frilly little garments, sheer in texture, beautifully trimmed and well made.

Only a small corner of your store is needed for an infants' department, yet it will attract much real interest and produce good sales.

This is the best time of the year to consider the infants' wear department proposition. **Why not make certain of an early call from our representatives who are out with the full range of samples?**

James Richardson Company

14 Breadalbane Street, Toronto, Ont.

Store Weighs Babies Every Week

Infants' Department One of Recent Additions to Regina Trading Co.'s Growing Business—Doll's Tea Party and Other Displays Arranged to Attract Children.

BY A STAFF CORRESPONDENT.

THE Regina Trading Co., of Regina, Sask., recently added an infants' department, locating it near the whitewear section, in charge of A. Frazer Little, manager of ladies' ready-to-wear. It has two distinct features. At the entrance to the department is a display calculated to attract the attention of the children themselves. On one occasion a children's tea party was arranged, with full-sized dolls seated at tables. This gave place to a nurse carrying a baby. The next day it was a maid wheeling the baby carriage. There was a figure of the mother ready for a walk, a baby asleep in a hammock, and on one occasion a bath tub full of celluloid babies was displayed.

How these delight the little tots who pass by with their mothers! They must stop and look, and when they do, the mothers see perhaps for the first time that the Regina Trading Co. has instituted a children's department. These displays suggest even greater possibilities in this direction. Once the wax and celluloid figures have been secured, no end of tableaux may be devised for the entertainment of the little folks. If these are made a regular feature of the department, it means that the children will watch for them, and as mothers and children usually go together, sales of infants' clothing follow.

Scale for Weighing Babies.

Another attraction here is a scale on the counter for weighing babies. It is no crude affair. The baby is laid in a fancy wicker basket, and the weight is recorded on a dial beneath. Some mothers bring their babies here every week. They tell their friends, which often means competition among mothers. There is a human side to this weighing of babies. Of two mothers, one will sometimes find that her child is progressing favorably, and her joy is expressed in her smiling face; the other baby perhaps is not gaining in weight, and the expression is the opposite. Record books are on sale for recording the gradual increase in weight and height of the baby. Then there are books for baby's first things, which find a ready sale with mothers.

The Regina Trading Co. has made a significant departure in their corset department. Miss A. Schafer, an American corsetiere, has been engaged, and a separate department made, equipped with all the display cases necessary.

Remodelling of Corsets.

Up to the present there has been no fitting or remodelling of corsets done in Regina. As many of their customers were demanding this service, the Regina Trading Co. decided to take the lead, and employ an expert corsetiere. Many of the Western cities are growing fast, and

(Continued on page 93.)

FOOTWEAR DEPT.

Breaking-point of Exchange

When Shoes Are Bought Elsewhere and Store is Asked to Give Its Own Goods in Return—Charging for Scratched Soles.

INTERVIEW WITH A BUYER.

IT has been held, and experience largely backs it up, that merchants to-day, and especially dry goods merchants, are competing as much for public favor as they are for business. Of course, to have the favor of a customer means, in most cases, to have her business, but the average up-to-date Canadian merchant would far rather have a customer leave his store without having purchased than leave it with a frown of dissatisfaction on her face.

That the willingness on the part of merchants to take back goods has been carried almost to breaking point is the complaint of many. "The public are beginning to show more 'nerve' than ever before in the history of the world," remarked one manager. There is a limit, however, and this was illustrated in a city store the other day. The manager of the shoe department was asked if it was his policy to take back goods which were found unsatisfactory.

"You have to use discretion," was his reply, rather in ambiguous tones.

Paying for Scratches.

When asked whether he would take back a pair of shoes the soles of which had been badly scratched by the wearer, he replied that he would, but added that a charge of 50 cents would be made for re-finishing them.

When questioned further, he made this outburst: "But there is one thing we will not do, and that is, take shoes back which have been purchased at another store."

"Have many people the nerve to ask you to do that" was asked by the questioner, wondering whether this was merely a limit he had established in his own mind.

"Have they?" he ejaculated; "why, I have lots of people come into this store to exchange shoes they have purchased in New York. They buy them without taking the precaution to try them on, and they are no use to us, and we will not exchange them to please anybody."

Did Not Wind Eight-Day Clock.

"You've got to deal with the public before you know how stupid they are," he went on, and then veered away from the subject a little to tell a story about a woman who returned an eight-day clock to a clerk in another part of the store because it lost time. As this was the second occasion on which the clock had been returned in a very short while, the clerk felt uneasy. He asked for the key, and proceeded to wind it.

"Why," he said, "this clock has never been wound since you were in here two weeks ago. It's only an eight-day clock you know."

"But," she replied, "it was still going, and didn't need winding."

A Three Month's Guarantee.

Getting back to the question of shoes, the man who told this little story informed The Review that shoes in his store were guaranteed for three months, the uppers to last the sole.

Back After Eighteen Months.

"I had a man bring a pair of shoes to me one day which had come to pieces. He said he had had them six months. I examined them closely and found that he had worn them so long, the welt stitch had been cut, and naturally they had come to pieces. I looked up the books, and found that he purchased them eighteen months before. I had a new sole put on, and charged him for them good and plenty. That's often the way with people who return goods; if they say they bought them a month ago, you can safely bet it was three months."

D. F. Jamieson, dry goods merchant, Smith's Falls, is opening a branch at Perth.

A SEASON OF WHITE.

That white canvas shoes will be the vogue next Spring and that not only shoes but socks or stockings, suits or dresses and hats will also be white, is the view of the fashion outlook of W. F. Saunders, manager of the Business Men's League, of St. Louis and in this opinion he is sustained by many department store managers.

"The whole world will be struck by the craze for white," declares Mr. Saunders. "Prices of leather have been soaring a little bit higher each week since the war began and the end is not yet. No one can tell how high prices will rise during the Winter.

"White canvas shoes will cost not more than one-half of the price of leather shoes and will be cooler and more comfortable during the Summer months. Rubber will probably enter largely into the making of soles. Shoe manufacturers are already seeking new brand names for the white shoes and arranging their mechanical equipment to meet the new conditions.

Advance of Leather

Significance of the Situation—Does Remedy Lie in Greater Flexibility of Shoe Prices?

THE significance of the leather situation was dealt with in an address by John E. Wilder, president of the National Association of Tanners, before the National Shoe Manufacturers' Association of the United States. He held out no hope of easier prices of leather, quite the reverse, and advocated the abolition of the present "fixed selling price," of shoes as the only remedy for the retailer.

"It seems to have been an unwritten principle of operation on the part of

(Continued on page 92.)

Patent Kid in Big Demand

As a Substitute for Colt, Particularly Strong for Women—Black and White Effects Are to be Featured—High Cut Boots for Fall—Men's Shoes Show Little Style Change—Lower-Priced Lines in Demand.

NEW YORK, Jan. 28. — The war has continued its influence on the glove market. Here is a case in point. For some years America, particularly in women's shoes, has been very partial to patent colt. Women's shoes in better grade have run on the material to as big a percentage as 60 per cent.

But the colt skins come from Russia and there has been an embargo placed by the Russian Government on the export of colt skins, so that it has become imperative for America to find some substitute.

It is an all wind that blows nobody any good. Not only has America found a good substitute but it has found one that inasmuch as its practicability is of wider range is better than patent colt itself. This substitute is patent kid. Virtually all other patent lines have advanced. it alone has not, and in the opinions of many prominent shoemen throughout the country patent kid will have an immense vogue.

It is being made possible this season to get this leather in many more grades than heretofore. Previous to this year patent kid has been used in the better grade shoes only. It is now sold in all sorts of grades. The advantage to the buyer of cheaper shoes will be apparent. No kind of patent looks better than patent kid.

From the point of view of weight, patent kid is made in all sorts of weights, according to demand. It is an exceptionally comfortable leather to wear.

Styles in Women's Shoes.

Black and white effects are featured very prominently in women's low shoes and slippers. A very natty model is a patent-leather seamless pump, with white-calf collar top and celluloid-covered wood heel with black top lift. At the throat of the vamp is a small jet bead ornament with white centre. Another is a patent-leather colonial with overlap quarter, white grosgrain galloon binding, and small black buckle having a white filler. The heel is celluloid, and has a white celluloid strip over top lift and white celluloid edge between the top and the bottom of the shoe. The toe is low and long.

Black and whites are going very strong for Summer town and formal wear.

Cloth Top Permanent.

The cloth top has definitely come to stay, and in the opinion of prominent shoemen here, can never be eliminated from popular favor again. Fawn is getting stronger and stronger each succeeding week. Greys are well in line. and blacks, of course, are as strong as ever.

Higher Cut for Fall.

The only really outstanding new feature in women's boots, as to general lines, is that for next Fall they are being made high cut. This is the swing of the pendulum from the long line of low models we have been having. The new models are 7½ to 8½ inches in height, and are au fait with the shorter skirts that promise to continue. The general military appearance predominates: the question largely enters into this. The heels are very high and the toes still harping on the "long and low idea."

As to Men's Shoes.

There is some tendency among shoemen here to revert already to the visible eyelet and fastener on men's boots. The blind eyelet has not had a very long—though a very good—innings. Whether it will definitely be discarded so soon remains to be seen, but at any rate some prominent manufacturers are strong on the visible style.

White Rubber Soles.

For Summer wear the rubber sole is sure to be much in vogue. White rubber is to be favorite. The public has been working up to this rubber sole for a long time now, and shoemen are banking on it for good revenue next year.

I saw a very modish sample pair the other day which featured this white heel and sole. The top was of cloth—a fawn shade—and the boot of cadet calf. It looked mighty attractive.

There is little change in general contour. The long, not-too-pointed toe reigns supreme amongst our best dressers. Heels are low and the general style is after the English styles.

Lower Priced Shoes in Demand.

There is one general tendency in the United States which is worth notice. The demand is all for cheaper shoes. There will be a lesser call for high-priced shoes this next Spring and following right on into next Winter. Even in the South, which has always been strong for the high grade lines, a marked falling-off in orders for these is recorded, and the lower-priced shoe is in big demand.

Longer Shoes for Customers

Persuading the Public to Adopt More Easy-Fitting Article to Avoid Sore Feet—Circulars in Parcels Bring Business to Montreal Store — Making Good Use of Display Cases.

FOR years it has been the aim of Henry Morgan & Co. Ltd., Montreal, to educate people to the use of longer shoes, and thus to avoid having bunions, corns, and other painful experiences that feet are heir to with tight footwear. If the foot has room in which to work, the last of these ailments is impossible, argues J. E. Belisle, manager of Morgan's shoe department, since a short toe pushes the nail upward, and forces the sides into the flesh.

It is not this which has built this department to the size it is to-day, but it is one of many factors. To be able to give a long shoe and yet have a perfect fit means carrying a large stock. The range runs from A to E, which means that they cannot buy less than sixty pairs to get a full assortment. Smaller retailers are usually content to buy fifteen or eighteen pairs, and confine themselves mainly to D.

With such a splendid assortment Morgan's have no difficulty in giving their customers a little longer shoe, and yet a good fit. The clerks are all experienced,

The "Doctor's" Shoe Keeps the Feet Dry



Double Stitched

Double Soled

Neat, dressy, comfortable, the "Doctor's" is a shoe stylish enough for city streets and strong enough for country roads. Their thermol sole, waterproof and antiseptic, ensures perfectly dry feet—especially suitable for the coming wet spring days.

Ask your jobber for the "Doctor" and show them to your customers who appreciate good, stylish, sensible shoes.

The Tebbutt Shoe & Leather Co.

Limited

Three Rivers, Quebec

and are made responsible for the fitting of customers. If they see that a shoe is short, it is their duty to suggest a longer one. Some women take a size 4, and will not take anything else. The clerk will suggest a 4½ narrow, and if the customer refuses to listen to his advice, the responsibility shifts to her.

Enclosing Circulars With Other Goods.

The only methods of drawing attention to the department are by the ads. in city newspapers, and by circulars. The latter have been found to be very effective. The manager takes a certain style of shoe, makes up a circular on it, which is placed in every parcel that leaves the store, even though it is only a packet of pins.

The range in both men's and women's is from $5 to $9, carrying only the best shoes tht can be secured. Morgan's aim is to get in touch with shoes which are right up to the minute, through trade papers, travellers, and an occasional visit to New York. Special attention is paid to Canadian-made shoes, the sale of which has jumped considerably this year. The firm has resolved to help Canadian manufacturers all they can so long as they get the right goods at the right price.

Much attention is given to showing the goods and this is done mostly in pairs. In the women's department there are five display cases, one for colored evening shoes, another for black evening shoes, and one each for boots, house slippers, and children's.

Although Morgan's go in strong for children's trade, they have no special way of pushing it, except that they handle only a native last, with broad toe, which gives the child's foot an opportunity to grow naturally.

ADVANCE OF LEATHER.

(Continued from page 90.)

the sole leather tanners," he said, "that they would conserve their supplies for the domestic trade in the hope that orders for shoes for army purposes and civilian purposes in European countries must sooner or later find their way to America. I have every reason to believe that comparatively few imported contracts have been accepted for sole leather or sole leather products but large offerings have been made from day to day as the stock has been finished at the various tanneries. We have been endeavoring to conserve our supplies for your use. Unfortunately you have not been calling upon us for your normal supplies, since September, due doubtless to the fact that you have not had orders for shoes to warrant your doing so.

"The condition, therefore of the sole leather market as it exists to-day, seems to be that supplies which normally would have gone to you from September to January have been absorbed by the export demand, and that our stocks of sole leather to-day are relatively in the same position they were in at the beginning of September. We are ready for your orders.

Since May, 1914, this is what has happened: To wit:

	May, 1914	Jan., 1915
Union bellies (ordinary tannages)	18c	24c
Union bellies (high-grade tannages)	20c	26c
Oak belting heads (good tannages)	18c	20c
California side leather	30c	33c
Scoured oak side leather (made largely from countries)	29c	32c
Union backs (good tannages)	42c	46c
Scoured oak backs (good tannages)	44c	49c
Dry hide sides, O.W. No. 2.	29c	31c-32c
Hemlock packer sides (good tannages), O.W. No. 1	31c	34c
Hemlock packer sides (good tannages), O.W. No. 2	30c	33c

Mr. Wilder quoted a correspondent from Germany, who stated that "Vegetable tanned boot leather is selling in Germany as high as 50 cents a foot, colored box veals at 50 cents a foot, black box sides at 38 cents, belting butts at $1.30 a pound, and 5 oz. strap leather at 62 cents a foot, while black splits were bringing 60 cents a pound, and russet splits 65 cents, and leather is sold on a strictly cash basis."

"Now what is the trouble with the shoe and leather industry of America?

Does it not hark back squarely to the inflexibility of the selling price of the finished product, the shoe? Within the past year the bankers of this country and the business men of this country realizing the inflexibility of the currency laws and in money in times of panic, have been able to enact legislation, which should for all time remove from this country the unreasoning fear, called panic. Why should you and we not unite in a determined battle to for all time eliminate the fixed selling price of a commodity, which must as the years go on, grow more and more difficult to maintain?

STORE WEIGHS BABIES EVERY WEEK.

(Continued from page 89.)

merchants gradually experience a demand for something better than they have hitherto supplied. This is an instance of it.

The ladies' ready-to-wear department has been allotted more space, and is now catering to a better class of trade, although the bulk of their business is in moderate priced stuff. The manager is very particular about his salesladies, who must be ladies in the true sense of the word. Each has her own section, and works hand-in-hand with her fellows. Customers are passed from one section to another, and none tries to increase her own sales at the expense of another.

All costume boxes bear the trade mark of the firm—"Retrado"—and it is interesting to note that this name came through the suggestion box. Employees are encouraged to express opinions on how the business may be improved, and suggestions accepted are paid for.

In the section between the ready-to-wear and the infants' departments are several bargain tables, to which the advertisements in newspapers draw attention. These contain clearing lines, and many women make a special trip to the store to see what bargains are going in this department. It is changed every day or second day.

As a result of these extensions there has been considerable shuffling around on this floor. The size of the whitewear department has been increased, and the millinery department moved into the north wing adjoining.

There is some talk of the Regina Trading Co. building a new store, and, judging by the way they are growing, a new store will soon be a necessity.

Damage said to reach several thousand dollars was done to the stock of Marcotte and Pelletier, tailors, Sherbrooke, Que., in a fire which broke out on Jan. 31.

Where Canada Leads the World

In a strong article in the February issue of MacLean's Magazine, Elmesley Bartlett brings out a host of interesting facts with reference to Canada's pre-eminence in certain lines. Silver, nickel, asbestos, furs, binders are among the products of the Dominion that are dealt with. Much has been done to bring the name of Canada into the limelight of foreign competition and to establish the possibility of a manufactured product from a "tenderfoot" country winning its place against a phalanx of freight rates, tariffs and prejudice.

After reading this article you will gain a deeper pride in the land of your birth and a wider view of the possibilities that the future holds forth.

The February issue is full of other features that will appeal especially to business men. Here are some of them:

Safeguarding Canada's Level Crossings.

Service and Super-Service.
An article dealing with new ideas in retail merchandising.

Canadian Women in Business.

Organize Men for Peace.

The Camphor Monopoly.

Cutting the Cost of Education.

The Business Outlook.
A review of conditions in Canada by the Editor of The Financial Post.

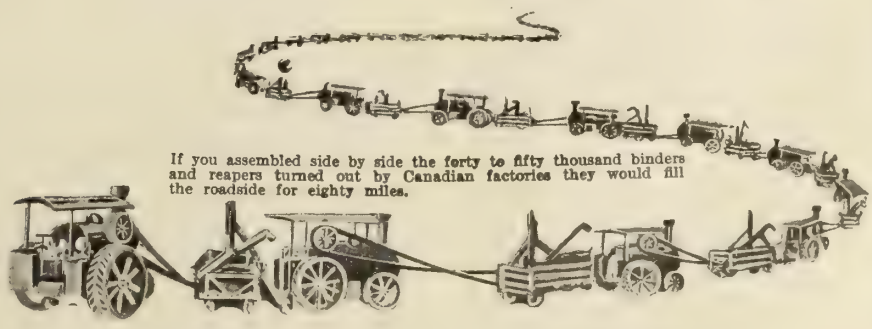
And in addition twenty-four other features—war articles, stories and sketches, covering a wide range and appealing to every taste.

MacLean's Magazine

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143-153 UNIVERSITY AVENUE, TORONTO, ONT.



If you assembled side by side the forty to fifty thousand binders and reapers turned out by Canadian factories they would fill the roadside for eighty miles.

DRESS ACCESSORIES

Parasol Novelties

New Ideas Gleaned From Palm Beach Models—Japanese Shapes, Flat, and With Many Gores, are Proving Very Popular.

FIFTH Ave. stores that cater to the Palm Beach trade are showing some very extreme things in parasols. Not only are the shapes odd, but they are trimmed with pleatings, puffings and shirrings, cordings, etc. In some models the ribs are emphasized and the gores are variously outlined. One of the newest shapes that has taken, and is likely to become popularly prominent is the Japanese. This shape is flat and has many ribs, and the novelty treatments in this type come in great variety. Dark borders, and Japanese embroideries showing here and there a touch of gold are used. Some of these parasols have velvet birds ornamenting the under side of the parasols.

Other models come in typical early Victorian shapes. The dome shape that was so popular last season is again shown but as a general rule this season's shapes are flatter than those of last season and there is a tendency to the many ribbed styles.

Many parasols are covered with embroidered net and this is combined with a border of printed taffeta and some models have the border of plain silk with tiny bouquets of mixed flowers at the point of each rib.

Some parasols are decidedly military in the character of the trimming, having rows of loops and frogs down each gore and a more or less elaborate braided border. One very striking model is covered with voile flounces while the edge is cut in battlemented tabs. Another smart parasol has a border striped taffeta silk over which is a section of triangular tabs ending between the gores with a tassel and buttoning down to the edge with a fancy button.

The embroidery business is still made up largely of expectations though the outlook has decidedly improved. The prospect is of the skirt and the princess slip becoming again among the good sellers. This means a larger yardage for use as trimmings of these garments. In view

(Continued on page 98.)



Vestee of tucked and embroidered organdie, the V edged with a picot finish. The back collar can be worn to stand up high or turned down in cape effect. Shown by the Phoenix Novelry Co.

Laces Still Light

Very Little Has Developed Yet—Wider Skirts Makes the Outlook More Promising for Laces for Underwear Trimmings.

VERY little progress has been made yet in the majority of the dress accessory lines, and as yet few novelties have been allowed to see the light. Summer fashions are still as it were in the air and beyond the fact that all the laces are of the light and dainty order very little is known. Buying so far has seen shadows and Orientals or net tops in the first place. The laces shown so far point to the vogue of flounces for great attention is paid to the edge and new ideas in edge finishes are frequently introduced. Some are very pronounced scallops, others are battlemented, and others show a kind of inverted scallop. The pattern is placed well down and is clustered around the lower edge leaving a wide space of plain sheer net above.

There is more hope for the lace business now in the underwear field for the wide skirt is assured, and one of the outstanding features of the whitewear sales just over has been the increased sale of both underskirts and princess slips. Though the models are not wide this means a considerable increase in the sale of both laces and embroideries. Corset covers, combinations, and other garments are also well trimmed with lace.

The very newest type of net laces show a cord outlining the figure or the pattern formed of just a cord run into the net and outlining the figure. These are of the type known as Lyons laces.

Gloves Up 15 p.c.

Retail Trade Will Not Feel Effect Until Early Wholesale Stocks are Pretty Well Depleted.

THE advance in price of kid gloves is now about fifteen per cent. over what it was before the war, and it looks as though the advance will approach 20-25 per cent. inside of a year, provided that the situation remains the same. These figures represent the actual increase in cost of manufacture.

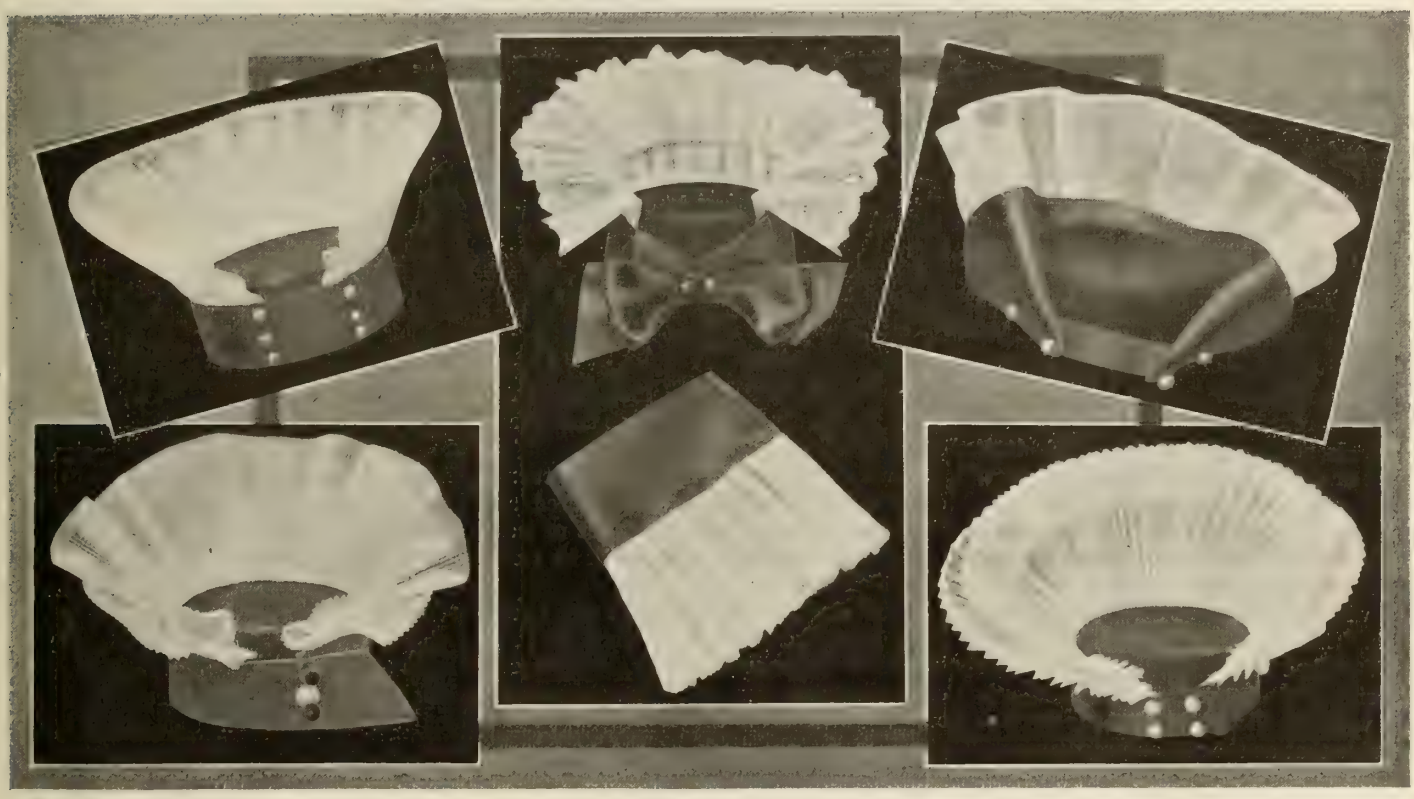
The wholesaler has not yet put this advance into effect. He seeks to avoid a definite issue, and by taking the stock he had before the war and mixing it with stock he has secured since, he avoids the necessity of an increase as large as the above. In time they are bound to inform the trade of higher prices. There is not 25 per cent. the volume of gloves being produced now in France that there was a year ago.

Roughly speaking, in the case of the $9 glove, the price to-day is $10.80. The next grade costs $10.50, and makers are selling to the trade at $11 until their stocks are cleaned out, after which they will cost more. The $12 grade is selling to the trade now at $12.50, but will cost $13.50 or even $14 later.

The representatives of European manufacturers of kid gloves have not yet started to sell stuff that was made after the war, and will not be doing so, probably, for six months. Usually they work about a year ahead, so that the full effect of the war has not been felt by the glove trade yet. The higher prices are due principally to increased freights, insurance, etc.

"That Something Different"

LADIES' WEAR, LIMITED TORONTO



Exclusive Models in Ladies' Neckwear

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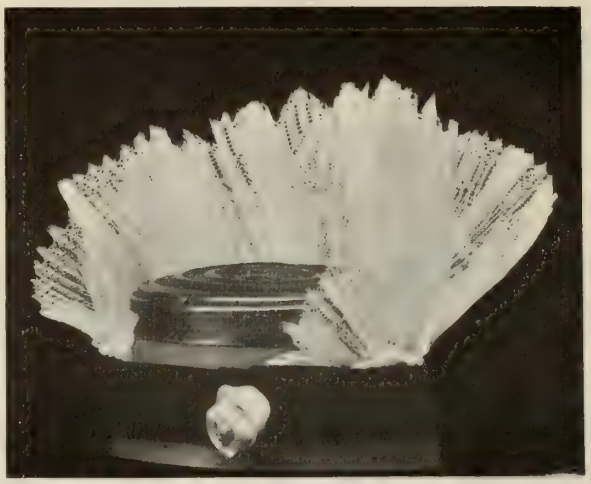
W. F. GOFORTH, President

Branch Offices—Arts and Crafts Building, Vancouver, B.C.; Hammond Building, Winnipeg, Man.

Attractive Neckwear for Spring

Season Opens in a Most Promising Manner—Manufacturers Have Been Busy Since the Beginning of the Year—Plainness of New Garments Calls for Adornment—Variety in Treatment—Stock With V Effect Below.

THE season is opening up in good shape in women's neckwear and even at this early date there is a demand for novelties and excellent business is progressing. All the neckwear manufacturers report good business; as a matter of fact there has been no slack time and factories have been working on orders since, the beginning of the year. The very plainness of the new suits, waists and dresses make for the success of neckwear for both their becomingness and smartness depends very largely upon the wearing with them of some picturesque form of neckwear. There is a decided change since the year opened up that is hard to define, but it is the outcome of the attempt, not altogether successful, to introduce the high stiff stock.



High pleated back collar; the inner frill of pleated lace, the outer of lace-edged organdie, and both frills set into a narrow neck-band of black velvet finishing to the side of the neck with a small hand-made satin rose. Shown by Ladies' Wear, Ltd.

The semblance of the stock is retained but it is robbed of its severity by the way it is used. Narrow bands of black velvet or satin ribbon encircle the throat, or the higher stock is open in front and the opening is crossed by bars of narrow black velvet. This stock or dog collar idea is shown in crush collars of satin or tulle with some form of ruffled or pleated finish. Though the stock is so prominent the V-neck still holds and a very large majority of the new collars are in accordance with the V-neck idea. It is not improbable that as the season progresses we shall see the stock in some form or other worn with the open V-neck below. Models of this type have already appeared and are very becoming. Many high stock collars some only coming to just on a line with the ears, and others still closer to the front forming a more or less elongated V are showing. These collars are finished with a pleating either of lace, organdie or muslin. Variations of this model are endless, one favorite type having the pleated back and flaring points at the side and these points are decorated with inset medallions of embroidery or lace. Sometimes there are revers of the pleating and other of the collars have large revers forming quite a low V in front.

In a few instances collars of this kind end in a jabot. One of these jabots is of pleated net with a narrow lace edge that is very pronouncedly Vandyked. This net and lace pleating is set on to a straight piece of net tucked down the full length. A small flat bow ribbon attaches the jabot to the collar.

Another jabot is of pleated lace full and cascaded, and is attached to the collar under a large flat bow of velvet.

A white satin stock has a flaring turnover collar of organdie embroidered at the corners; a side pleated jabot of net and lace is attached to the stock by tiny silk covered buttons.

Some stocks are finished at the back by a cape-like pleating of lace or embroidered organdie, and some of these cape effects are very deep and they show only at the back. High pleatings that stand up at the back of the neck are much favored.

Though some very high effects are shown, some of which are high all round and buttoned up right under the chin the best buyers are taking very few of these models and are buying the collars that are moderately high at the back and low in front, the fact being that the majority of women like the low-neck finish to their waists and dresses and intend to keep on wearing it fashion or no fashion, so that in this respect it is the style that will have to adapt itself to the ideas of the majority of the women. Organdie has appeared again though so far net and very light effects in Oriental and other net top laces lead organdie in favor.

Some of the new organdies are beautifully sheer and the neckwear made of this material is extremely attractive. Many of the collars and vestees are embroidered and these sprays are done either in the factory or by some of the embroidery works that make a business of working for the neckwear and garment houses.

Vestees, chemisettes and guimpes are a very big feature; the new guimpe is sleeveless having a piece back and front with the tape that fastens it going completely round. This means that there is no armhole and that the guimpe fits better and is much more comfortable to wear.

Guimpes, vestees and chemisettes are finished with every form of stock and collar that is seen separately. Many of the vestees are made of lace flouncing. Some cross in surplice fashion while others have a narrow vest of organdie silk or net on to which the edge of the lace is stitched.

Convertible Collar.

A new idea is the convertible collar. This collar either buttons up in military fashion or it can be unbuttoned to form a low rolling collar. Buttons are a very popular trimming; perhaps the most popular are tiny buttons of pearl or ivory; then there are covered buttons some with spun silk and the small and medium-sized military ball and bomb buttons in gilt or gunmetal.

Black and white is in the lead and colors to a limited extent are used, the most popular are sand, cameo pink, caramel, vert Russe, peacock, Belgian blue, Dutch blue, cerise and red. There is some demand for bows and also for small bouquets to wear on the new Spring suits.

Now that our faces are turned Springwards buyers are beginning to show an increasing interest in sets. The sets that have sold so far are made of organdie, but designers are beginning to be busy on pique sets and also vestees. Flare collars of various shapes are accompanied by equally varied shapes in cuffs. A new idea in making these collars and cuffs is to attach a cord or fine wire to firm it with a fancy stitch and this stitching is made decorative by working in a black silk thread. Sets will without doubt become more popular as the season advances.

All kinds of pleatings are very fashionable and are having a large sale. These pleatings come in shadow and other light laces, net laces, liesse, net organdie, etc. They are formed into cuffs and various forms of neck garniture.

Slippers for bedroom wear, infants' sacques, dressing sacques, boudoir caps and numerous other articles are made of silk or mercerized cotton in double crochet stitch.

We're Ribbon Specialists

Canada's largest and most aggressive ribbon house

Our Expert buyer has the best foreign markets at his command

Europe is noted for its ribbons. In fact Switzerland manufactures a large percentage of the finest ribbons produced in the world—her values and assortments are above competition.

Our buyer has his finger on the ranges of the best Swiss manufacturers and besides these he has ready access to all other good ribbon markets.

We do not manufacture ribbons, but are Canada's largest importers, with facilities which enable us to give a service that we could not attempt if we manufactured our own line. No one manufacturer can compete with the world.

Our values vie with our extensive range for importance, both leave no room for effective competition—the direct result of specialization.

We sell nothing but ribbons—

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We expect higher duties very shortly, which means higher prices Better send your orders now.

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"THE SPECIALTY RIBBON HOUSE"

Crochet Articles

Strengthened by Late Rush For Soldiers—Silk Cottons in Place of Wool.

SINCE the outbreak of the war and women started out to do knitting for the Red Cross and the soldiers, a tremendous trade in knitting yarns has been done, and this large business could have been larger if only the supply of yarn and of knitting needles had held out. Women all over the country are not only knitting and crocheting for the soldiers but the revival of interest in this kind of work is extending to other lines of knitting and crocheting. The colors selling best in yarn are various shades of grey and khaki and these colors are very hard to keep in stock particularly in the better quality yarns. Fancy colors are looking up and so are the many fancy wools. Not a great deal of this business can be expected this season but for Fall it will be another story and expectations are that such articles as caps, house jackets, hug-me-tights, scarfs, children's sets of stole muff and cap, hot water bottle covers and numerous other articles knitted or crocheted from wool will be very much in favor.

Another new idea in crochet articles is the use of silk cottons in the place of wool.

PARASOL NOVELTIES.

(Continued from page 94.)

of the fact that cotton dress fabrics particularly fabrics that have always been lace and embroidery trimmed coming again strongly into vogue the prospect is considered brighter for many lines of embroideries.

Among the latest models for children's wear are dainty ones made of white, pink, and sky voile trimmed with very fine muslin embroidery. It is many seasons since narrow edgings and insertions were used in this manner and there are some indications that a revival is to be expected. If this comes to pass, it is about the only class of embroidery on which a shortage might occur. The embroideries used for this purpose are very sheer and dainty the pattern being worked upon a ground of fine Swiss or batiste.

Shipments of goods are coming with fair regularity from Switzerland and there does not seem to be any cause for undue anxiety as to the future supply.

All embroideries are developed on sheer materials and net is very much favored. Ecru or sand shade as it is called this season is selling better than white, and black and white as well as all black is in high favor.

THE FLOWING VEIL.

Manufacturers of veilings in Lyons and Paris are more or less closed down, and those who are not are merely turning out staples. There are very few novelties on the market, and what is being offered differs little from what was shown last year.

With very few novelties coming through from Europe, Canada is turning towards the New York market for veiling novelties. The New York woman is always smartly veiled and not only are veilings extra fashionable, but the new methods of wearing the veil necessitates the use of an extra yardage. The veil is worn loose and flowing and in many cases is



NEW TYPE OF DRAPE VEIL.

Made of soft sheer mesh with over-run embroidery and border of square velvet dots. Shown by E. & Z. Van Raalte.

fulled around and attached to the upper edge of the hat brim, or from the edge of the crown when the brim is not sharply upturned. Mesh veilings in hexagon, filet, and fine nets come with woven in or chenille and velvet dotted borders. Some of these veiling novelties have vandyked or scalloped borders with dotted edges, and larger dots or groups of dots in each scallop. Individual veils with all-over shadow patterns on very light mesh net grounds and finished with wide hemstitched hems or borders are included in the novelties showing. Velvet and satin ribbon edges are also seen. The ultra smart veil comes in sand shade with the edge of white.

Flaring Coats

In Particular Length Are Featured—The Sleeves Are Set in, But the Arm Size is Large.

THERE is just enough novelty in the new coats to make them interesting, for the rippling outline was seen last season. For the Spring it is introduced in new forms. The extreme models are very full, and the godet effect comes from the shoulders. These coats, however, are not expected to take as well as models that are loosely cut and fall full around the edge of the skirt. These coats are either short-waisted or are hung from a yoke. The collars are high cut, but are adjustable so that they can be worn with a turned down V-shaped opening. The sleeves are all set in, but there is a change in the cutting of the arm size, which is large and roomy, making the coat both comfortable and practical. The coats shown so far are made of tweeds, mixtures, and cloths on the chinchilla order. Many of the sports' coats are belted above the normal or at the normal waist-line.

Among the new models are capes in military style. These come in navy cloth and are trimmed with braid, gilt buttons and scarlet pipings and facings.

PETTICOATS BECOMING STAPLE LINE.

The change in the style of the dress skirt is already making itself felt in the factories turning out petticoats and underskirts. During the period of the narrow skirt the petticoat industry has been kept alive by the women who are of the conservative type and never follow the extremes of fashion. Now there is more hope for an extended business, and the manufacturers are preparing to take advantage of the change by showing smart, attractively-priced new models. These models are not very wide, and models from 1¾ to 2½ yards are the best sellers.

Another feature is that the underlay is shown, as it is essential that the petticoat be held out from the ankles. The upper part of the petticoat must fit the figure from the waist to the knee, and from these down a flare is permitted; but in petticoats as in other lines there is a tendency towards the use of materials with more body, and which will stand out from the figure. This is bringing taffeta to the front again as a petticoat material and should the present style tendencies become established there is litle doubt but that the taffeta petticoat will again make its appearance.

New York manufacturers are at present compromising, and are making the petticoat of the softer finished silks, with the trimming flounce of taffeta.

MADE-IN B.P.C. CANADA

Ribbons

We are Canada's only ribbon manufacturers and can supply your needs for fancy Dresden ribbons (those now in the public's favor), soft satins in all the new colors for Spring, black and colored moires (all widths), taffetas in black, colors, etc., etc.

Buy ribbons direct from the manufacturers and save middle man's and commission merchant's profit.

Embroidery Cottons

No need to worry over a shortage in European embroidery cotton thread—we can supply your every requirement.

We are the first Canadian manufacturers to turn out a perfect line of these goods.

We shall be glad to have your orders for sample shipment.

Military Braids

Every day sees the military braid popularity gaining momentum—you'll come in for your share very soon if you have not discovered the demand yet. Everything this season is military.

Our range is most complete. Write to-day for samples.

Belding Paul Corticelli Limited

Montreal, Toronto, Winnipeg, Vancouver





Article 19 0—Cordonnet



Article 1155—Pearl Cotton

DENT'S D GLOVES

(REGISTERED)

INFRINGEMENT!

DENT, ALLCROFT & CO. desire to call the attention of their customers and the trade to the fact that certain gloves are in circulation in Canada that do **not** originate from DENT'S, bearing upon the fastener the initial "D," which is an infringement of one of DENT, ALLCROFT & CO.'S registered trade-marks.

The full protection of the law will be invoked to prohibit the use in connection with any glove other than DENT'S, of any of the following registered trade-marks, or of any corruption or colourable imitation of same:

D
(Registered)

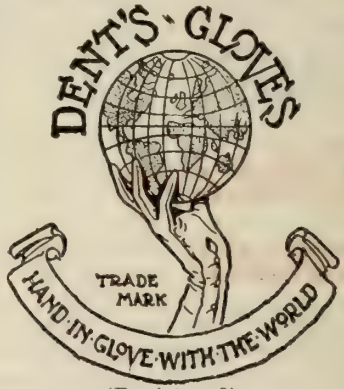
"DENTS" (Registered)

"DENT'S MAKE" (Registered)

"The DENT GLOVE" (Registered)

"DENT'S GLOVES" (Registered)

"DENT'S NEUVEL" (Registered)



(Registered)

DEALERS are requested to communicate with us *at once* if they have been approached to purchase from any manufacturer or agent, gloves having or in any way represented to have associated with them, any resemblance to any of the above trade-marks.

RETAILERS are particularly asked to comply with this request in their own interests, for the sale of any such goods renders them equally liable to the prosecution of claims for confiscation and compensation.

DENT, ALLCROFT & CO.

MONTREAL

CANADA VEILING CO.

VEILINGS

WHAT'S WHAT for SPRING 1915

Fine hair mesh in HEXAGON, SQUARE and FILET will be very popular, also all SHADOW VEILINGS in small neat patterns, RIBBON BORDERED veils, LACE BORDERED veils, flowing SHETLAND VEILS in BLACK and WHITE will be the NOVELTY. These and all styles of LACES, ALLOVERS, PLAIN and SPOTTED NETS, CHIFFONS, NINONS, CREPE NINONS, SCARFS, EMBROIDERIES and MALINES will be shown FEBRUARY 22ND and following days at our OPENING.

GOODS SENT WITH PLEASURE ON APPROVAL

Our Goods Are BRITISH and FRENCH Manufacture

Made in Canada
Not Enough
"Trade in Canada"
That's the Stuff

84-86 WELLINGTON ST. W.

CANADA VEILING CO.

"UP TO THE MINUTE"

"Your Store

Rises or Falls on its Style Standard"



THE past two years have seen a wonderful change in the attitude of the buyers, manufacturers, directors and owners of the largest dry goods houses in North America.

Discounts, special concessions, job lot prices and all of the old medieval methods of high pressure selling have been subordinated to the dominant idea of all dry goods merchandising style style—style.

Women are impressed with prices and many stores base their one appeal on price, but the acid test now being made by the best buyers is, "Does this merchandise have a style value which is easily recognized by every woman?"

Since our first Semi-Annual Proclamation of Authoritative Styles, five seasons ago, the women of North America have come to place absolute confidence in our suggestions for each season's corset styles. The women who make up the style clientele in practically every city are familiar with Gossard Corsets and their style features.

Hundreds of stores now profit by Gossard Style Proclamations.

Now that we have caught up with our production and have six factories from which to supply you with Gossard merchandise, we suggest the importance of featuring, not only Gossard corsets because of their style value, but the importance of featuring every other line of merchandise carried in your store which has distinctive style features.

Gossard literature this coming season and Gossard publicity will excel any ever issued by this organization, and the authenticity of every model shown will impress those women who make up the best class of trade in your city.

Let's repeat that Gossard Corsets offer a quick turnover and a large net profit, and we challenge comparison with any other line of corsets manufactured in the world.

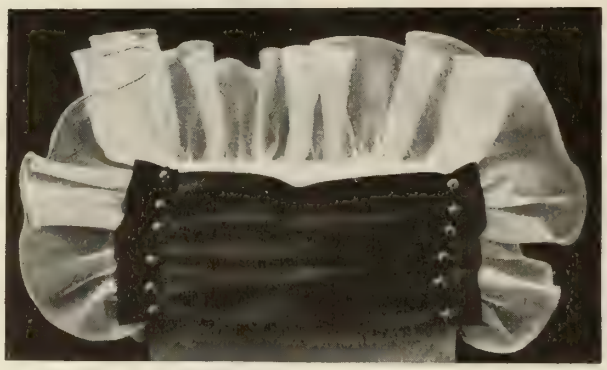
The H. W. Gossard Co.

Largest Makers of Fine Corsets

Gossard Building **Chicago, U.S.A.**

The "Phoenix" Spring Range

MADE-IN-CANADA NOVELTIES



"More business than usual" is the motto we have hung up for 1915 and our plans are laid around it. Our Spring range of novelty waists, neckwear, and rufflings, etc., is the first step towards its realization —it's ready and being shown to the trade by our representatives.

Our designers, who have had wide experience in selecting and creating styles to suit the Canadian requirements, have this season excelled themselves in their superb assemblage of smart models.

If you happen to be in the city be sure to call and see our entire range. In the meantime write for a few smart numbers.

PHOENIX NOVELTY CO. Dry Goods Novelties

Phoenix Novelty Company

PHOENIX NOVELTY CO. Dry Goods Novelties

TORONTO, ONT.



LTV News

in

Ribbon Veils

Filet Veils

Hexagon Veils

Novelty Flounces

Nobby Laces

Baby Embroideries

Stylish Collars

and

Novelties

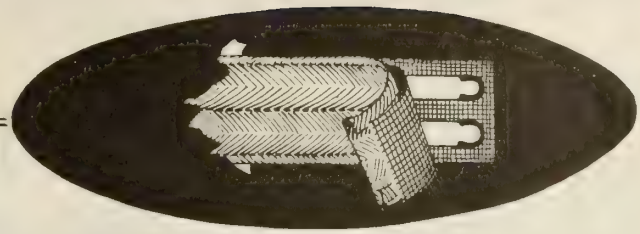
The Thompson Lace & Veiling Company, Limited

59 Wellington St. West, Toronto, Ont.

New Sample Room—Montreal
Room 20, Merchants Bank Bldg.
St. Catherine St. W.

TRAVELLERS—E. C. Thompson, Sales Mgr.

Toronto: G. M. Tod
Montreal: W. Lorrimer
Western Ontario: L. W. Adams
Eastern Ontario: M. P. Stanbury
Northern Ontario: L. H. Lewis
Winnipeg: Earl Ludlow
Saskatchewan: R. J. Warner
B. C. & Alberta: A. C. Warner



MADE IN CANADA

P. C. on a pair of corsets

means more than a mere name or brand. It means a full complement of genuine satisfaction — style, comfort, durability and satisfaction. It is the label that guides the discriminating dresser in making her selection. It means that every steel is, as shown above, encased securely in a strong pocket of canvas, which prevents it from working through the covering to cause discomfort.

P. C. is a business builder. Samples sent on request.



PARISIAN CORSET MANUFACTURING CO., Limited
QUEBEC

"P.C. Corsets" RUST PROOF
573

Money In Salesmanship

The trained salesman is practically independent. Scores of business houses seek his services.

It should, therefore, be the aim of every young man to qualify himself for a higher position. He can accomplish this in his spare time, just as hundreds have done.

No work so quickly develops poise, self-reliance, ease, ability to grasp situations, instinct to meet the demands of the moment, and the capacity to meet men of their own level, as representing MACLEAN'S.

This work puts you in touch with the prominent men of each town, a connection of inestimable value. We require representatives in nearly every town and center of population in Canada. You can make from $5 to $10 per week in addition to your regular salary. We give you a practical training that is worth consideration.

Write us to-day for particulars.

MACLEAN PUBLISHING CO.

143 University Ave. -:- Toronto, Ont.

MILLINERY

What Paris is Doing

Displays Confined to Showrooms of Leading Milliners—Buyers Report They Are More Than Usually Attractive.

VERY few of the new fashions are appearing on the streets in Paris at the present time though the situation is improving now that the Government has removed from Bordeaux to Paris. One by one the restaurants, the theatres and the concert halls are opening up and resuming business. The majority of the women on the streets now are wearing the garb of the voluntary nurses, which consists of a white dress, a blue military cloth cloak, and a close bonnet with a long flowing veil. Black is very generally worn though those who have lost relations at the front are making no parade of deep mourning.

The leading modistes are open and some really wonderful millinery is on show. The majority of the models are either inspired by or are very close copies of the military headgear of the Allies. From the British Army comes the round Scotch bonnet, the Glengarry cap, as well as the Guards' helmet, and the folded turban of the Indian troops. There is the Russian shako, and the kepi worn by the Belgian infantry. One of Georgette's leading models is copied from the helmet of the Belgian lancer. It has a very large crown and a narrow stiff drooping brim. There is a sharply ridged crease running from front to back and a tassel-finished extension at the left side. These hats are shown covered with suede and also in fine hemp braid. They are trimmed with an erect military pom-pom, or pom-pom motif, the stem of which is concealed under a pleated fan of ribbon or a passementerie ornament.

Capelines and large sailor shapes are among the large models, and the majority are covered with faille or some other fabric and faced with straw braid. Georgette is trimming her capelines with a long single plume following the line of the side and held in place in front by a large bow of ribbon, or tulle or crepe, or with a fancy ornament. The cire ribbon of last year is revived and is used as a brim binding and brims are cut into Vandyke points as well as scallops. Large sized English sailor shapes also show these scalloped edges, and when they are finished in this fashion a similar band goes around the crown, and is combined with long wing-like bows of pleated grosgrain ribbon often laid flat across the crown.

Louison is showing capelines of fine straw, covered with silk, and trimmed only with a strictly tailored bow. These hats are worn with a floating veil of very fine black lace bound at the edge with a ribbon or a fancy braid. A new model shows the brim upturned at the edge and placed inside of this edge and half concealed by it is a wreath of small flat roses. This means that the wreath is half concealed by the brim. Ostrich is also used in this manner and the feather band is caught at intervals by paillettes in neither black or color to the brim of the hat.

Lewis is showing capelines with the brim turned up in wide revers at the back and creased in front so as to show the facing of the hat. This creasing comes a little to the left, and is decorated with small flowers in clusters, pansies, tiny roses, and other small flowers are used and with these flowers are large fancies in ostrich, some of which take the form of long flued chrysanthemums.

Small sailor shapes are wholly covered with fine flowers and the brim is faced with fancy straw. A hat of violets is faced with turquoise blue straw, which is bound with black ribbon. At the back is a tight bunch of deep red roses mixed with white marabout.

BARRING THEIR ENEMIES.

The buyer in Paris to-day who is not well known has to submit to a veritable cross examination both to his identity and to the destination of the goods he is buying. This is because the Parisian fashion creators are determined that neither Germany nor Austria shall have an opportunity of copying their models.

Spring Models

Detailed Descriptions of Some of the New Ideas For Spring Wear Shown in New York.

A FIFTH Avenue model is a small oval turban of black lisere straw. Around the high close brim are placed three bands of narrow black velvet ribbon each tied in a flat bow in front. Perched on each side of the centre on the crown is a pair of mercury wings in black and blue, and on the edge of the brim sticking outward is placed another pair.

Another turban is of black faille silk with the brim faced with black straw. Around the crown is a box pleated ruche of rose pink ribbon ending under a small bunch of pink roses with leaves cut out of black cire ribbon and buttonholed round with black floss silk.

One of the new poke shapes is of rose colored straw with the high square crown encircled by a band of rose velvet ribbon with bow and long ends at the back. Across the base of the crown in front are arranged pink roses, lilacs, and bunches of small green, purple, and wellow grapes. Another hat of rose straw has a jam-pot crown very large and prominent, and a stiff, straight, narrow brim. Nearly at the top of the crown is a band of rose ribbon. At the base of the crown are placed lily of the valley sprays and leaves, and at the back is placed a flat little bow with two short ends of the rose ribbon.

Another turban of black hemp pointed at the back, front, and at each side, has the narrow close brim faced with black satin. A white straw pom-pom is placed on the left side and a black one on the right and both stems are jetted.

A putty-colored straw with a narrow drooping brim is faced with king's blue silk. Around the crown is placed a narrow blue ribbon ending in short streamers at the back. On the edge of the brim is placed a wreath of blackberries, both blossoms and green, red and ripe fruit, and small vari-colored asters.

A sailor model has a round crown of white faille silk with the brim made of brocaded yellow and pink ribbon. The brim is faced with straw and bound with the same, and on the front is a wired bow of the ribbon.



Millinery Opening

SPRING 1915

Monday, March 1st, and following days.

The Latest Creations of the World's Leading Fashion Artists

"ORB" BRAND

Ladies' and Children's Headwear and Millinery Accessories

New style features, distinctive, different, smart, are embodied in our extensive showing for Spring, nineteen hundred and fifteen.

"Orb" Brand is Canada's big selling line of millinery and fancy goods — the line that satisfies the best people at all times.

If you haven't placed your main order, let us submit our samples. If you have, let us show you something different to add tone to your stock.

Samples sent on request. Ask for a call from our representative.

Vyse, Sons & Company, Limited

MILLINERY AND STRAW GOODS MANUFACTURERS

229 Notre Dame Street ∴ MONTREAL

NEW MILITARY MODEL FOR SPRING



Belgian "Kepi" of glossy barnyard braid trimmed with military busby pompom in scarlet and black.

GAGE MILLINERY



Gage Hats and Gage Merchandise

are now on display in our merchandise and pattern hat departments in

CHICAGO

18 S. Michigan Ave.

and in our new establishment in

NEW YORK

at the southwest corner of 5th Ave. and 37th St. Entrance on 37th St.





COME EARLY to MARKET

The facilities afforded by our Paris connections which have been maintained, and by our New York establishment

Open Throughout the Year

with permanent resident designing forces, working in collaboration with our Chicago staff, enable us to arrange for our customers

EARLY DISPLAYS of HATS which are AUTHENTIC

Write for the

COME TO MARKET

number of our Gage magazine, just out; contains talks on style, colors, materials, illustrations of Gage trimmed hats; popular-priced hats — frames, untrimmed shapes.

Free to dealers on request.

GB & CO OUR MARK

GAGE BROTHERS & COMPANY, Chicago - New York

Early Spring Shapes and Materials

Small Hats Presented in Big Variety—Sailors, Military Shapes and Toques Lead — Suede is One of the Newest Materials—Flowers, Fruits and Narrow Ribbons the Leading Trimmings So Far.

THERE is no lack of variety to the millinery shown for the early Spring season. Though a large model here and there points to what we may expect later, all the models favored so far are small; in fact, the very smartest and newest shapes are almost ridiculously tiny and many of them are perched on the head so as to give a very considerable view of the hair at the back. Tiny sailor shapes, many of them with a bandeau at the back as well as shapes that can be classed as sailors, though the brim droops all the way round, are very new. Some of the other sailors have the narrow brim curved with a slight upward roll to the left side. Tiny oval toques with the brim following the outline of the crown and turning up nearly as high as the top of the crown, are seen. These toques follow the line of the head, dipping slightly both back and front.

The 1830 Poke.

Quite the latest shape is the 1830 poke. The shapes produced so far are really only suggestive but should they take, further developments along this line may be expected.

Some tricorne shapes are always shown, and this season is no exception, and more prominent than all others are the shapes connected with the war, and made from the various headgears of the soldiers fighting. Scotch bonnets, Glengarry caps, lancers' helmets, the Belgian kepi and the close pom-pom trimmed hats of Belgian artillery soldiers, all promise to be worn in the coming season.

The majority of these hats are very simply trimmed and the trimmings follow the military line. There is a disposition to break away and to use dainty bunches of flowers or fruit as well as ribbon garnitures, the evident idea being to emphasize the contrast between the severe lines of the hat and the prettiness of the flowers. For this purpose simple fine flowers such as cherry blossom and white violets are chosen.

The greatest novelty in materials comes in the use of suede. Belgian caps come in putty-colored suede garlanded with cherry blooms. Suede is obtainable in all the new colors and is used in combination with many materials, but faille silk, glossy braid and satin are those most used. Thus a high Glengarry cap of bright satin braid has a top of suede and is trimmed with straps of velvet ribbon across the top of the toque and antennae of pheasant quills shooting from a disc of the same plumage.

Faille is showing up very prominently among the silk millinery fabrics introduced for Spring, and the number of faille-covered hats is increasing. Faille is used in combination with the new bright, rough braids and other fancies, also hemp, Milan and Leghorn. Moire faille is another development and shows this popular silk with a watered pattern. Faille, grosgrain and other cord weaves in ribbons, both in narrow widths and in widths 5 inches and upwards, are made into smart trimming effects.

Malines is very much used in fashioning the early millinery, but its use later is problematical; its vogue may be great, and it may only be just a normal one. Malines crowns are used with straw brims, and hats that are covered with silk and braid have the crown covered with Malines bands. Knife-pleated Malines forms the brim of some of the large capelines, and the brim of straw or silk has often a flange of Malines at the edge. Malines brims are new with a wreath of fine flowers secured between the upper brim and the facing folds. Malines pom-poms, both in round and olive shapes mounted on wire wound with silk, are very much used as an early season trimming.

Crepe is very much the fashion and promises to be more and more used as the season progresses. Crepe is to be used for the Summer millinery, combined with Leghorn, Neapolitan braid of Tuscan. Hats made of these materials are to be trimmed with flowers, ribbon and lace.

Fruits as Trimming.

Fruits have made their appearance early this year and these trimmings com-

IMPERATRICE HAT OF BLACK HORSEHAIR.



This is a Kurzman model, faced with vivid peacock blue silk; a narrow black ribbon with peacock edge, shirred full, edges the underbrim, and a similar trimming goes around the crown, and ends at the back with a small looped bow and ends. Three small tips in pastel tones, one blue, one coral, and the other serge, are placed on the brim a little to the left of the front.

are used in prim little bunches or in long garlands or trails with plenty of foliage added. No attempt is made to copy Nature, but all the berries come in varicolors that combine. Thus, among the novelties shown are trends and bunches of raisins.

More mixed flowers than single blooms are used, though single roses, asters or daisies pressed flat around the crown of the hat and the underside outwards, are sometimes used. Single roses in medium size, small and large are made use of, mounted in solid bands and applied both to the upper and the under brim.

DEVICES OF MERCHANTS

For the Promotion of Sales

DONATING $200 OF GOODS TO BELGIANS.

A GENEROUS offer to the ladies of Midland on behalf of Belgium Relief Work has been made by Messrs. J. B. Horrell & Son. The firm will donate $200 worth of goods to be made into clothing, and will also put at the service of the ladies rooms over the store and sewing machines.

THE SELLING OF RIBBON.

ONE of the features of J. O. Gareau, Ltd., Mount Royal Stores, is the way all stock is displayed. This particularly is the case with regard to ribbons. Several rolls of Nos. 40 and 60 in all shades are displayed prominently on the counter, these being the sizes most in demand for children's hair. Another way they have of selling large lengths of ribbon is to make narrow ribbon up into bunches, which are placed in a basket, and ticketed so much a bunch. Instead of a customer asking for two yards, she takes the bunch, which is a bigger sale, and takes less time. It is ribbon that can be used a great deal for underclothing, like corset covers, etc.

TELLING OF THIRTY YEARS AGO IN AN AD.

THIRTY YEARS is a considerable span of a man's life, and Mr. J. E. Pedlow, dry goods merchant of Renfrew, Ontario, in a reminiscent mood gives some idea of the difference between thirty years ago and now. It was just about thirty years since he first landed in Renfrew, as manager of the branch store of Hardy & Murray of Kingston.

"Thirty years ago," says Mr. Pedlow in his regular advertising space:

"There was no electric lighting here.
There was no telephone system here.
There was no waterworks system here.
There was no sewerage system here.
There were no granolithic sidewalks here.
There were no macadam roads here."

"Oh! you sidewalks and road-beds of ye thirty years ago. These were not, in those days, beds of roses for either man or beast. Mud—yes, yards deep, and sidewalks, well yes, an improvement on the time when there were none, but still mere stepping stones (or wood) to better things—those of the present day."

An ad. of this nature certainly would not lack for readers.

RED FOR RUSH DELIVERY.

A LITTLE device that many merchants find useful in connection with their delivery systems is to use a different colored label for rush orders, as compared with the ordinary one. For instance, if the ordinary label is printed in blue ink or with a blue background, the rush label might be in red ink. This is a reminder to the clerk or to the person in charge of the delivery that personal preference should be given to the parcel with the red-ink label, which is not easily overlooked. Some firms use a different colored label for a C.O.D. parcel compared with a paid parcel, and in this way the delivery man is able more easily to keep track of those on which he has to make a collection.

CHOOSING XMAS PRESENTS FOR A WIFE.

AT an R.M.A. convention, a Western merchant told of a device he had used successfully in connection with calendars. He sent out a letter early in December to a number of ladies in the district, stating that he would give away one of his beautiful calendars to any lady who would call and "answer a certain question" he would ask. Curiosity brought many who might not be drawn by the gift of a calendar and his question. Simply what article in his store she would like best for a Christmas present!

The rest was simple: he got busy with the husbands, notifying them of the wife's choice. What else could that husband do than order the article as a surprise Christmas present for his wife?

"A REGINA CORPORATION."

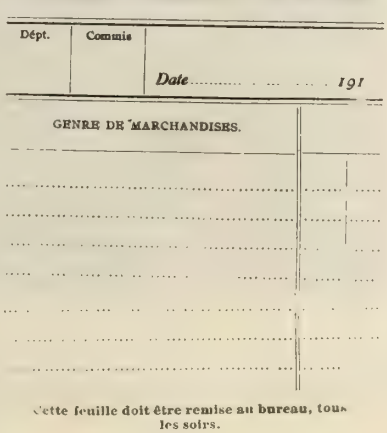
THE following appeal to local patriotism was made by The C. W. Sherwood Co., Limited, of Regina, in announcing an increase of capital in a neat folder:

Regina, Sask., Jan. 15, 1915.

We anounce to the trade that we have largely increased our capital and now have a paid-up capital of **$400,000.00** approximately half of this sum was subscribed by residents of Regina. **This is a Regina corporation.** We have no affiliations that tie our hands. We buy in whatever market can best supply our requirements: always open for manufacturers' and importers' "over stocks and leaders" as well as the most up-to-date merchandise.

Very truly yours,
C. W. SHERWOOD CO., LIMITED.

MARCHANDISES DEMANDEES ET PAS EN STOCK


Dépt. Commis Date ... 191

GENRE DE MARCHANDISES.

Cette feuille doit être remise au bureau, tous les soirs.

This form is used by Letendie Fils & Cie., Montreal, for goods 'asked for, but not in stock." One line for each article. The note at the bottom reads: "This slip must be returned to the office every night."

GOSSIP OF THE TRADE

Of a Personal Nature

Patrick J. Parker, Tacoma, Washington, has been appointed general manager of the Hudson's Bay Co.'s store in Calgary.

W. J. Halfnight, formerly superintendent of the R. M. Ballantyne Co., Limited, Stratford, has been appointed manager of the A. Burritt & Co. knitting factory, Mitchell. On leaving Stratford, the office and factory staff presented him with a handsome sectional bookcase.

THE LATE A B. POWELL.

The death took place at the end of January of Mr. A. B. Powell, of Toronto, an insurance inspector, who for many years was a dry goods merchant in London, Ont., where he had held office as an alderman, a school trustee and a water commissioner.

NEW R. M. A. QUARTERS.

The Retail Merchants' Association of Ontario have taken an important advance step in arranging to lease large new office quarters in the old Y.M.C.A. Building, Yonge Street, Toronto. Here there will be offices and recreation rooms for the members, while the upper floors will be rented to manufacturers and jobbers for displays of goods. It is proposed to make the rooms and the exhibition arrangements so attractive that a large number of members will visit these headquarters whenever they visit Toronto, and that the exhibits will be a drawing card as well. Space is now being sold to various manufacturers in dry goods, grocery and other lines.

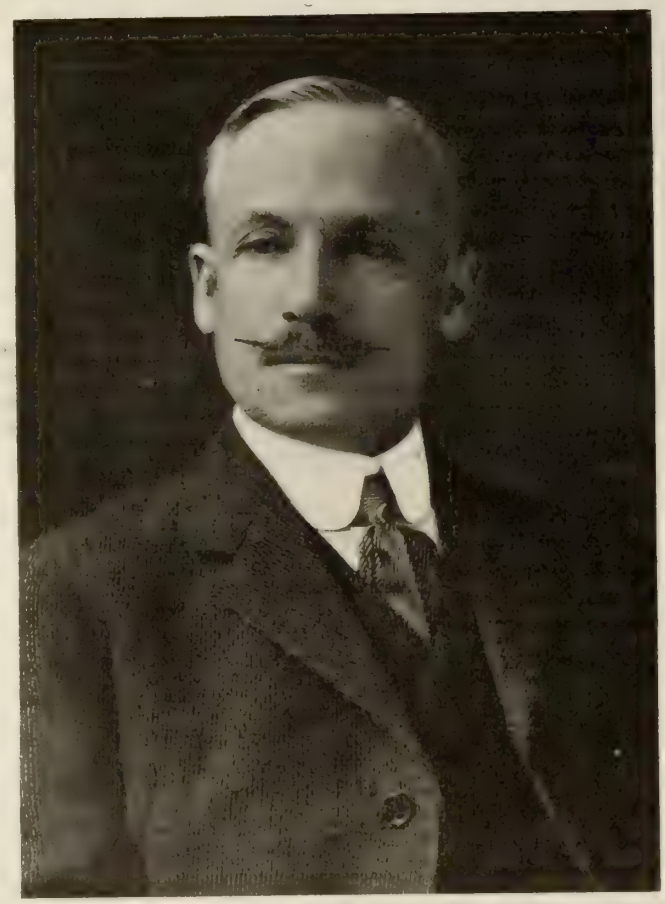
PROMOTION FOR A. FRASER LITTLE.

A. Fraser Little, who for several years has been manager and buyer for the ready-to-wear department of the Regina Trading Co., Ltd., Regina, has recently been appointed merchandise manager, and will have charge of the buying for all departments in the store.

Mr. Little is one of the best known ready-to-wear men in Western Canada, and has made a splendid success of that department in the store with which he has been associated. He is known as a shrewd buyer, and the ready-to-wear department of the Regina Trading Co. has profited very greatly from the constructive work which Mr. Little has been doing during the period in which he was its head.

Mr. Little is now in Eastern Canada for the purpose of appointing a successor in the management of the ready-to-wear department, and to assist the man who shall succeed him in making purchases for the coming season.

Mr. Little will be remembered by readers of Dry Goods Review as the author of several interesting and valuable articles dealing with salesmanship as that science applies to ready-to-wear departments.



MR. JOHN L. GARLAND,

Senior partner of the wholesale dry goods firm of John M. Garland, Son & Co., Ottawa, who has been elected President of the Ottawa Board of Trade. International Press Photo.

J. M. BAKER RESIGNS.

J. M. Baker, general manager of the Hudson's Bay Co.'s department store at Calgary, Alberta, severed his connection with the store on January 31. He is among the best known of the old-timers in Alberta.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of "The Review" do not necessarily hold themselves responsible.

NEW SILK MILLS FOR CANADA.

The Julius Kayser Co. Ltd., makers of silk hosiery, gloves, etc., will establish a manufacturing plant in Sherbrooke, Que.. For a time they will occupy temporary premises on Frontenac street, but will move into their new factory when completed. This firm is one of the largest manufacturers of silk hose, gloves, underwear, etc., in the United States. They also have branches and mills in Germany. For many years they have been represented in Canada by Perrin Freres & Cie., Montreal, who will continue to represent them.

* * *

SCHACK'S NEW SPRING BOOK.

The Schack Artificial Flower Co., of Chicago, Ill., have issued a new Spring Flower Book, which they consider the best ever published. This book in handsome form, contains hundreds of new and attractive ideas for Spring display, where a touch of novelty is appreciated more perhaps than at any other period. The designs include both window and interior decorative features. A copy of this book will be sent any reader of The Review free of charge on request.

DRY GOODS REVIEW

The Recognized Authority of the Canadian Dry Goods Trade

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President.* H. T. HUNTER, *General Manager*
T. B. COSTAIN, *Managing Editor.*

(ESTABLISHED 1888)

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF.

THE DRY GOODS REVIEW

F. M. Alexander, *Manager*
A. B. Caswell, *Montreal Representative*
F. A. Cockburn, *Toronto Representative*
S. S. Moore, *Ontario Representative*

H. H. Black, *Editor*
Miss L. Dixon, *Associate Editor*
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Chas. W. Byers, *Associate Editor.*

CHIEF OFFICES.

CANADA—Montreal, 701-702 Eastern Townships Bank Building; Toronto, 143-149 University Ave., Telephone Main 7324; Winnipeg, 34 Royal Bank Building, Telephone Garry 2313.

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 140 So. Dearborn St., Room 607, Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; Other Countries, $3 a year; Single Copies, 10 cents. Invariably in advance.

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DRY·GOODS·REVIEW



Vol. XXVII FEBRUARY 17, 1915 No. IV

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Dry Goods Review

VOL. XXVII. FEBRUARY 17, 1915 No. 4

Getting After Country Trade*

Methods of a Village General Merchant for Beating Out the Mail Order Institutions—How He Sold a Customer an Article She Had Contemplated Buying from the Catalogue House—When You Save a Farmer Money, Tell Him About It.

A GENERAL merchant in a small Canadian town came in to the city to visit a wholesaler early in February.

"How are you finding business?" remarked the head of the firm.

"Not bad at all; in fact quite good," was the reply. "I have been in business for 21 years and last year was the best I ever had; beat 1913 by $3,000."

"How did you do it?"

"Chiefly by getting after the farmers' trade. Nearly all of them have more money than a year ago, and naturally they are cautious about spending it. But I talk to them along this line: The longer the war lasts the better for you, the more you will get for your crops, the price cannot go down. If the war lasts past sowing time in Europe, and no one dreams that it will be over by then—Canada will be called on to send every bushel she can spare to feed Europe. Why are you hesitating to buy? Remember that just as farm products will go higher, woolens and linens and other store goods are going steadily up. It will pay you to buy all you need now—even more than you need.

"Often this line of argument persuades them. I also back up my own statements by publishing manufacturers' and others reports; statements from trade papers, etc.; an independent and so convincing way of proving my case."

It needs hard pulling, however, to get the farmers to buy as largely as before. Here is another case: A general merchant met a farmer and his wife just before they were leaving the store, and as he knew them well, remarked: "I see you are not buying as much as usual this trip," this was a sort of bi-monthly shopping expedition.

"No, we've got to be careful you know now."

"But, doesn't Mrs. ——— need a couple of dresses, for instance?"

Mrs. ——— turned to her husband and observed that she thought one would be all she needed. "I would like one, John."

"John" turned in a half reproachful manner to his wife. "But, Mary, remember the price of sugar."

This story is not going to have the usual happy sequel: Mary did not get her dress, and the farmer was not persuaded to buy any more that time.

But this only goes to show that the merchant must work harder—be more resourceful—in getting after that business.

"OUR business last year," remarked a village general merchant to the writer the other day, "was away ahead of that of 1913—in fact, ahead of any year in our career."

"Why, we'd never know there was a big war on if we did not see it in the newspapers," he added.

There you have in a nutshell the conditions of business among the more aggressive merchants in the smaller centres of the country where the farming trade is depended upon to a large extent.

"There is every reason," he went on, "why business with us should have been better last year than the preceding one. Isn't the farmer getting more for practically everything he produces? Look at the price of wheat and oats and hay, butter and eggs and hogs. The farmers in our district were never better off and as we went after business good and strong, we got it."

"Are the mail order houses getting much from your community?" he was asked.

"Not a great deal," was the reply. "You see we keep the post office here and we know pretty well who attempts to buy from out of town. We do not make it a point to find this out—we simply cannot help knowing. Catalogues come through frequently to several of our patrons and of course are passed on as if we knew nothing of them. We get the catalogues too and study them. In fact, one or two of them lie around the counters all the time, just so that they will be handy when required.

"Let me give you a concrete example of how the other day I won over a customer from sending a lot of her money to one of the big stores. I knew she had received a catalogue and that sooner or later she would be sending a $25 order

(Continued on page 4.)

In Advertising

Play up the saving there will be in buying now.

* * *

Advertise this as a feature in the papers. Where there are people you think you cannot reach this way, send out circulars three or four days in advance over rural mail routes.

* * *

Try handing a circular in a separate envelope to the children in the country schools.

* * *

Try making Saturday or whatever day farmers will most naturally come in, a day of "Specials."

* * *

Quote market reports in support of this, as was done for instance by Goodwins, of Montreal in the sale described in last issue of The Review.

*This is the first of a series of articles on getting more business from the rural communities. Every merchant knows that apart from a few districts throughout the country the farmers are to-day the most prosperous people, because of the fact that the war has brought to them opportunities that otherwise they would not have realized. Prices are high in all grains, and it begins to look as if wheat will reach the $2 mark before the next crop is harvested. Dry Goods Review would appreciate any instances of how merchants have increased their business with the farming communities. Watch for the other articles of the series.

Where Sorting Orders Cost 10 p.c.

Difference Between Spring Orders Given Last Fall and Now—Tariff Means Equivalent Jump at Once—Wool Embargo May Go On Again—Veilings Scarce—Cotton Keeps Very Firm.

JUST before the announcement of tariff changes, The Review received the following statement from the head of one of Canada's largest wholesale houses:—

"Our prices for woolen fabrics for Fall placing orders to date have averaged 10 per cent. higher than one year ago. Any increase in the tariff will go into effect at once on these prices. On the orders already placed we, of course, will lose the amount of the advance.

"All importers are taking chances in accepting orders for Fall, but we would not think for a moment of making our quotations subject to any contingency. That would not be doing business; it would be dickering. But Fall prices and Fall deliveries are a very uncertain quantity.

"On the average silks have gone up 7½ to 15 per cent. This is in a sense not a legitimate increase in the ordinary may, for the raw material is as plentiful as ever, but the French looms cannot work it up. In woolen fabrics and linens the advance is legitimate in the one case, due to a greater demand for wool; in the other, to scarcity of flax.

"Woolens have advanced three times in the last six months, and the 10 per cent. advance we are quoting does not represent present prices. We are charging only enough to give us the usual profit on the goods at the lower prices we purchased them at months ago. This has been and is our price policy all through.

"At present prices some manufacturers have withdrawn woolens and will not quote.

"Nearly all our Spring goods are in, although some woolen fabrics are four to six weeks slow. Those who depended on assorting orders and did not place are paying, on an average, 10 per cent. more than if they had bought early last Fall."

• • •

The Cotton Advance.

Raw cotton has advanced from six to over eight cents, and various agencies are taking credit for bringing about the improvement. The buy-a-bale and other agencies are claiming credit, but there is little doubt that the change is due to the increase in the demand for cotton fabrics. Prices have advanced on nearly all lines of staple cotton fabrics, and the Fall prices upon printed flannelettes, eiderdowns, etc., are higher.

There is very little trouble apparently over the color situation, but this is attributed to the fact that all white cloths are selling, or cloths that show color only in the pattern.

• • •

Hard to Get Veilings.

Everything points to a larger development in the selling of veilings during the present season, for fashion has taken seriously to the draped veil. Many in the trade can remember when the draped veil was the rage about ten years ago, and the splendid business that resulted. The true veiling season is hardly opened at the present time, and already the question of supply is looming ahead. Deliveries are very slow from Nottingham, and there is a disposition to send on shipments piecemeal, sometimes as few as two pieces being received of some particularly wanted line. Veilings are hard to obtain in the States, as manufacturers are busy with orders from their own trade. Lyons is beginning to ship, but not in any great quantity. The large bulk of the veilings at present selling are coming from Nottingham, and the mills there have all the orders they can fill.

The velvet-bound veil has created a big demand for narrow velvet ribbons, and these ribbons are quite scarce at the present time. Velvet-bound and satin-bound individual veils are made up largely in Canada, the materials, of course, being imported.

• • •

No Relief From Wool Prices.

The wool situation continues serious. It must be remembered that the soldier comes first, and that not only must the needs of the army be supplied, but the conducting of business must be made to conform. The next series of wool sales will begin on the 23rd of February. Bradford reports a strong and active market, with all Australian and South African merinos fully 5 per cent. dearer, and all qualities tops one halfpenny higher. Large orders from America have been received for tops, voiles and wastes, and everything points towards the maintenance of present prices.

America is also a big buyer of wools at the Australian sales, now that raw wool can be exported to that country under a satisfactory guarantee. There is a renewed dissatisfaction on the subject of Germany obtaining wool through the United States, and it is rumored that the Australian embargo is again in force. England is also alert to the same circumstances , and it would cause no surprise to learn that the full prohibition was again enforced.

Certainly there is no circumstance in sight that would promise a lower price of wool in the immediate future, and there is no reason to expect a drop in wool values for some months to come. So many looms are turned over to the production of army cloths, and so much wool is used for this purpose that, notwithstanding the fact that the general consumption has been smaller during the past few months, there exists no possibility of an over-supply. If only an adequate supply can be maintained the conditions will be deemed as satisfactory.

The Fall buying season is just about to open, and there is always more than the usual scepticism expressed as to stiffening prices at this time of the year. But to-day it means buying on a rising market. The circumstances are out of the ordinary that are contributing to this rise, and there is no precedent to guide either the buyer or the seller.

Those buyers who are sceptical can be assured that the situation is by no means highly colored, and that both the advances and the fear of shortage is very real.

• • •

Boston Market Went Up.

The news that England was to tighten up the embargo had an immediate effect upon the Boston wool market, and half-bloods advanced 6c per pound. The amount of Australian wool held in the States is naturally limited, as at this time of the year, when the new clip is just coming into the market, stocks are at their lowest ebb, and if the report is true that the British Government is recalling vessels and unloading and purchasing the wools owned by American dealers, there is little prospect of any addition to present supplies.

The Parable of the Indolent Maidens

ONCE upon a time there was a department store in a certain town, which did a very large business in all sorts of things from automobiles to penn'orths of pins. And most of the departments managed to show ever-increasing profits, so that the heads of the department store got rich and yet the public managed to buy cheaply. Which is not half so paradoxical a statement as it would appear. But there was a certain department which did not seem to be a huge success. And yet it ought to have been for it catered to femininity—which is more or less a synonym for vanity. This department sold ribbons.

One day a lady stood at the ribbon counter. She wished—as you have guessed—to buy ribbons. She stood at the counter for one minute. Meanwhile there were three maidens behind the counter. And as maidens will, they were talking. Their propensity for talking was really wonderful. It was a sort of Niagara. It never gave out—in one sense—though it was always giving out in another. This particular day one maiden said to another, "This is a slow place. There is nothin' doin'—which is American for "nothing doing."

Said the other: "Yes, it is. Oh, Sadie, I went to a dance last night. And I had the loveliest time. I danced till I was just tired. And Vera So-and-So was there. And, oh, what do you think? She danced every dance with Mr. Somebody-Else. Yes. And I saw the cutest new dance. It was called the Counterpain. It is entirely different from the Kitchen Sink and the Fox Trot. And oh, Sadie, it was just lovely. And——."

Here the lady who had waited one minute coughed, very discreetly, as if to hint that she would like to buy some ribbon if she might.

"Yes," went on the maiden to the other maidens, "and say, they had some swell supper. And afterwards we danced some more. And oh did I tell you that Susie——."

Here the lady who had waited two minutes coughed a little harder. This cough—in the language of coughs—seemed to indicate that the cougher was getting a trifle impatient. But it didn't have any effect upon the cough-ee.

"—Jacobs said that she had heard that I had danced all evening with—you know, don't you," went on the maiden to the other gaping maidens, "and of course I said I hadn't. And oh, will you come to our church on Sunday night; we are going to have——."

Here the lady who had waited now three minutes coughed very loudly. The maidens three turned round. And the one who had been talking stepped up gracefully and easily and slowly to the lady who had waited three minutes and said, in rather a blase and bored tone: "Something you were wanting?"

And the lady replied "Yes, I want some ribbon. Some blue ribbon, pale blue, I think," and she began to tap the counter with her gloved hand, as if to hint that she was really in an indifferent temper.

So the maiden brought some ribbon, and as she passed the other two maidens to whom she had been talking, she went on with the conversation where she had left it: "—that Parson that I told you about. Say, wouldn't you come?"

Well, the lady who had waited more than three minutes to buy some ribbon which should have taken about thirty seconds, eventually bought what she wanted and went her way. And when she got home she said to her husband: "James, I shan't go to L——'s store any more."

"Why?" said her husband.

"Oh the girls are too busy talking to serve you. So I shan't go there to be kept waiting, standing around."

And she did not.

* * * * * *

On the same day, another lady went to another department store. She also went to buy ribbons. She stood at the counter for a second or two, and she noticed that the three maidens who were behind the counter were all busy attending to customers. But one stepped up to her and said brightly, "Good Morning. It's a nice morning, isn't it? I will be with you in a minute."

The waiting lady beamed and agreed as to the character of the morning. And such was the influence of this maiden's apparently ordinary remark that the waiting lady was not at all put out at waiting. Bye and bye the maiden came and said, "Do you want some ribbon?"

The lady said she did, some pale blue ribbon, please. So the maiden, who was very bright and cheerful and appeared to be very business-like, bustled round and got the ribbons and displayed them for the waiting lady to see.

"This is a very nice pale blue. Or if you wanted something in a different shade, there is something else," and she danced off and got the something else—two or three boxes of it.

The lady soon chose the ribbon she wanted, and the maiden said: "Anything else?"

"I don't think so," answered the lady.

(Continued on next page)

"We have some specially good, black silk here, and it's on bargain to-day," said the maiden, and without awaiting acquiescence, she brought the silk in question.

Now the lady didn't really want any black silk, but this certainly looked good.

"It's very cheap for such good ribbon, don't you think?" purred the maiden.

The upshot was that the lady bought some, and paid for what she had bought, and went her way.

And when she got home, she said to her husband: "James, what a nice place to shop in, W——'s store is? I was there to-day, and the girls are so bright and earnest, and they are so quick and anxious to sell that it is quite a pleasure. It isn't every store that is like that. I shall certainly go there again."

And she did.

* * * * * *

And it chanced that the annual report of both the two department stores which we have been discussing was made public on the same day. And one had an increase to report in its ribbon department. And the other had not.

Which isn't surprising, is it?

H. S. E.

GETTING AFTER COUNTRY TRADE.

(Continued from page 1.)

to ———. So when she came in for her groceries that week I took her in charge myself. After she had given her order—and the family had been enquired about—she was about to leave the store. Going towards the door we passed the china counter. Of course I knew the woman well, so I asked her opinion on a new set of dishes we had placed in stock about that time. She looked the dishes over carefully and admired them, for the set was a pretty one.

A Convincing Talk.

"'Do you know,' I said, 'I was just looking through ———'s catalogue and saw exactly the same set for $2.50 more than what we are selling them at.' I picked up the catalogue near by and showed her the exact set. It surely opened her eyes. I didn't expect she was in the market for a set of dishes and neither was she. But my aim was to show her that we could sell goods just as cheaply if not cheaper on the whole than the mail order houses.

"Before she left the store she asked me if we had any nice winter coats for children. We had and I showed them to her. While she didn't say so, I knew that the catalogue had been gone over thoroughly, and I had no doubt that a child's coat was one of the articles decided upon. I quoted our regular prices for I knew that in coats we could do just as well as ———'s, and I sold her one. I found out from the catalogue after she left that we could beat the mail order house by almost a dollar on that coat."

There you have a specific instance of how one dealer "put it over" the mail order house—to use a common colloquialism. You can bank on it that that woman will never again take it for granted that she can do better at the catalogue institution.

CARTER BROS., retail hardware merchants of Picton, Ont., conducted their annual "cash sale" during the three days of the Picton poultry show held last week, and with the same weather conditions prevailing the cash sales showed an increase of $368 over the corresponding period of last year. When it is taken into consideration that Picton is a town of less than 5,000 population and that the business during the three days' sale was chiefly with agriculturists, the sales results are not only gratifying to Carter Bros., but are of special interest to other hardware merchants located in agricultural districts.

The splendid increase in sales, mentioned above, was largely the result of advertising in two local papers, window displays, and pushing seasonable goods. The results obtained help to strengthen the claim that there is plenty of money in the agricultural districts and that the farmers will spend the money if the retail hardwaremen will go hard after the business.

In many parts of Canada optimistic reports are being given out by the small town merchants; many of them claim that business is about normal. A few merchants state that since the beginning of the war they have pushed the sales end of their business harder than ever and as a result have shown very fair increases. The retail hardware merchant who is located in a good agricultural district, where the farmers have money and are getting high prices for their products should have no trouble whatever in boosting 1915 sales over those of 1914. His less fortunate brothers in the industrial centres will have to offset losses sustained through the curtailment of building operations, and outputs of some factories, but not so with the merchant who depends for business on the agriculturist.

Recent statistics show that the mail order houses are selling tremendous quantities of goods to farmers and residents of small towns located in agricultural districts. Some of the figures showing the mail order business of the past few months are astounding and if the total was announced would probably create a sensation in trade circles. All large concerns are now catering to the farmer and it is up to the retail merchant to secure a good share of the profitable business which is actually taking place.

At no time have the chances of higher prices for every kind of farm product been better. It is all very well to talk of prospects but what are the foundations of our belief in this? It is patent to everyone that millions of men usually employed in producing more than they consume are now engaged in destroying much and consuming more than usual. This will create a great void for the very products for which Canadian soil is best fitted to produce and at no time in Canadian history has the producer been better equipped to produce. Not only is the market in Europe offering greater demands than usual but the gates are open wide to a market on this continent. The United States is taking our produce to a greater extent every year.

As our business depends fundamentally upon the farmer we have no reason to be gloomy with respect to the future. Facts tell us, beyond question, that for our produce during the past year we have received more than usual and the prospect is that, for a very much larger production, during the current year the farmers will obtain more than they did in the past year. If there is any real distress in the country, or any class of business that is suffering it is because it has not been built upon sound foundations.

STORE PROBLEMS SERIES.

The Cut Ribbon and Parisian Hat

Accepting Returns of Goods One of Most Difficult Problems of the Merchant—Customer Wore Back of Hat in Front—Adjusting Without a Smile—Clerk Should Not Decide.

THE question of returning goods is more or less a source of worry and loss in every store in the trade. "Money back if you are not satisfied," and a very liberal treatment in handling returns is the policy pursued by the largest and most successful dry goods merchants, and this fact forces the whole trade into line, even when it is somewhat against the individual merchant's judgment.

The returning habit has grown to very large proportions; so large, that a reform or a change would seem to be impossible, and there are many merchants who would not change for they have found that "money back if you are not satisfied" has been one of the biggest factors in the building up of the large business they now enjoy.

There is no doubt that customers do abuse the return privileges, and that many "raw" deals are imposed on the store simply because the customer knows that because of some advantage in position, the customer realizes that she can get away with it. These cases, though more numerous than they should be, are in reality only a very minor proportion of the returns the store handles in a year. In a very large proportion of the cases the customer has a real or fancied grievance, and in many other cases the store is directly at fault because of careless handling, the ignorance of the selling force or because the delivery service is not up to the mark. Simetimes the store's own rules and regulations are at the back of the return.

Resenting Store's Attitude.

The view in many stores seems to be that the customer is taking an advantage of the store every time she makes a return, and the customer very naturally resents this attitude on the part of the store, much to its detriment.

It takes a very persistent and broad-minded man to handle returns so that the fact that the store accepts them as a part of its service to its customers brings the right results in increasing business and goodwill. Such a man can also do much by means of care and intelligent effort to reduce the percentage of returns to the store. This can be done by giving more attention to the selling force and delivery department, and by giving less thought to the fact that customers abuse the privilege.

Where Manager Should Decide.

In smaller stores every return should be passed upon by some competent person, preferably either the manager or the merchant himself. This has the double advantage of impressing the customer with the importance of the service rendered, and of keeping a close watch out on the short-comings in the selling and delivery end. In short, it takes tact and a knowledge of human nature to handle returns or many customers will be lost to the store.

It is by no means the small store that falls down the greatest number of times in this connection.

To illustrate: A lady bought a new Spring hat in the millinery department. She had been carefully waited upon and was in every way pleased with the model that had been sold to her. Early in the following week she came into the department bringing the hat for exchange, stating as her reason that it was exceedingly unbecoming and that none of her family liked her in it. She was handed over to the manager of the department, who in questioning her found out that she liked the hat and thought it becoming when she bought it. Further questioning brought out the fact that she had been wearing the hat back to front. The saleswoman was called and the hat fitted on in the proper way, and gave perfect satisfaction. Not a smile was allowed to appear: it was evident that the sale would have been off at once if any sign of amusement had been shown. The manager explained that Parisian milliners had a custom of indicating the front by stitching in at that point a white thread just by the edge of the lining, and this he would see was done for her. This addition was made, and the customer left the department perfectly satisfied with both the hat and the manner in which her complaint had been received.

CUTTING DOWN APPROVALS.

One store in a live Canadian town is making use of a cheerful policy in accepting returns to decrease the "approval" nuisance. If a customer asks for a certain garment to be sent on approval, it is pointed out that if it is desired to return the goods the store will be perfectly willing to do so, and the suggestion is made, tactfully, that in order not to require a bookkeeping item the payment be made, with the return privilege.

This policy is gradually reducing "approval" customers.

Sent Scarlet Instead of Holly.

In a second case the store was notoriously given to thinking that its customers were always trying to "put something over" on it. In this case there were special reasons why the ladw wished to deal with the store in question and had just opened a charge account. The first purchase made was a bolt of narrow red baby-ribbon to tie up some Christmas presents that because of the distance they had to go had to be sent away early. Bright scarlet was sent instead of holly red, and the customer returned the ribbon herself.

"We can't take this back, you have cut some off," was the remark of the girl in charge of the exchange department.

The lady indignantly repudiated the charge and the manager of the department was called. He examined the ribbon and at once declared that it was impossible to take it back as some had been cut off the bolt. This the customer indignantly denied and becoming angry threw the ribbon down on the counter and left the store and has never made a purchase there since.

This instance affords an extreme example of bad management in handling an exchange, for which it would seem in the first place that the store's attitude toward exchanges was in fault. In the first place no salesgirl should be allowed to decide in such a case, and before expressing any opinion it was her duty to hand the case over to someone in authority to be dealt with.

Should Have Acted Differently.

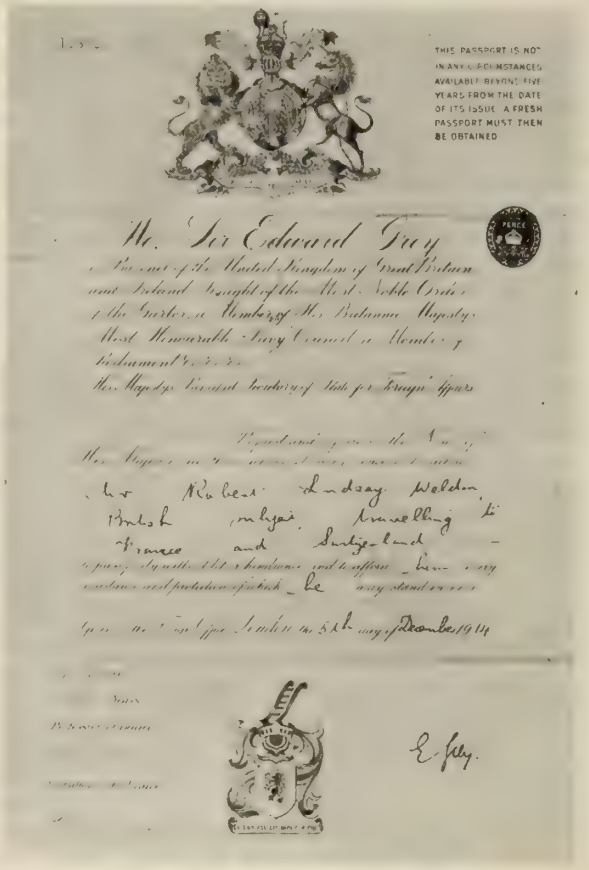
In the manager's case, the fact that the ribbon had been cut should have been put to the customer in a very different manner: she should have been asked if it was in the same condition in which it had been received, and from her manner in answering he would have been able to judge pretty well as to whether she knew of the fact. Even then, The Review submits the manager pursued the wrong policy in not making an exchange. Remember, storekeeping is a matter of sales and profits, not of ethics on the part of the customer. It is not a question of

(Continued on page 16.)

STORY OF RUSH TO RHEIMS WITH PASSPORT FOR CASHMERE

TOLD IN A WINDOW

GOODWIN'S, LTD., will shortly exhibit dress goods in their window, the centre piece of which will be a passport to France, signed by Sir Edward Grey, and countersigned and thumbed by countless others. Underneath are the words: "WHAT IT COST TO GET THESE DRESS GOODS HERE." It is a silent witness of an attempt made by R. L. Weldon, buyer in the dress goods department, to get to Rheims.



What a war passport looks like.

Towards the close of 1914, Mr. Weldon went to London in quest of new goods, and while there received word from Paris that there were a number of cases of fine cashmeres in Rheims addressed to Goodwin's, Ltd., in a factory that had not been ruined by German bombardment. On receipt of this message he set out for France. Considerable delay was experienced in securing a passport from the foreign office. It was necessary to have his application countersigned and attested to by four influential men. At the railway station he was examined by Scotland Yard detectives, who have separate ante-rooms for men and women. The journey to Paris, which usually takes only seven hours, occupied more than a day. By the time he reached the French capital, the bombardment of Rheims had begun again, and hope was abandoned of ever securing the cashmeres.

Speaking to The Review of what he saw in Paris, Mr. Weldon said: "There are no fashions. On the Rue de la Paix, I saw only one jewelry store open. The millinery and fashion houses are closed. Men are scarce on the streets. There are only children and women. The classy stores on the Champs Elysees are all hospitals."

However, Mr. Weldon was fortunate in making an early trip to Europe, as he secured supplies of goods at popular prices which will be hard to repeat.

A passport like this costs ten shillings, eight of which are paid for the signature of the French consul-general, on the back. It would not be any use without the latter, for it is the first thing the officers turn to when the traveler lands in France. If there is any doubt, he is pushed on one side, and allowed to wait for an hour or more until the case can be gone into thoroughly.

It will be noted that the passport is for both France and Switzerland. As a matter of fact, Mr. Weldon did not visit Switzerland on this trip, but the passport was there if he had decided to go.

One of the most interesting features about it is the signature of Sir Edward Grey, British Minister for Foreign Affairs, who carried on negotiations with Germany up to the outbreak of war.

COUPONS AS FARES

A novel proposition has been launched in Vancouver in which the retail merchants are interested. A concern known as the Canadian Travelscrip Company has been organized to promote a scheme which it is stated has for its purpose the bringing into the city of more people and therefore the increasing of the business of the merchants in it.

A synopsis of the project is given herewith:—

"Travelscrip is a form of coupon given to certain merchants to their customers on the basis of one mile of travel for every dollar spent with them in trade. It is issued in two denominations, representing purchases of twenty-five cents and one dollar, consequently any purchase of twenty-five cents or upward at a Travelscrip store entitles the customer to Travelscrip. This is then redeemed by the Canadian Travelscrip Company at its head office or any of its branches in passenger transportation by railroad or steamship over any line in the world.

"Special arrangements have also been made by which Travelscrip is redeemed in street car tickets over any city line of the B. C. Electric at the rate of 25 full-fare street car tickets for every fifty miles of Travelscrip presented at the offices of the Canadian Travelscrip Company.

"The merchants who are distributing Travelscrip give it to their patrons free in recognition for money spent with them in trade.

"All steamship and railway tickets issued for Travelscrip call for transportation on first-class trains and boats anywhere where regular lines of travel are operated."

Two Annual Statements Analyzed

The Assets and Liabilities of a Quebec Merchant for the Past Two Years—A Splendid Business Increase—A Low Expense and High Net Profit Percentages—Some Conclusions Drawn.

IT is this season of a year when a merchant pores over his statements that are drawn up following his stocktaking at the end of January. Here is an interesting letter from a general merchant in Quebec Province, enclosing his annual statements for 1915 and 1914. He writes as follows:

Dear Sir,—As I have had at times the pleasure to figure out statements which have appeared in your issues, I have often thought I would like to see what you had to say of mine. So I am enclosing you two years' statements, that you might possibly be in better position to figure on them.

My running expense amounts to $1,700 per year. My business paid me $5,678. Gross besides my living amounting to $600. I might say that the item of investments appearing on the statement of $4.800 is not an earning feature in the business, being my home, etc. I will thank you to advise me what you have to offer in the way of suggestions.

A. E. H————.

JAN. 1, 1914 STATEMENT.

ASSETS.		LIABILITIES.	
Merchandise on hand	$14,377.51	Bills Payable	$ 4,533.02
Outstanding accts.	896.60	Bank Note	400.00
Notes, reliable value	561.39	Individual Loan	1,475.00
Cash on hand	116.53	Accepted bank drafts, not due	293.08
Fixtures $410.97 less 10% or $41.00	369.97		
Invested real estate, etc.	4,593.47		
		Insurance on Liquid Assets	$14,500.00
		Sales for year	29,117.09
Total	$20,917.27	Total	$ 6,701.10

JAN. 1, 1915 STATEMENT.

ASSETS.		LIABILITIES.	
Stock on hand	$13,671.10	Accts. Payable	$ 1,440.70
Outstanding accts.	624.10	Note	600.00
Notes at reliable value	558.96	Individual Loans	1,460.00
Cash on hand	643 53	Accepted drafts	929.69
Fixtures $380.00, less 10% $38.00	342.00		
Invested	4,800.00		
Motor Boat	225.00		
Auto	800.00		
		Insurance on Liquid Assets	$14,500.00
		Sales for year	34,000.00
Total	$21,665.47	Total	$ 4,430.39

An Encouraging Year.

The two statements mentioned appear herewith and it is certainly satisfactory to note the gratifying improvement of the business during 1914 over that of 1913. It will be seen that the amount of stock on hand Jan. 1, 1915, was $13,-671.10 as compared with $14,377.31, or almost a thousand less. Outstanding accounts have been reduced more than $270, reliable notes are about the same but cash on hand is enhanced by more than $500. From the liability columns it will be observed that accounts payable were over $3,000 less on the first of January last than on the corresponding date of 1914—something that must be exceedingly gratifying to the general merchant who has sent us the statements. Accepted bank drafts this year are about $600 greater than last, but there is sufficient cash on hand to entirely cover that liability, apart from the other encouraging figures mentioned above.

The favorable balance on Jan. 1, 1915 was $17.238.08, whereas a year ago it was only $14.216.17—an increase in the year, if assets and liabilities have been carefully recorded, of $3,021.91.

The two statements show also another encouraging feature. The sales during 1913 were $29,117.09, whereas last year, war and all, they were $34,000, an increase of about $5,000. This is further evidence to show that business in rural Canada has been splendid despite the temporary depression elsewhere.

Running expenses, he points out, were $1,700 last year which apparently were apart from his living which amounted to $600. Supposing that he allows himself this as salary for himself, the total expenses would then be $2,300, which would be only about seven per cent. of the $34,000 turnover as given on the statement. Either this is a remarkably small expense or a number of items have been omitted from the list. We would like to see a tabulated list of exepenses.

A Substantial Net Profit.

Another statement says that gross profits last year were $5,678, which on the turnover of $34.000 amounts to about 16 per cent. This is not a large gross profit but if expenses amount only to 7 per cent., it shows the substantial net profit of 9 per cent.

Reverting again to the stock on hand it is well to mark the decrease over one year ago. That is as it should be, even with the large increase in business. The safer principle now is not to load up with stock, but buy smaller quantities often, thus being more sure of a clean stock with less need for heavy price reductions, quicker turnovers and more money on hand as a result to take advantage of those best of profit-making features in business to-day, the cash discounts.

Note also "fixtures—less 10 per cent." This also is as it should be. Every year 10 per cent. should be deducted from the previous year's estimates, or if additions have been made, from these as well.

Reverting to the statements again: should private property such as a residence be included in the list of business assets? Property that is actually used for the operation of the business is different, but the private residence asset should be included in a separate real estate statement. There are also two items on the last statement which we are not sure were purchased for use in the business or not. They are the auto and the motor boat. It may be that the merchant in question uses both for delivery purposes—the boat for service to cottagers and campers in summer as the name of the town sounds like that of a resort. If, however, they are not used for the business they should not be included in the list of business assets, but in that of private assets.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVII. TORONTO, FEBRUARY 17, 1915 No. 4

System in Millinery Departments

THE methods employed in Vandervoort's millinery department as described in this issue should be given careful study and, where possible, applied to the running of this department whether it be one in a dry goods store or a separate establishment. For some reason or other millinery and dressmaking sections are the ones neglected most so far as a business basis is concerned. They are the ones with which the proprietor usually comes least into contact; the ones he understands least, perhaps, in a technical sense; the ones he is disposed to leave most to the "head" milliner, or "head" dressmaker. There would seem to be a disposition to consider them apart; as not amenable to the ordinary discipline of the "office." And, hence, the accurate, detailed records that are exacted from other departments pass harmlessly by the milliner or dressmaker; the former usually works out its own salvation into a profit of some kind, while the latter gives grounds for congratulation if it misses a big annual deficit.

In the Annual Spring Number an exact system for keeping track of keeping up profits in the dressmaking department was illustrated; in this the process is described whereby exact costs of stock and made-to-order hats are recorded, and profits not only determined but guaranteed, with other useful methods for preventing "leaks." A year like the present demands that these two departments receive as rigid supervision as any other, and, fortunately, the suggestion entails no extra expense and little extra effort.

Interior and Store Fronts

PROBABLY the idea of store equipment has progressed more rapidly in relation to the interior than the exterior. Fixtures that are convenient for holding goods, that save time in handling, that display merchandise to advantage, are beginning to receive their due recognition from the merchant. But the exterior, the store front, the section farther removed from the merchant himself but infinitely nearer the public, is more or less neglected. Stores that pride themselves on a thoroughly up-to-date interior in fixtures, stock and business forms, show an utter lack of a progressive spirit outside. Even their newspaper advertising may be based on modern methods, but may fail in much of its effectiveness through the store front not being linked up with it.

Shrewd merchants who cheerfully bear up under an increasingly heavy load of rentals in down-town areas figure out that eighty per cent. of the extra value of their sites should be charged against window display. Make your window trimmer responsible for results from expensive locations, but see that your windows are laid out at angles that will insure the maximum of attention; that they are the right height: properly lighted and ventilated, not too shallow nor too deep for the goods they carry.

The illustrations that accompany articles in this issue will serve to make these points more clear. What are the most desirable types of store fronts? The Review believes this question is one of the most important in its bearing on the selling end of business, and proposes to provide, issue after issue, many reproductions of store fronts that follow the most approved lines in order the more forcibly to bring the subject home to the merchants all over Canada, alike in large as in the smaller stores.

A Canadian Wholesaler

A CANADIAN wholesaler on reading Mr. Hector Poste's article on "Building up a Special Order Drapery Business," in the Annual Spring Number remarked that "If more articles of that nature were placed in the trade papers," business in the smaller cities would liven up. The Review intends to follow up this article with a number of others along a similar line in early issues. The time is opportune now to practise some of the methods found so successful in the Ritchie store.

Moisture Aplenty in the West

A TRIP through the Canadian West at the present—as was made recently by a Hardware and Metal representative—is not the disheartening experience that some people seem inclined to think. There is no pretence that business is as brisk as it has been in some past years, but there is also no feeling that the country is in for any permanent setback. It seems, moreover, the spirit of confidence is based upon careful investigation.

At this season of the year there is always a great deal of speculation as to the crop. Moreover, conjectures as to this are usually very favorable. It is only during the summer that any real set-backs are admitted. In the present case, however, things are somewhat different. More than ever manufacturers and wholesalers are anxious to get at the exact facts, for upon next year's crop a great deal depends. It is quite possible, of course, that there will be poor dis-

tricts in 1915, but from what can be learned, there seems no possible reason to expect that over the whole West the yield will not be greater by a good many thousand bushels than it was during 1914.

All who are watching the West will remember that south-western Saskatchewan and southern Alberta had exceedingly poor crops last year. There were sections in this district where farmers did not take the trouble to thrash. There was not enough grain to make this worth while. This most unfortunate result came unexpectedly—after the crops had got a good start. Up probably to the middle of July everything was in fine shape, but then the ground was completely burned out.

That such a state of affairs should occur in this belt during 1915 seems practically incredible. Up to date conditions have been very satisfactory. There were exceedingly heavy rains in October, and now the snow has covered the ground—it has melted into the ground and covered the ground again. Experts state that there is seven feet of moisture in the land in this district. Talking with a farmer who has 2½ sections of land in this belt, and who last year reaped a crop of only 2,000 bushels, the statement made that whether there are any rains or not up to the middle of June the crops will be all right. It hardly seems reasonable that further moisture will not be secured during the course of the spring.

In the Western cities, where so much depends upon the coming crop, the feeling is one of confidence. All admit the possibility of failures in certain districts, but there have not for years been better prospects of a good general yield than at the present time. One going through the country sees on every hand that more land than usual is prepared for the crop, and it is very evident that the moisture is in the land in satisfactory quantities.

Local Merchants Versus M.O.H.

FROM all parts of Ontario come complaints of the mail order houses gobbling the business that ought by rights to go to the local merchants, and in most cases the local merchants are to blame to some extent at least, states an Ontario weekly paper. The mail order houses have the science of advertising down fine and are not afraid of spending money on printer's ink. When the local merchant thinks to save a few dollars by dropping his advertisement out of the local paper that is the time the mail order houses get in their fine work with "bargains" for last-day shoppers.

During dull times the local merchants cut their space down or drop their ads., but not so with mail order houses, they flood the mails with catalogues, offering alleged bargains to clear off surplus stocks, and they double up on advertising and the highly paid ad.-writers eclipse their former efforts to catch the nimble dollar. It is a case of making the public think they are getting something for nothing and that seems just the thing bargain-hunters feed upon and so they send their orders to the city often in the mistaken idea they have saved some money.

People forget that the big city mail order houses cannot give goods away below cost any more than can the local merchant, and that with a big salary list, a high rental, a high tax bill and other city expenses it is not likely that goods can be sold at less than cost.

Business Re-organizing

ACCORDING to a financial paper some of Canada's industrial institutions have felt the pulse of easier money. From the centres of wealth in the United States enquiries are being made with a view to the investment of money. The bears of some years on the south side of the line now see for the next few years a period of prosperity. They base their hopes upon the abundance of easy money. This they believe will stimulate industry. That easier money is finding its way into Canada. Already it has sought somewhat vigorously our high-class securities, and now it is looking for employment in other lines where the returns are higher. The evidence of this movement is not yet very pronounced, but it is to be found.

All the reports of the financial organizations are of a very optimistic character. Bank presidents and directors are especially so. There is more activity in the stock markets, and security houses are more optimistic generally. Many industries are beginning to take back their men. A pedlar of tea, from house to house, who has a good reputation, says he did a good business in January because many of his customers were getting back to work. Unquestionably the business of the country is being reorganized, and for that purpose "our house has been set in order."

Stocks in wholesale houses are lower, and those in retail stores also. At some of the largest jobbing centres stocks are said to be only 50 per cent. of normal. This condition cannot remain as it is. Meanwhile the people are continuing to avoid incurring liability, and have very appreciably lowered that which accumulated during the years of abnormal expansion.

We can look forward, therefore, to a steady improvement, which will become quicker as a new crop season approaches. For the moment uncertainty as to tariff is acting as a deterrent to business, and is the cause of some speculative buying of commodities.

Editorial Briefs

A FAIR price, marked in plain figures, is indeed the apotheosis of silent salesmanship.

* * *

SO FAR THAT threatened German paper blockade has not raised imported prices.

* * *

WHEN IT stops growing, a plant quickly goes to seed. And it is pretty much the same with a business.

* * *

IF THERE is any such thing as luck in business—and we doubt it—it certainly does not come the way of the man who waits for it.

* * *

THE "BACK TO THE FARM" cry should be amended to read "Back to the farmer." He's the one that has the money nowadays.

* * *

THE ANNUAL report of the Postmaster-General, tabled in the Commons this week, shows that during the last fiscal year the number of rural mail delivery routes in Canada increased by 940, or nearly fifty per cent. The surplus of the department for the year was $134,157. The total number of letters carried was 673,145,000, and of postcards, 64,493,000. Dead letters handled reached the total of 3,457,721, or about one in every two hundred of the total number of letters mailed.

READY-TO-WEAR

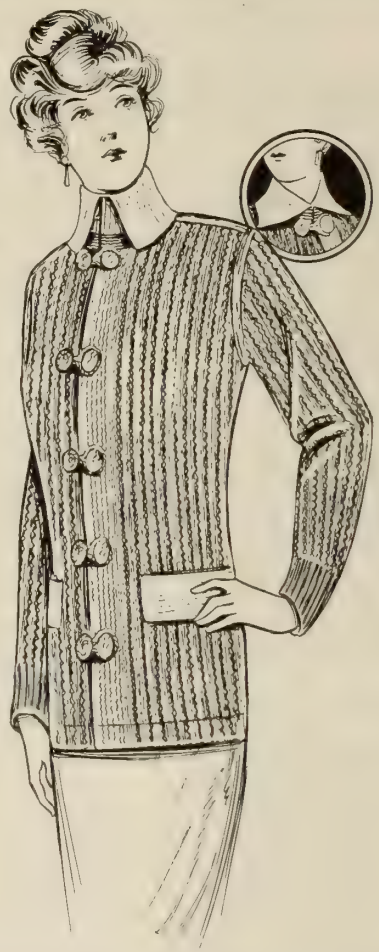
New Spring Coats

Styles are Very Varied. Sports Coats and Belted Models with Flaring Skirts Most Popular.

SEPARATE coats come in an unusual varity of types, and new models are still showing. Many models are on the sports order. These run from coats of the raglan shoulder type with wide flaring skirts to belted models, some of which are pleated and in Norfolk type with the skirts flaring below the belt. Regulation street models follow the Russian blouse type and are belted low with a very wide belt: the skirts are very full and show a tendency to fall flat at the front and back with the fullness at the sides. Wraps for afternoon wear are very full; they are almost Empire in type with the high waistline and very full skirt below. Shirrings often are used at the shoulder and to define the waist, and as a rule these coats are of unequal length: very long at the back and about knee-length in front. The fashionable collar is either military or semi-military and the majority are convertible and can be worn buttoned up or with the V-shaped opening. Sleeves are loose. The raglan is favored, but the sleeve set into a roomy arm-hole and made with a large flare cuff is the leader.

The ¾-length model is the leading length, but there is no stated length selling exclusively this season.

Linings are a feature this season and printed plaid and novelty silks are very much used. The materials most seen include seige, gabardine and poplins. In sports coats Mackinaws and mixtures are selling, and tweeds are coming to the front. Plaids and checks are becoming very fashionable.



Sweater Coat in handsome new corall color, and white trimmings, Eton collar, with second position shown in inset; crocheted buttons. Shown by Harvey Knitting Co.

SKIRTS BETTER SELLERS.

Skirt styles are quite different from those worn last year, and therefore the last season's model will be noticeable. This makes for a larger business in separate skirts, as women will purchase one of these moderate-priced garments rather than be completely out of date.

There is quite a change in the width of the new skirts, and the skirts selling run from 1¼ to 2¼ yards wide. The best-liked models are the two or three piece circular gored skirts, as they give practically the same effect as the true circular skirt, but do not sag. These skirts are also very much easier to alter as it is very difficult to alter the skirt cut with only one seam. The yoke is very much in favor and there is a big variety of yoke forms used. Many skirt models show a deep yoke completed by a kilted or box-pleated skirt piece. Yokes are hip length or longer and are straight round or scooped up back and front, or side, finishing in deep points.

(Continued on page 12.)

Spring Dresses

Type is More Generally Conservative and Dress Skirts Are Not so Flaring as Those Seen With Suits

DRESS lines are late this season; in fact, they cannot be said to be complete at the present time, and new models are sure to appear right into the month of February. There is a very great deal of variety in the models shown, and buyers will have to remember the tastes of their customers when choosing their stock. When due care on this point is taken it should be easy to make the proper selections, for the new models are both saleable and attractive. A great deal has been heard about circular skirts, but very few models with the skirt cut in the true circular style are included in the lines now on the market. Modified conceptions of the circular skirt are shown, but, taking it generally, the dress skirts are more conservative in this respect than those that form part of the suit. This may be due to the fact that dress fabrics are chiefly in the softer materials. Yokes are very much in evidence, and are completed with skirts, box-pleated and side-pleated all round or showing groups of pleats at the sides or pleated in front, while the sides flare. None of these models, however, emphasize the fact of fullness. The long tunic that flares and the underskirt that flares somewhat also are still retained, and are still a feature of even the highest class lines, the novelty being given by the fullness of the tunic and the shortness of the skirt. The waistline is placed at normal, as well as high and low, but wherever the waistline is placed the bodice is loose and semi-fitting. Shoulders are narrow and the sleeve is full length and set in. Various collar effects are used, but the majority are high at the back, with the neck exposed in front. A few of the simpler dresses have a perfectly flat collar. Bodices in jumper effect, with the skirt and sleeves in strong contrast, are a new idea. Satin, crepe de chine and faille and taffeta are the new silk materials. Serge, gabardine, covert, and checks and mixtures come in woollen materials, and in wash fabrics, voile, batiste, crepe and fancy cottons are used.



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Late Models for Children's Wear

Materials Having a Firm Finish Are Used in Producing Late Models in Children's Dresses — Gingham and Madras in Stripes and Checks Coming Into Greater Favor—Many of New Ones in Jumper Fashion.

SMART new models in washing
A model of this kind has the ,
A model of this kind has the
These are being developed in the various new cotton materials, preference being given to materials that are both smart and at the same time are calculated to give good service; materials that have a firm finish, such as linene, Indian head, duck, galatea, and the various cotton suitings. There is a very distinct feeling for striped materials and striped Madras and ginghams are more and more used. Checks and plaids are selling fairly well, but are not considered quite so smart as the striped materials.

There is an absolute absence of any style that has any fussiness, and the new models are simple in the extreme. The peasant idea is the newest, and these styles and the long-waisted dresses divide honors up to 12 or 15 years. Beyond that age simple dresses with a belt or girdle at the normal waistline are the big sellers. The belt is an important adjunct, and when used to complete the dress of the smaller girl is, as a rule, of the same material as the dress, though some dresses are showing with both patent leather and suede belts. It is pretty hard to point out just where the difference lies between the long-waisted models of a season ago and those shown now, but it seems to be that they are less full and along more closely-fitting lines even when they are belted low in blouse fashion, while the newer models are the coat effect with the skirts fuller and more flaring. The peasant models, on the other hand, are straight line and the fullness is laid in pleats.

A model of this kind has the skirt of Madras striped in different colors on a white ground with a straight sleeveless coatee buttoning straight up the front and with an embroidery collar flat around the neck. The sleeves are of the striped material, and are attached to the underwaist. The coatee is cut up in front and two narrow velvet ribbon streamers are attached to each side of the cut out piece and loop in front. A pretty striped gingham dress has a yoke forming the new rounded yoke outline, to which the waist is shirred. The opening is at the side and is finished with a wide band of the gingham cut so that the stripe runs across. This goes up to the shoulder, and is buttoned through with pearl buttons, and is piped on the edges with chambrey in contrasting color, and matching the sash that forms a crushed girdle in front, and is knotted at the back. The collar is round and flat and the cuffs that finish the three-quarter sleeves are of hemstitched pique.



STARTLING STRIPES A NEW FEATURE. Lucille—Lady Duff Gordon—is designing in New York and is using American made materials in the production of her models. This model shows how she is using the new "startling stripes," as they are called. Note the effect gained by using striped materials in horizontal, bias, and vertical combinations.

Quite a number of the new dresses come in jumper fashion, the opening at the neck being in either V or U-shape. These jumper models are made in plain cloths, and there is a tracery of embroidery around the neck and sleeve opening done in white. Smocking is a novelty, and smart little open-fronted little dresses in voile, crepe or chambrey in pale pink, blue, or tan, are decorated with a band of fancy smocking just below the bust, which is confined at the waistline with a belt threaded under box-pleats coming from the shoulder on each side of the smocked panel. The flat collar is trimmed with embroidery, and so are the cuffs. The colors are white, navy, rose, Copenhagen, leather, and green.

SKIRTS BETTER SELLERS.

(Continued from page 10.)

Some of these yokes are braid trimmed and some are of different material to the rest of the skirt. Plaid is combined with plain in this way and the yoke is of silk in taffeta or faille combined with poplin, gabardine or broadcloth.

There are still a few long tunic models over a narrow skirt showing, but they are expected to disappear as the season advances.

Very High Waist Line.

The high waist-band still rules and some of them are very high. This is a noticeable feature of the very short skirt. The fashion tendency is for the very short skirt. The majority of models come with the hem only based up so that it can be finished to suit the taste of the customed. Very extreme skirts are as much as 8 inches above the ground.

Some few models are shown in the fashionable covert. Broadcloth in navy and black, gabardine, poplin and checks and mixtures in black and white are also very popular. Tan leads in colors, and there promises to be a good development in the popular sand shades.

There is quite a revival in the use of covered buttons. The acorn is the leading shape but pyramid, bomb and ball shapes as well as olives, triangles and diamond shapes. These buttons are much used on the new dresses and suits placed in rows almost touching and in medium and large sizes. These rows of buttons trim skirts, sleeves, and the back of the smart new short coats as well as for fastening purposes.

New Ideas in Tailored Waists

Majority of the Models Consist of Variations of Semi-Tailored Idea — Crepe de Chine Waists Still the Best Sellers—Sand, Putty, and Silver Grey Are the New Colors.

THERE are many new ideas in waists, and they almost invariably follow the lines of the tailored waist. Only here and there a dressy model developed in lace, net or chiffon is seen, and there is a plainness about them that hints of tailored styles. The waist has to be simple to match the new suits and skirts, and it must be conceded that the manufacturers are making this simplicity very attractive. Crepe de chine is still the favored waist material. White is staple, and there is a decided run upon flesh. Sandy and putty are prominent shades; silver grey is a color that is becoming stronger. New York is introducing waists made of checked taffeta in green, blue, and rose, as well as the popular black and white.

Manufacturers are showing tailored waists made of shangtung and pongee, and there is an evident belief that these models will be sellers. Handkerchief linen has again made its appearance, and there are some very smart suiting fabrics.

One new model in these heavier materials is made on the order of a Norfolk jacket, with wide box pleats and a belt of the material. This is one of several models designed to wear outside the skirt. The collar is of the new military type, and fastens high to the neck with small pearl buttons; the line of buttons being continued all the way down the front. This model is shown in white, oyster, sand, grey and rose.



A SMART WAIST IN HABUTAL.

This smart model shows the yoke and the box pleats introduced to give fullness arranged in a new way—the pleats continue as buttoned down tabs on to the yoke and the front closing is accomplished by tiny cord loops over a row of buttons. The collar is in buttoned-up military style with a turn-down of the silk.

A new feature introduced into many of the waists is the use of smocking instead of gathers in attaching the body to the yoke. So far very few short sleeves have been shown, as the fashion tendency is all the other way, though it is conceded that short-sleeved models will be wanted for the Summer trade; nevertheless it looks as though the long sleeve was going to be the smart sleeve right through the season. Collars are high, low, and high at the back and low in front. The very best selling waists have collars that are convertible, and some models have the collar cut so that it can be worn in three different ways. Many collars are finished with a tie of ribbon or velvet ribbon, or a cord finished with drops or tassels that pulls through a ring to the size required.

Soutache is coming into use as a trimming, and linen waists are showing with rows of soutache down the front and forming a pattern round the buttons, and the breast pocket and collar and cuffs are treated in the same way. Linen waists also show the pointed and flare cuffs of white pique, and some models show cording on the yoke and the back and fronts laid in pleats.

Lingerie waists come in plain and embroidered crepes, the new lace cloths both plain and embroidered, and in fine voile in firm sheer weaves.

The majority are embroidered sparingly, and have flare collars edged with Cluny, and have a moire or velvet ribbon around the neck secured with a flat bow that helps to support the collar.

Waists are appearing trimmed with narrow lace insertions, and the lace inserted Georgette crepe waists is expected to be a heavy seller. Narrow lace and embroidery passes over the shoulder, and to the bust line, and then outlines the net vest. The centre of the back is embroidered, and is trimmed with lace insertion on both sides, and the long sleeves have narrow cuffs trimmed with insertion, and the turn-down collar is of white ribbed silk.

Some of the latest fancy waists are made of Chantilly lace in both ivory and sand shade. The lining is of flesh chiffon, and forms the vest in front. The scallops of the lace are bound with a soft white braid, and each scallop is fastened down with a button covered with cord silk. There is embroidery over the shoulders and hemstitching around the armhole, and again at the elbow. The cuffs are of lace held by a button. Striped crepe de chine is used for some of the high-class waists.

NEW CURVES IN CORSETS.

The new lines in corsets follow very closely those of the typical natural figure—where there are curves in the human body the corset also has curves. The front is straight, and the back is nearly so, but the new feature is the introduction of a slight curve at the waist-line towards the front and just over the hips. The top of the corset is cut a little higher above the waist, which means on an average that is four inches high. Some models are 4½ and some models intended for the very tall woman are as high as 5 inches. The skirts are a trifle shorter, but are quite long enough to take care of the hips and thighs properly.

Defining the Outline.

The new silhouette tends towards a more definite waist line, and all the new models shown so far this year, define the outline of the bust, shoulders and the upper arms. The waist line it must be remembered as fixed by the new corset is not a low one, but is placed moderately high. At this point the corset fits closely, but that does not mean that it is pulled in tight—the curve is given in the cutting and shaping of the corset.

DRESS FABRICS AND SILKS

Pronounced Stripes

White Silk on Dark Ground—Taffeta Stronger—Green Growing in Favor—Tendency to Darker Colors.

THE season is opening up in an encouraging manner, and the demand for silk fabrics is decidedly fair. The big buying has been done so far on staple materials, and satins and crepes so far have been in the lead. Now that the new season is opening up, novelties are beginning to appear. So far stripes are in the lead and the novelties that have come from France are largely confined to striped patterns in plain silks. Lyons also is showing some brocades, the most striking of which show metal or velvet patterns, or designs of small colored flowers.

The stripes, as a rule, are very pronounced. As a rule they show very decided white stripes of various sizes on a dark ground, white on black, and white on blue being very prominent. Even stripes in black and white are also expected to be strong this Spring. In novelties some very good effects in ombre or shaded stripes are showing.

The very decided flare to the new skirts has turned the tide in favor of taffeta, and this silk is showing in chiffon weaves in black and in all the leading colors. Buyers are speculating as to the future of the silk underskirt. Underskirts are selling in greater quantities but as yet they have not been developed in taffeta. Taffeta has always been looked upon as the ideal underskirt silk, and a return of the taffeta silk skirt to favor would mean a very largely increased yardage for this silk. At present the tendency is for silks with a ribbed weave. Faille was introduced last season and is selling not only as a dress but as a millinery silk. The popularity of faille is influencing the sale of bengalines and poplins and a good season is expected for silks of this kind.

Crepe de chine is still the leading waist silk, and besides white, flesh, sky, sand, navy and black are the leading colors. Habutai is coming to the front and owing to the popularity of sand shades there is a feeling that tussahs and shangtung silks will have a better season than usual. At the present time printed crepes in small floral designs are excellent sellers.

The tendency is towards the use of darker, quieter colors. Black is a big seller, particularly in taffetas, and blue in navy and novelty shades is the best selling color. A new blue is just the blue-grey color of the cloth the French soldier wears—it is called "bleu soldat," or horizon blue, because it melts away into the distance. This is the new color that Paris is featuring for the coming season. Green is growing in favor and the much-liked reseda shade is coming to the front. The newest greens are on the Russian order which is best described as a myrtle shade with a hint of olive.

IN BRIEF.

Gabardine the leading material, and most of popular cloths are in twill effect.

Grey is the new development, with black and white checks and stripes coming stronger.

"Soldat" blue a novelty shade.

CHANGE IN FAVORITES.

In spite of all difficulties there has been a considerable change in the nature of the buying since the opening of the buying for the Spring season. When buying first began the demand was largely confined to piece-dyed materials, then came the showing of coverts; now grey is the leading color, and there is a developing interest in black and white checks and stripes in what are known in the trade as "startling effects."

Blue still leads in colors, navy is staple and there is a large showing of novelty blues. One of the latest shades is "soldat," which is the color of the blue worn by the French soldiers.

Delivery Uncertain

Raw Wool Still Advancing, and Soldier Takes Preference Over Civilian in Production of Materials.

BUYERS who are in closest touch with the situation in woollen dress fabrics are most impressed with the serious nature of the situation. Every sale sees the price of raw wool advancing, and moreover so large is the quantity of wool that is being used for army purposes that it seems as though a shortage is threatened. Not only is there a shortage pending in wool but the number of looms that are turned on to the production of army cloths is another serious difficulty. This means that orders have to be placed further ahead for dress fabrics and that all deliveries are decidedly uncertain. The buyer who is well informed is watching his stock carefully and is placing himself in a position to be independent of any change in conditions that may come. Large buyers are in the market and are covering their requirements not only for the present but for some time to come.

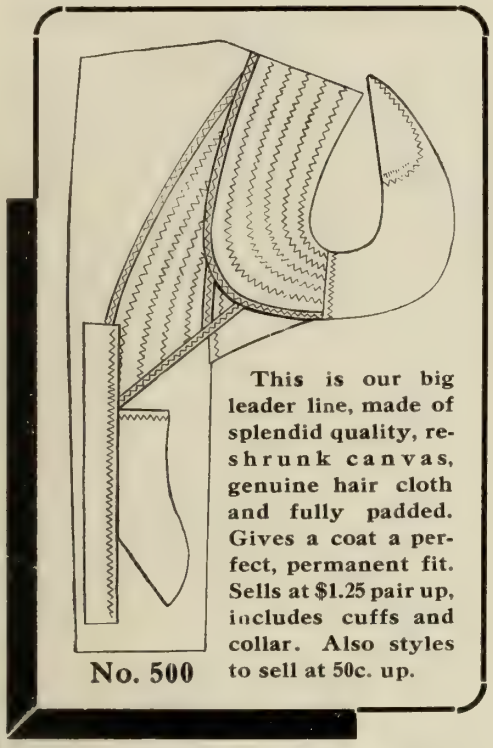
It should be realized that the time for low prices in wool dress materials is passed, and that the trade is now facing a period when there is a strong advance taking place. Also goods are becoming scarce, and no new orders can be placed that do not carry a long date for delivery.

Gabardine is the leading material, and as the season opens up its popularity is increasing. Not only is gabardine the popular material, but all the leading materials are on the same order and show the same twill effect no matter what the finish. Some fabrics show a finish that approaches satin, while others are more on the nature of serge. In the high class trade homespuns are showing and the big city stores report that tweeds particularly in grey are asked for.

Coverts are selling in sand and putty shades, and there is little doubt that they will lead in the popular trade. The new development, however, favors grey and this color is showing not only in the

(Continued on page 16.)

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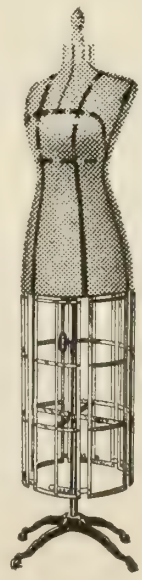
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No. 25

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Staple Cottons Are Advancing

Buyers Not Waiting Now as Prices May Go Higher—Voiles, Crepes and Sheer Materials the Best Sellers in Cotton Wash Fabrics—Border Fabrics—Mercerized Material in Pebble Effect.

THE improvement that has taken place in the cotton goods markets during the past two or three weeks has been very marked. With the opening of the retail season at hand buyers have been compelled to come into the market for goods they need to replenish stocks that are unusually low for the opening of the season. Sales of staple goods during the past two or three weeks have been heavy and the freer buying has had the immediate effect of stiffening prices. Buyers apparently are of the opinion that there is no use in any further holding off and the demand is for all classes of staple goods, such as grey cloths, sheetings, tickings, bleached cottons, cambrics, prints, staple ginghams, etc.

The result of this buying movement is seen in the advances that have already taken place, and in the anticipation of a further rise in the value of the majority of staple fabrics. Buyers are also placing orders for the coming Fall and are taking the usual run of nap cloths in good volume. Cotton blankets are also selling in fair quantity.

The market for fine materials and fancies has also improved. There is a growing idea that cotton materials will have a big sale in the season now opening. Of late years the sale of novelty cloths has formed the most profitable part of the business done in the department. Many of these materials were of French production and with these cut off there was some anxiety as to the outcome of the season. Of novelties, however, there are plenty, though the tendency towards simplicity of weave and pattern is very apparent.

Sheer materials, such as voiles and crepes, batistes, lawns and nets, are showing, and though the ranges are not so large as they have been in normal seasons, there is variety enough to insure a satisfactory season. It is interesting to note that the house of Rodier has been able to produce a notable line of novelty cotton fabrics, although all their mills in the north of France were not available and the fabrics were made up in Lyons and the vicinity. As these fabrics always form the base for further styling in cotton fabrics, and as the majority of the better stores stock a certain proportion of these materials, a detailed description of some of the leading fabrics is given. Some of these materials were made up before the war in the mills in the north of France, which are now out of business. The other fabrics were made on looms that had to be rented, bought or borrowed, and the fact that a collection like the one shown has been gathered together under such circumstances shows the spirit and determination that is animating the French manufacturers. The colors are clear and delicate, and the dyes used in producing them are all French. Many of these materials are border fabrics and probably because of the difficulty of producing borders woven in the usual way, owing to the lack of skilled help and machinery, the fabric forming the border has been joined to the material by the use of the embroidery machine. Though necessity has been a prime factor in producing these borders, they are right in line with the fashion tendencies which are going back to the period of the Restoration when materials with borders formed in the same way were used. As the borders are formed of heavier materials, and are further stiffened by the embroidery used in attaching the border to the main fabric, it is a material help in giving the necessary flare to the fuller skirt.

Many of the new voiles come in fancy stripes in soft shades of blue or pink and the white stripe between carries a printing in soft colored floral designs.

Piques and outing fabrics come in very narrow wales, with an over-printing. One pattern comes in tile effect, divided into ¾-in. squares by narrow pale green bars, and each square carries black dots and a small yellow flower.

A new outing fabric is of mercerized material in a pebbled effect. This material comes in soft colors and has a narrow white stripe outlined in a kind of stitch stripe in black. "Rodeline" is the name given to a new voile which has a clear finish given resembling that of linen.

DELIVERY UNCERTAIN.

(Continued from page 14.)

black and white—the battleship greys, but in shades that are more on the mode and castor order. These colors are featured in fine worsted suitings in checks, stripes and mixtures in men's wear effects.

The latest colors featured in New York are the Panama shades. These colors are decidedly bright: they are exhibition gold, a dull gold or brass shade; a brick shade named "flag-pole red"; "lattice" green, which is pistache shade, and "wall" blue, which is the old-time cadet or Alice blue.

THE CUT RIBBON AND THE PARISIAN HAT.

(Continued from page 5.)

whether the customer was trying to "put one over" on the store or not, but whether it was more profitable for the store to ignore this side of the question and allow the exchange. But it was by no means certain that the customer was in the wrong and that the bolt of ribbon sent her had not been cut before it left the store. True, it should not have passed the examiner, but it is quite possible that it might have done so. In any case the ribbon should have been exchanged, and exchanged willingly and without question. The whole bolt was worth only a matter of a few cents and when this balanced against what it costs the store to gain new customers by means of window displays, advertising, etc., the reason why it would have been good policy to make the exchange is easily seen.

MARKING A CHEQUE "IN FULL SETTLEMENT."

THE opinion is widely entertained in trade circles that when a cheque is marked "In full settlement" by the drawer it cannot be retained and treated as a payment on account. A case recently tried in the City of London Court serves, says the Draper's Record, as a reminder that this doctrine must not be accepted without qualification. The plaintiff kept the cheque so marked and subsequently sued his debtor for the balance of the account. The court held that he was within his rights in so doing. It is, therefore, clear that the mere endorsement of the cheque is not to be interpreted as meaning that the recipient agrees to the special condition set out on the face of it. At the same time it may be presumptive evidence of an agreed settlement. Each case will have to be determined on the facts.

Probably the most satisfactory course to pursue in such circumstances would be to send the cheque back, declining to accept it in settlement. No misunderstanding could then occur, but, as the judge pointed out, it might result in the creditor being kept out of his money for several months. The subject is not free from difficulty, but commercial sentiment generally would be opposed to accepting a cheque so marked and then repudiating the condition. This, of course, is not to say that circumstances could never justify such conduct.

Mr. Merchant!

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Tatting Revived

One of many new Forms Art Needlework Department is Catering to —Growing Interest in Crocheting.

WITH stocks well cleared by the excellent business that has been done during the January and February sales, the art needlework departments are in good shape for the opening of the new season's business. This department up to date has been looked upon as one carrying a class of goods that was easily affected by any change for the worse in the business situation; that this has not been the case under the strain of the conditions that have prevailed since the breaking out of the war is due largely to the changed nature of the goods sold in this department. This has brought articles for personal wear and for household use to the fore, and the work that is put into them by the purchaser has a distinct value. Patterns have been improved and both the designs and the color effects reflect the advance that undoubtedly has taken place in the general taste.

There is a growing interest in crocheting and more of this work is being done than at any time since the mid-Victorian period. Medallions of raised Irish crochet are used in connection with the Hecklen embroidery for centre pieces, doileys, runners, etc., and insteady of a Cluny or heavy lace edging, a crochet edge is used. Crochet lace has many possibilities and some really beautiful patterns are now produced in combination with Coronation and other fancy-work braids. Books of patterns are obtainable, and as there are very minute directions given they are easily followed.

Before the war almost all crochet cottons and many of the most used cottons came from within the war zone, and are now about off the market. Their place has been taken by Canadian made articles and articles of British or U.S. manufacture.

Many beautiful articles are now crocheted in silk. Infants' jackets, caps, boudoir caps and shoes, and dainty house jackets are being worked in this material.

The work is done in a simple solid stitch and there is a further embellishment in embroidery, such stitches as cross, lazy-daisy, and rambler-rose being used. From crocheting it is only a step to knitting and this tendency should furnish an added outlet for both crochet and knitting silks.

It is a long time since tatting was in favor, but along with crocheting, knitting and tapestry work tatting too is being revived. Tatting is very easy to do and the work is very dainty and effective, and forms a most durable trimming. In the old days very elaborate bands and edgings were done in tatting and many articles were trimmed with it. Tatting requires a shuttle of bone or ebony and only a few lessons are necessary in order to teach the stitch. The same cotton is used as for crochetwork.

During the past fall there has been a decided shortage in knitting pins, for all the world was knitting before the war had lasted a month. And the newly acquired skill is not going to be allowed to go to waste, for there are any number of useful and pretty articles that can be knitted from wool. There is nothing that is new in the way of fancy stitches shown; so far cross stitch is favored and new designs are showing; punch work continues to be good, particularly in the Russian and Mosaic designs.

Many pillows and centerpieces are tinted and stamped in Wedgewood patterns and also in cameo effects. This class of patterns come on highly mercerized rep or on linen.

SALE OF PACKAGE GOODS.

The package outfits have speedily established themselves in the favor of both the customer and the retailer, for they save lots of time and trouble on both sides of the counter, therefore there is no wonder that the sale of package goods is increasing from season to season. The package goods for the Spring season consist largely of lingerie, and infants' wear. A good display of these packages with a made up and embroidered garment is safe to bring business at a time when every woman has her thoughts upon her new Spring outfit.

Toilet Sundries

Powder Puffs in a Great Variety of Materials—Manicure Sets at Popular Prices.

MANY stores that do not have a full department devoted to toilet goods sell quite an assortment of toilet sundries in the shape of ivory goods, brushes and combs, tooth brushes, manicure sets and separate articles, button-hooks, etc. There is a very large sale for powder-puffs of all kinds, for the old-time swansdown puff has no longer the field to itself and powder-puffs to-day come in a great variety of materials. Some are of chamois, others of wool, and some of silk or velour. These puffs are put up in many ways, from the simple package to quite an elaborate box. A new way that is very much liked consists of a small chamois bag into which the powder-puff is slipped and secured by a flap having a snap fastener. Very attractive vanity cases are made of pongee or chamois, and are fitted with various vanity toilet articles, including the powder-puff, comb and brush, and various manicure accessories.

Manicure sets are put up in fancy boxes that can be retailed at both popular and better prices. As a rule the assortment includes a buffer, orange-wood stick, emery boards, box for nail-bleach, nail file and cuticle scissors. Considerable importance is attached to the handles: some come in French ivory, others in ebony, and others in highly polished nickel. Mother o' pearl and pearl and chased silver makes a very popular handle in the better-priced lines.

SHELF PAPERS.

The season of Spring house-cleaning is nigh, and any article that attracts the housekeeper will sell. No good housekeeper considers that she has completely finished the work until her shelves are neatly papered. An attractive item that will appeal at the present time consists of shelf papers with an attractive edge. These papers can be had in an assortment of designs, some of which are in lace patterns. These papers come in packages, and retail as low as five cents.



Standardize the Notion Department!

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Concentrate

upon a few well-selected lines of satisfactory quality and active selling power! That is the secret of a well-balanced and profitable notion business.

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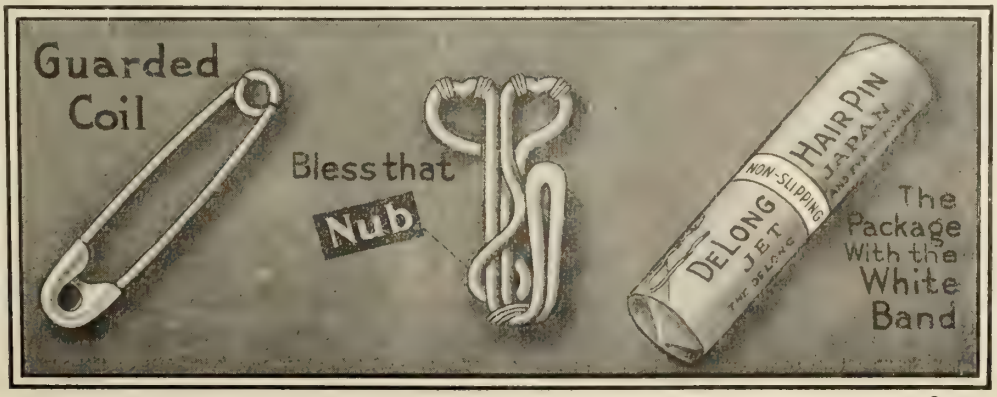
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Silk Fabrics for Party Bags

Taffeta and the New Failles—Wide New Field Being Opened Up—Daintiness and Appearance Rather Than Usefulness—Safety Clasps Becoming Popular.

BUSINESS is picking up, and there is a more general feeling that the return to better conditions is pending; but while the war lasts there is sure to be a spirit of carefulness abroad. The trade is entering upon its second season since the war started, and though many articles in general use were of German origin, the cutting off of this source of supply has led to no extensive holding-up of the general trade; for except in one or two special instances the want of no one article has been very definitely felt. Other sources of supply have been uncovered, or some substitute has been accepted.

One good feature that has come out of the trouble is that there is a general disposition to substitute domestic-made goods for those that we cannot get from abroad.

This was very noticeable in the Fall line of leather goods put out by the Canadian manufacturers. There was a decided falling off in the line of novelties from Europe, and this stimulated the Canadian manufacturers to put out a line, as good or better, to sell in the place of the absent goods. Many buyers who were predisposed to favor the imported goods, bought of necessity of the Canadian maker, and did so well with the line that there is no reason to suppose that they will pass over the new line upon which the manufacturers are now working. The Spring line will not be complete for a time yet, and until that happens there is very little that can be told about the novelties that will appear. It is safe to say that the new lines will contain more than the usual proportion of better grade goods.

The line of party bags put out for the Fall season met with general approval, and this combination of party and shopping bag is sure to have a more extensive showing. The bag is of fair size, and, therefore, still serves its purpose of being the woman's only pocket, and in addition it has the vanity fittings that women find so necessary now that the use of powder is so very general.

There are quite a number of safety clasps on the market, and there is always a welcome for a clasp with these features. Women carry money and valuables in these bags, and, therefore, the fact that the clasp has some safety feature is always a good selling point.

The new bags show no return to the generous size of a few years ago, and in this respect daintiness and appearance rather than usefulness are being considered. They are either flat and small or are of pleated leather in pannier shape. The leathers are soft and supple, and are capable of being pleated almost like a fabric. Such leathers as suede, Russian calf, morocco and pin seal, are those most in use, and there are also leathers with novelty finishes.

There is a very general tendency towards the use of material bags, and silk fabrics are very prominent. The introduction of silk materials opens up a practically unlimited novelty field. The few advance bags seen so far are of striped silk, combined with black, and taffeta and the new failles are being utilized.

MILLINERY



A POKE MODEL.

Charming poke model of Leghorn, with the under brim faced with champagne taffeta. Chantilly lace in ecru Belgian blue ribbon and silk flowers made of plain and changeable taffeta and chiffon, mixed with foliage, form the trimming. Looped streamers of Belgian blue ribbon fall on either side of the face.—Model No. 5.

Military Shapes and Sailors

These Will Dominate the Early Season—Later the Close-fitting Hats Will Give Place to Larger— A Saucy Tilt.

A SEASON of unusual variety is opening up, and milliners cannot complain that there is any paucity of ideas, or any shortage of novelty trimming features or materials. Instead it would seem as though the modistes and manufacturers, with the idea of minimizing any shortage that conditions might threaten, had pressed into service both the likely and the unlikely, the ready to hand and the unusual. At the same time, there is plenty of scope for the exercise of the milliner's ingenuity, for the new models, while apparently simple, demand much hand work, and when hand work is in evidence originality counts.

There are innumerable styles in millinery, but out of the lot there are two leading types that count: it is the "army" and the "navy" this season; and, while the military type predominates now, it will be the turn of the navy later.

Jumping to Larger Models.

The military models are all very close-fitting, and the head goes right into them, and they clasp it close. This means that when the weather gets warmer that hats of this type will be uncomfortable to wear: they are splendid models for the early season, but they will give place to models later that do not have this defect. Indeed, there is every probability that we shall take a jump later from the extremely small to the extremely large hat. Shepherdess shapes were very successfully introduced last Fall, and they are certain of a great vogue when once the weather permits them to be worn.

Like all the models this season, there is a certain simplicity about the new shepherdess models, and the trimming schemes as yet are not over-elaborate, though there is a hint that when the Summer comes that large wreaths, rose mounts, lace and ribbon will come into greater vogue. The models are very graceful, the brim drooping both at the back and front, and this front droop is often accentuated by a sharp dent placed in front or just at the side, and the trimming is so placed as to emphasize the droop. That is, the flowers or other trimming are posed directly in front and the streamer and sash effects are directly at the back.

Shepherdess Shape.

The shepherdess shape is particularly good in the new effect in Milan braid, that is produced by reversing ever so many strands of braid. Many of the hats are satin, faille or taffeta, faced with Panama or tagel braid, while others have the crown of some silk fabric and the transparent halo brim of Malines.

Large brimmed hats modeled on the lines of the millinery worn about 1860 or later, with picture brims, and in some cases large box crowns, are also showing. Some of these hats show very graceful lines, while others copy the commonplaceness of that period, and are loaded with flower trimmings.

For the early season, however, the hats are all small, and the majority are very small; so small, in fact, that the milliner will have to do much education in the matter of dressing the hair, and a visit to a good hairdressing establishment explaining the reason why the knowledge is wanted when down in the market centres for the openings would be a good investment for many milliners. There is much talk of the hair bobbed, and the aim of the coiffure of the moment is to impart the appearance of the bobbed head, the hair being wound around it in the closest, smoothest possible fashion, with no stray locks curled, and no marcel waves permitted to soften the outline. The head must fit into the hat in cap fashion, and the majority of models are soft and elastic, so that they can be pulled down in cap fashion.

It must be noted also that the new hats are worn in a distinctly new fashion, and no matter what shape is adopted it is worn with a saucy military cock well down over the right eye.

(Continued on page 25.)

Fruit, Flowers and Narrow Ribbons

Large Shepherdess and Picture Models—Flower and Ribbon Trimmed Will Come Later — Suede, Rubberized Silk, and Applique Flowers Are Among the Leading Novelties.

THE straws showing are tagel, hemp, Milan tagel, lisere, and the new barnyard or tube straws. There is also a limited use made of coarse braids, and there are a number of fancy straws employed for special purposes. Later the development is expected to bring Leghorns, Milan and the new Leghorn Milan into prominence. The black hat is still a big factor, and in colors, sand, putty, Belgian blue, and battleship grey are the best sellers in straws. The new greens, shading from pistache to Russian green, tete de negre, taupe and a reddish rose shade, are included in the list of novelty colors. So prominent is the combination of silk fabrics and straw that models in the two materials are carried in the straw department.



LARGE MODEL FOR ADVANCED SEASON.

High-crowned Victorian model with flaring drooping brim of beige-colored tagel. The under brim has a facing of dull rose faille and old blue narrow grosgrain ribbon is placed in vandykes around the crown with tight little bunches of flowers in mixed colors, with black varnished foliage backed with white.—Model No. 6.

Fabric Faced With Straw.

The majority of the hand-made hats are of fabric faced with straw—satin, faille and taffeta being the materials most used, though they only head the list. Suede seems rather heavy for Spring wear, but when fur and velvet is worn at Midsummer, it is only a minor matter to use suede for the Spring hat. The colors featured are sand, battleship grey, Belgian blue, and the new Russian green. Shapes are made of suede, or suede is combined with straw in making the Scotch bonnets and Tipperary turbans. Sailors and turbans have soft crowns made of strips of silk and suede, or braid and suede interwoven, and suede is used in the carrying out of many of the new trimming schemes.

Satin of Artificial Silk.

Among other novelty fabrics is a new loosely-woven satin that is made of artificial silk. This satin has a very bright finish, and is coarsely woven. It was used by Marie Guy last season, and it is put forward for the Spring by Georgette in combination with straw. It is said that this material is made of artificial silk and cotton, and ribbons in both narrow and wide widths are also made of this material. This fabric is known as "satin nouvelle," and is a real novelty in fabrics.

Silk Rubber Cloth.

This material is also being shown by the leading dressmaking firms, both for trimming purposes and for making evening wraps. It comes in black, white and a range of novelty colors. Parisian milliners are also using silk rubber cloth. Some very smart hats are shown in this material, but milliners find that it is very difficult to match it up with straws and other materials, and, therefore, the hat has to be all of this material with the trimming in contrast. A "Jack Tar" sailor of this rubberized silk in blue was trimmed with a wreath of white silk wheat, and a large sailor in dull brick red was trimmed with made flowers of dahlia braid in white and gold.

Featuring Black and White.

Moire is used to some extent, and there is a silk crepe-ratine fabric that is very fashionable, and Malines is very much used, and will be seen more later. New York is featuring black and white, chiefly in the form of black and diamond designs, and checker-board, slanting and other black and white designs. Smart little sailor shapes are covered with these checked silks, and are trimmed with bright-colored bunches of berries and fruits.

The season is opening with grosgrain, faille and other cord weaves in widths of 1½ to 2½ inches. This is because it is almost impossible to use the wider ribbons to advantage in trimming these small shapes. There is every evidence that these small shapes will pass with the early season, and that wider ribbons will then be wanted. Shepherdess shapes mean sashes and streamers, and this kind of trimming means that a big yardage of ribbon will be wanted.

The newest ribbons come in grosgrains and failles, and the leading colors are black, black and white, sand, putty, Belgian blue, battleship grey, cherry, pistache, Russian green and a new grey green known as "army" green. Some moire ribbons are selling.

In fancies, stripes are very popular, and later these will be followed by checks and plaids. Black and white satin and grosgrain blocks, and cross and lengthwise stripes are included in the list of novelty designs. Grey is also combined with black and white in the form of both checks and stripes.

Fruits May Leave With Small Hats.

The early season is beginning with fruit, and tight clusters and trails of mixed flowers, small piquets and bunches exquisite, and run from quite strong tones to delicate pastel shades. These include many odd, almost faded-looking early nineteenth century tones in faded shades of magenta, reddish purple, brick, blue and nasturtium tones.

Fruits and berries are made up into small nosegays similar to the corsage bouquets that have been so much worn this Winter. Blossoms and plenty of foliage are added to these fruits, and they form one of the best liked of the millinery trimmings for the coming season. Fruits and berries may drop with the small hats, but the floral effects will be strong all season, as they will help to fill up spaces and give variety to the floral trimmings that are certain to come into use with the advent of the large flower-trimmed Summer hat. All the fruits used are small, and the list includes grapes, oranges, lemons, straw-

(Continued on page 26.)

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Detailed Directions for Trimming Spring Models

Prepared for The Review by an Expert Milliner.



Model No. 1.

THIS IS AN OSTRICH trimmed model in grey and black satin, with a facing of grey and white cabbage straw braid.

It is made on a pressed net shape, but can be blocked in net or willow over a wire frame made to the following measurements:—Head size, 24 inches; width of brim, 4¼ inches in front, 4½ inches in the back, 4¾ inches at the left side, and 4¼ inches at the right side. The outside measurement is 49¾ inches. The height of the side crown is 3½ inches. This crown is slightly smaller at the top than at the base.

Cover the top brim with muslin. Take two bias pieces, 2½ inches wide, of the grey satin. Join these and fit over the edge of the brim so as to lie without any fullness. Another piece of grey bias satin is fitted two inches out from the crown, and is drawn in to the head size.

A bias flange of the black satin, measuring 1½ inches, when finished, at the widest part, is fitted round the middle of the brim. On both edges this is finished over a wire, and is narrowed in proportion to the width of the brim.

A bias of the black satin is fitted to the side crown slightly more in width than half its height, and is finished over a wire at the base. The top of the side crown is completed with a bias piece of the grey satin 1¾ inches wide when finished at each edge over a wire.

The top of the crown is soft, and is made from a circle of black satin, about 9 inches in diameter, and is fulled in to fit, so that the crown when completed measures 13½ inches over.

The materials required to make this hat are one-half yard each of grey and black satin on the bias, three-eighths of a yard of black satin on the straight, and one piece of straw braid for the facing. The ostrich mount is arranged to the left side front on the top brim.

Model No. 2.

THIS IS AN ABBE HAT of black fancy braid, peacock blue fabric and ostrich trimming.

Measurements for the frame:—Head size, 24 inches; width of the brim in front, 4¼ inches; back, 5¼ inches; left side, 5¼ inches; right side, 4½ inches; outside measurement, 53 inches.

The crown is about 3½ inches high to 12 inches over, and has a rounded edge at the top.

The braid which covers the top of the hat is slightly transparent, so that the frame should be covered first with a thin black silk.

The facing is put in plain, finished at the edge with a frill of the same material. This frill is shirred in two places, and has a double edge. When finished it is about 1½ inches wide.

Three short plumes are arranged along the right side of the hat, falling on the brim, and is finished with a narrow peacock blue ribbon, with a gold edge. The ribbon bands the base of the crown, and falls in a tied bow at the back of the hat.

To make this hat requires two pieces of braid for the top—one yard of the fabric for the facing and 2½ yards of ribbon.

Model No. 3.

NO. 3 MODEL IS IN BELGIAN BLUE, French crepe, pink rose trimming and Leghorn facing. Frame measurements:—Head size, 24 inches; width of front, 3⅛ inches; back, 3⅞ inches;



Model No. 2.



Model No. 3.



Model No. 4.

each side, 3½ inches. Length of head size from front to back is 8½ inches; width, 7 inches. Outside brim measurement is 45 inches; depth of side crown, 3 inches. The crown measures 13½ inches over.

This also is a soft willow or net shape, covered on top, first, with a thin blue silk; then with the French crepe. The Leghorn facing comes just to the edge, and is steamed to shape. The crown is made all in one piece, soft on top, but pleated over to fit the side crown, and is also made of the crepe over the silk. A soft fold of the crepe is sashed round the crown, knotted with two finished ends at the right side. Two pink roses, with long natural stems, are arranged carelessly across the front of the hat.

The requirements of this hat are 1 yard of the silk for the covering, 2½ yards of the French crepe and a Leghorn plaque for the facing.

Model No. 4.

THIS IS A NAVY BLUE satin turban, trimmed with emerald green handmade flowers. A suitable model for wearing between seasons.

To make this turban, take a crown measuring 25 inches in the head size and 3¾ inches high; length from back to front is 8¾ inches; the width is 6¾ inches. Fit a bias piece of willow round the crown and turn up to a depth of 2½ inches.

The whole hat is covered with a soft padding, and then covered plain with navy blue satin; a bias piece is used for the brim.

To make the flowers, take 3½ yards of green ribbon 6 inches wide, cut in half lengthwise, and then cut off 6 inches for each petal, fold into shape so that the selvage will be the outside edge. There are five petals to each flower and seven flowers on the hat. A knot of the ribbon forms the centre of each flower.

It requires one yard of satin to make the turban.

Model No. 5.

(See page 21.)

THIS IS A BURNT BROWN hemp shape draped with gold lace, and adorned with roses and old blue ribbon.

This shape is a little on the order of a poke bonnet, but is short in front and long in the back. The hat measures 24¼ inches in the head size. The brim measures 2 inches in the front; 3¾ inches in the back; 2⅜ inches on the sides; outside measurement is 39 inches.

The crown is 2¾ inches high in the front, and slopes off to the back, measuring 12¼ inches over.

There is a yard and one-half of gold lace draped round the hat, falling over the brim, tied in round the crown with the ribbon; the ribbon sashes across the back is brought through the brim at the right side, and hangs in loops over the shoulder. A bouquet of flowers is tucked under the brim at the left side front, the other flowers being arranged with the lace round the crown. The materials required are: One yard of brown chiffon for a plain facing; 4 yards of ribbon, 1½ yards of lace, and the flowers.

Model No. 6.

(See page 22.)

THIS IS A SMART HEMP SHAPE. Hat and trimmings are in primrose pink.

There is a flange of pussy willow taffeta finishing the facing of this hat 2½ inches wide, finished on each edge over a wire.

The narrow ribbon used in the trimming has a tiny edge of green matching the green leaves of the flowers, and finishes in the back in a soft bow, with short streamer ends.

It requires 2½ yards of the ribbon 1¼ inches wide, one-quarter of a yard of the silk on the bias, and four flowers.

MILITARY SHAPES AND SAILORS.

(Continued from page 21.)

Placed squarely upon the head, all the smartness of these small shapes is lost, and they must be properly posed. Milliners down for the openings will soon be made acquainted with both the new mode in dressing the hair, and also with the way in which the new hats are to be worn.

Elongated Torpedo Type.

Many of the new shapes are of the elongated torpedo type, and it may be said that the majority of toques follow this outline more or less. The latest toques from Paris are very high, and many of them follow the long triangular shape with the point in front. Marquise and tricorne shapes are good, as they are suitable for wear when the jaunty military models are of too youthful a type.

There is a new tricorne shape that introduces a line that is entirely different, for, while the hat is small, it has an exceedingly long line on the left side that gives the effect of a flare. This hat is one of the very few models that come all in one tone of color. This hat is seen in white fancy straw, with a flange of cord silk, also white edging the upturned brim, and trimmed with a wreath of gold edged narrow fluted ribbon used in garland fashion and passing over both crown and brim. This model was developed in black and gold, and also in nigger brown.

It was seen again in picot tagel in dark brown, and this model was trimmed with narrow picot edged ribbon in blue "soldat" and roses in the new "Britannique" pink. This blue is the color of the French soldier's coat, and means "mist" or horizon" blue, and is greyish in tone. The color of the roses is Britannique, which is a new shade of pink that shades into a medium red.

Among the military models is a new Napoleon shape, having more rounded and less prominent points, and another model is shaped like the helmets worn by the English cavalry officers. These hats come in Milan straw, and there is a feeling that this straw will come into more prominence when the season is more advanced.

Another new shape looks like half a peanut shell with a narrow straight brim, and there are any number of small poke or cabriolet shapes among the later models. The majority of these models have low oval crowns and the brim pokes out both front and back, and some of them form quite a point.

Sailor shapes are legion, and vary in size from shapes that are almost Merry Widow in size to tiny models with oval crowns and narrow straight brim. Some of them are on the Breton order, and others are an exact copy of those worn by the British jack tars.

The Flaring Veil.

Quite a feature this season is the use of the flaring veil, and very many models show the veil to match.

One of the most original of these models was a perfectly soft cap or toque made of a material between silk crepe and ratine — very soft, silky, and stretchy. This model was a long oval and the brim rolled back on to the crown on a level with the top. Around the top of the brim was placed a ruche of narrow ribbon, which held a veil of heavy Russian mesh net. This veil did not hang loose, but was caught into a ruche of the ribbon fastening around the neck with a snap fastener. The way the veil hung was much like that of the muslin used to keep the family canary from scattering his seed around.

FRUIT, FLOWERS AND NARROW RIBBONS.

(Continued from page 22.)

berries, and a big variety in berries that are of no classified kind.

Larger flowers are beginning to be shown. American Beauty roses are to come later; Marguerites, in natural and novelty colors; buttercups, water lilies, anemones, begonias and other big open flowers are also to be used. Pansies, violets, lily-of-the-valley, orange blossoms, and roses of every hue are strong. Forget-me-nots in all shades of blue, used in trails, wreaths, bunches, and to mix in with other flowers, form one of the biggest floral features.

New Kind of Flowers, Sprays, etc.

The line of the hat is the main thing this season, and the trimmings are so arranged as not to break this line. This has led to the introduction of a totally new form of flowers and sprays that are flat and appliqued close to the shape itself. Many of these flowers are hand-made, and flat flowers, such as daisies, single roses, etc., are used. These flowers are used in sprays, or formed into garlands or sprays; they are applied to the side of the crown and to the upper and under brim. Many of the new capelines have halo brims of Malines, with these applique flat flowers placed between the layers of the material.

Encouraging for Ornaments.

It is quite a few seasons since ornaments had such an encouraging outlook. Slides and buckles, particularly in pearl, are opening the season in high favor. For many seasons ornaments have been rather at a discount, but this season pins are very prominent—not hatpins, but fancy stickpins. These pins take military shapes, such as swords and dagger shapes, and also pins with long paddle-shaped heads. These pins come in tinted pearl, in sand and greyish tones and in tints that tone in with the various colors—some being pinkish, others bluish, and on the greenish and the violet order.

Jet is again to the fore, and jet pins, bandeaux and ornaments are being used but chiefly on the more expensive hats. Stiff-looking flowers are made of corrugated celluloid, in beige, yellow, red and blue, with dark green leaves. These flower sprays are very set-looking, and are used set up against the side crown of the hat. Girdles or collars in block effect come in this corrugated celluloid. These collars come in black and red, black and sand, and black and blue. Military pom-poms, made of fibre, are to be used to trim small tailored and military models.

The New Tariff

A BUYER who has been in the closest touch with the Canadian millinery trade in one of Toronto's leading wholesale millinery houses speaking of the tariff changes and the manner in which they would affect the millinery trade, said that the imposing of any extra 7½% would make little difference, although the advance would make all goods a little dearer to the buyer. As he understood from what he had seen in the papers, silks, velvets and ribbons would not have to pay higher duty, as they could not be advanced because of the treaty negotiated with France a few years ago. Because also of a previous favored nation arrangement, Switzerland, he thought, and Japan also, along with a number of other nations received the benefit; therefore he supposed that Swiss silks and ribbons would still come in at the old rate.

Coming at this time of the year when a very large proportion of the Spring millinery stocks had been received the advance in duty would for a time at least make little difference, but, of course, straws, flowers and other novelties that have yet to come will bear the advance.

Under the French treaty of 1907 velvets of pure silk and silk fabrics pay 20 per cent. duty, and ribbons of all kinds and materials pay 25 per cent., while velvets other than pure silk, velveteens, and plush fabrics pay 27½ per cent. duty, and further manufacturers of silk of which silk is the component chief value pay 27½ per cent.

The same rate of duty applies to all feathers in the natural state, manufactures of reathers, artificial flowers, fruits, grains, leaves and flowers for ornamenting hats; these all come into Canada from France at a duty of 27½ per cent.

Also all embroideries, nettings of cottons and silks come in at 27½ per cent. and as before explained the duty on these goods cannot be changed.

Moreover because of treaties made with Great Britain, there is a list of 12 nations that are entitled to any rate of duty that is given by Canada to any other country. Switzerland is one of these and therefore ribbons and silks from Switzerland now come in and will continue to pay the same duty as is imposed upon French silks. Japan also has a similar treaty arrangement entered into in 1913 which provides that all articles manufactured or produced in Japan shall enjoy the lowest rates of customs.

Featuring the Veil-Draped Hat

Popularity of This Veil so Strong That Deliveries Are Slow — Edged With Band of Velvet — Filets and Hexagons the Leaders—Many Novelties in the New Lines.

THERE has been an early development this Spring in the veiling situation due to a great extent to the introduction of the flowing or flare veil. Just as soon as the year turned the new veil was introduced and now it is firmly established. The millinery situation was exceptionally favorable to the introduction of new veils as the military hats were so small and severe in outline that they needed the veil to make the hat attractive. Some times even the veil forms part of the hat trimming and is laid in pleats around the top of the crown. One of the new tiny poke shapes has a veil arranged in this fashion; the hat is of the new barnyard straw, black in color, The veil is of black net with the pattern run in in gold. The design is an allover floral effect with a wide hem as a border and just in front is a bunch of yellow celluloid grapes with cire leaves.

The majority of the veils are secured at the back of the hat and allowed to fall full and free; some are run on an elastic and the elastic holds the veil in place around the top of the crown of the sailor and other brim shapes or from the top of the brim of the toques and military shapes.



After many years the graceful flowing veil is once more fashionable. Filet is the leading mesh, and the pattern is formed of velvet dots, and the edges are bound with a satin ribbon. Shown by the Thompson Lace & Veiling Co.

Among the novelties comes a circular veil which in reality is only half a circle. It is bordered on the shaped side and is adjusted around the hat, caught at the back and then left to hang free.

This fashion of the flowing veil has caught on with extreme rapidity, and so popular have they become that manufacturers are demanding longer dates for delivery and shipments are not only delayed but are coming along in sections. The most popular selling veil is the one edged with a binding of velvet or satin ribbon, and in making this veil the veiling mesh only is imported and the veil is made up for the importing veiling houses. These veils are made up in various meshes and qualities and are retailing like the proverbial hot cakes at from 65c to about $2.25 each. Fashion says filet, and from this point of view the filet mesh leads, but hexagon, and other fine meshes are very free sellers.

Borders are a big feature; some are woven in but the smartest borders are formed of velvet dots or woven dots in various sizes. Large square dots form Greek key or battlemented edges, and double borders formed of a row of dots; one on the edge and the other about 4 inches up the veil are among the very newest. Many veils show figures formed of various sized dots, and other patterns are in outline effect run in through the mesh. The expensive meshes are exquisitely soft in finish and are, therefore, uncrushable.

The vogue of the satin-edged veil is assured, but it is too expensive for the popular-priced trade. To meet this demand there is a new veiling by the yard on the market. This veiling comes in various meshes, and the border is so woven that it looks as though it was edged with a narrow satin ribbon. Great things are expected of this veiling, as it can be sold at a popular price, and it gives the same satin-bound effect that is all the rage in the expensive veils.

Veilings are now coming to hand from Paris, and Nottingham is doing a large and an increasing veiling business. So many orders are crowding into this centre that the looms are running up to their full capacity and deliveries are very slow. New York is showing a number of extreme novelties, among the most striking of which are the veils finished with deep vandyke points. Some of these show a border of various sized square velvet spots, while others are ribbon or velvet bound, and each point is finished with a tiny ball or tassel. Another extreme model is the parasol veil. This veil is a complete circle with a border all around the edge and is worn thrown over the hat and secured by large fancy pins, and hangs in full godets all around the face and down to well below the shoulders.

At the present time black bound with black is the big seller, though a few black veils bound with white ribbon are showing. Later will come sand, navy, cadet and Russian green in novelty colors.

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are in great demand

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IF the demand has not struck you yet, it will before very long — military is the password to all Spring styles, and no woman will be in it without the stern military touch to her garments.

Braids are military decidedly, and the demand is daily increasing. Now is the time to place your Spring order to make sure of getting supplies early.

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---and 8c per week will do it!

This small amount invested in the Dry Goods Review for each of your department heads will mean the difference between a wide-awake, efficient staff, thoroughly conversant with the trade, and one which consists of mere order-takers. Worth while, isn't it?

How the Trade Views New Tariff

Came in Good Season, as Most of Spring Buying is Over and Little for Fall Completed—Some Sold Subject to Tariff Changes—Glove Importers Hit—Scanning Blue Books.

INASMUCH as the Budget was made public only a few hours before The Review went to press, it was somewhat difficult to get reliable opinions from manufacturers of dry goods as to the effect the provisions of the Finance Minister's bill will have upon the dry goods trade generally. Nevertheless The Review was able to see several important importers and manufacturers of silks and velvets, ribbons and so forth. One and all they were employed in consulting blue books and trying to figure out just how they were going to be affected.

The consensus of opinion seems to be that, so far as the dry goods trade is concerned, the new tariff comes at the psychological moment. It could not have happened better. Practically all of the Spring buying has been done, and retailers are saved from added expense on that account. The Fall buying has scarcely begun, and as placing orders have been comparatively light so that all will have some little time in which to make their plans. Manufacturers will not be made to suffer by reason of having contracted with jobbers on a large scale, which contracts would have to be filled, even though, under the new tariff, the goods cost the manufacturers more. There is very general satisfaction among dry goods manufacturers with the new Budget. Some increase in custom duties was forecast, and very few importers and manufacturers omitted to prepare themselves by getting their goods into the country.

Velveteen Will be Higher.

One point was brought out by several dry goods men which is important to the retailer. That is that although velvets are not going to be higher, velveteen will. This latter comes from Britain chiefly, and is therefore subject to the five per cent. extra on the British preferential tariff. There are very large quantities of velveteen used in Canada, and this will be an important source of revenue—to look at it from the point of view of the Minister of Finance.

A Noteworthy Suggestion.

In connection with the question of just how soon manufacturers will put up their prices to retailers, an important man in the dry goods business made a tentative suggestion that might be useful. It is that prices for a time be kept the same, but that buying be made subject to net thirty days. This particular dry goods man submits that the manufacturer while, doubtless, he will have to put up his prices, will not raise them commensurately with the amount of added expense. That is, he will be content to take smaller profits, because this war is a thing from which everybody has to suffer. By an arrangement of credits based upon net, thirty days, instead of sixty or ninety days, however, the decreased profits will be offset, to a certain extent. Thus, the retailer will get his goods as cheaply as possible, and the manufacturers will not suffer to the full extent imposed by the extra cost on account of the increased duty.

All of the men seen by The Review were very well satisfied with the general provisions of the Budget. The stamp duties were acceptable to most of them.

How Montreal Views It

THE Review's Montreal correspondent wrote as follows:

In the budget summary as it concerns the dry goods trade there is a general all-round increase of 7½ per cent. on the general, and 5 per cent. on the British preferential tariff. By reason of the trade conventions with France, the increased duties do not apply to silk fabrics, velvets, ribbons and embroideries.

While the above facts are apparently simple, prominent men in the dry goods trade were not in a position to speak intelligently on the effect of these changes when seen by a representative of The Review. It seemed as though it would take them considerable time to realize what effect the increase in tariff really would have on business.

Advanced at Once.

Wholesale houses were not inclined to look with disfavor on the budget. They do not stand to lose much as the extra duty will be charged on goods ordered for Fall. One would imagine that those retailers who had already placed their Fall orders would be in a better position than those who had not. There may be some houses who have been doing business on this basis—that those retailers who bought early would save considerably if a duty were imposed—but many wholesalers seem to have sold subject to tariff changes. As one told The Review: "Since the war broke out, all goods have been sold subject to change of tariff, consequently on goods shipped after today five per cent. will be added on British goods, and seven and a half per cent. on foreign goods."

A prominent retailer expressed the opinion that it would have been practically impossible and unwise for merchants to attempt to prepare for the Budget. On the one hand it would not have paid them to stock up heavily for a mere seven per cent. advance in tariff, and secondly, there was a great danger of what they bought going out of fashion.

Hit Hard on Gloves.

Some importers seem to have been caught badly. One house informed The Review that gloves had not been sold subject to tariff changes. At the time of the interview he was not sure whether gloves from France were on the exempted list, but he was afraid they were not. He seemed of the opinion that the advance was "outrageous;" that importers had been hit severely, while home manufacturers had been protected. His chief objection was to a change in tariff without notice. As his gloves had not been sold subject to change, profits were eaten up three times over. As it was, they were making very little profit on gloves. The price of gloves, he explained, was fixed to retail at a certain price. This simply meant that an advance would be made of 7½ per cent., but not all round. The burden would be placed on those lines which could bear it. It was no use putting the full 7½ per cent. on better lines, or they would not sell at all.

As the increase in tariff applies to raw material, Canadian manufacturers in the dry goods lines suffer about as badly as anybody; in fact, some are inclined to think they are the worse off.

Switzerland, some argue, will suffer severely. She exports a considerable portion of the ribbons coming to this country, and as there is no increase in the tariff on French ribbons, the latter will have the advantage. It is not sure, however, whether Swiss ribbons are on the exempted list or not. The tariff on American ribbons will now advance to 42½ per cent., while from France the duty is only 25 per cent.

Wholesale houses seem to find more cause to grumble in the taxes on bills of lading, letters, and cheques. For every bill of lading sent out by a wholesale house there will be a charge of 5c.—2c. tax on the bill of lading, 1c. additional postage, and the usual 2c. postage. As wholesale houses send out hundreds per week, the increased cost will be considerable.

Big French List Remains the Same

Under French Treaty Silks, Velvets, Ribbons, Embroideries, Handkerchiefs, Corsets, Feathers, Flowers, Gloves, Boots, Toys, etc., Remain as Before—Switzerland Included—Preferential Now Sometimes Higher.

ONE clause in the new tariff that has attracted considerable interest and about which little information was furnished by the press comments was the relation of the French Treaty to the advances in duties. Hon. Mr. White announced that the Government could not alter the schedules contained in the French treaty and hence no increases applied to this. Velvets, silks and embroideries were mentioned as the articles exempted by the French treaty.

As a matter of fact the list is a much more extensive and important one as will be seen by the list given below. With the shutting down of so much manufacturing in France the maintenance of the present duty is not applicable to imports to Canada to anything like the extent it was before, but the opening up of industries in France may be expected to be extended gradually after the Great Drive begins in earnest. Some of the items on the French treaty list are **velvets, ribbons, silk fabrics, embroideries, handkerchiefs, corsets, buttons, laces, gloves, boots and shoes, many fabrics, fur skins, trunks, valises, many millinery supplies, etc.**

The chief point to notice about the French treaty in its relation to the new tariff, is that under it, in 1907 certain goods from that country were accorded an "intermediate" tariff, which, as its name implies usually lay midway between the British preference and the general tariff, which was applicable to the United States, for instance. Thus in the case of embroideries and lace, collars or collarettes in lace, etc., the former tariff read:

Preferential 25, intermediate 27½, general 35.

In future the intermediate to France will remain the same, falling below the preferential which go up 5 per cent., while the general advances 7½ per cent. The comparison thus stands:

	Old.	New.
Prefer'l (British Empire)	25	30
Intermediate (France, etc)	27½	27½
General	35	42½

In the list given below the figures first appearing apply to goods from France (and "favored nations") the second is the British preference (to Great Britain and the colonies); while the third applies to all others.

Eleven Favored Nations.

A reference has been made to "favored nations." This simply is an extension of the French treaty. The customs regulations state that by virtue of treaties with Great Britain the following are "the most favored nations" entitled to receive the benefits of any treaties made by Canada with other nations: **Argentine, Austria-Hungary, Bolivia, Columbia, Denmark, Japan, Norway, Russia, Spain, Sweden, Switzerland and Venezuela.** It is interesting to note that Austria-Hungary was on this list. It is of course illegal to trade with that country since the war.

FAVORED NATIONS' LIST.

France.
Argentine.
Bolivia.
Columbia.
Denmark.
Japan.
Norway.
Russia.
Spain.
Sweden.
Switzerland.
Venezuela.

There is a special treaty with Japan signed in 1913, by which it enjoys the lowest rates " applicable to similar articles of any other foreign origin." This treaty remains in force until July 16, 1923.

The Three Rates Compared.

Below is given a list of dry goods materials that retain the present duty under the French treaty, with the corresponding preferential rate and the general one, in this order:

Alcoholic perfumery, 32½ per cent. (unchanged); preferential 30 (advance of 5); general 40 (advance of 7½).

Clocks, watches, time recorders, clock and watch keys, clock cases and clock movements, 27½ per cent.; pref., 25; general, 37½.

Needles of any material and kind and pins manufactured from wire of any metal, n.o.p., 27½; pref. 25; general, 37½.

White and cream colored lace and embroideries, of cotton or linen, 17½ per cent.; pref. 17½, general 27½.

Cotton or linen thread, n.o.p.; crochet and knitting cotton, 22½; pref., 22½; general, 32½.

Women's and children's dress goods, coat lining, Italian cloths, alpacas, Orleans, cashmeres, serges, bengalines, composed wholly or in part of wool, worsted, the hair of the camel, alpaca, goat, or like animal, . . . when imported in the grey or unfinished state to be dyed or finished in Canada, 22½ per cent.; pref., 20; general 32½.

Fabrics, manufactures, wearing apparel and ready made clothing, composed wholly or in part of wool, worsted, the hair of the goat or other like animal, n.o.p.; cloths, doe skins, cassimeres, tweeds, coatings, overcoatings, and fell cloth, n.o.p., 35 per cent.; pref. 35; general, 42½.

Carpeting, rugs, mats and matting, 22½ per cent.; pref., 22½; general 32½.

Braids, fringes, cords, elastic, tassels, handkerchiefs of all kinds, shams and curtains, when made up, trimmed or untrimmed; corsets of all kinds; linen or cotton clothing, n.o.p., 32½ per cent.; pref. 30; general, 42½.

Embroideries and lace, n.o.p.; collars or collarettes in lace and all manufactures of lace; nettings of cotton, linen, silk or other material n.o.p. 27½ per cent.; pref. 30; general, 42½.

Black mourning crepes, 17½ per cent.; pref., 17½; general, 27½.

Velvets other than of pure silk, velveteens and plush fabrics, 27½ per cent.; pref. 22½; general, 37½.

Velvets of pure silk and silk fabrics, 20 per cent.; pref., 22½; general, 37½.

Ribbons of all kinds and materials, 25 per cent.; pref., 27½; general, 42½.

Manufactures of silk or of which silk is the component part of chief value, n.o.p., 32½ per cent.; pref., 35; general 45.

Fur skins, wholly or partly dressed, n.o.p., 15 per cent.; pref., 15; general, 22½.

Dongola, cordovan, calf, sheep, lamb, kid or goat, kangaroo, alligator, and all leather, dressed, waxed, glazed or further finished than tanned, n.o.p., 15 per cent.; pref., 17½; general, 22½.

Boots, shoes, slippers and insoles of any material, n.o.p., 27½ per cent.; pref., 27½; general, 37½.

Trunks, valises, hat boxes, carpet bags, tool bags and baskets of all kinds, n.o.p., 27½ per cent.; pref. 25; general, 37½.

Fans, dolls, toys, of all kinds, bead ornaments, 27½ per cent.; pref., 25; general, 37½.

Gloves and mitts of all kinds, 30 per cent.; pref., 27½; general, 42½.

Braces or suspenders, and finished parts thereof, 30 per cent.; pref., 27½; general, 42½.

(Continued on page 32.)

Many Lines Shot Up at Once

Placing Prices for Fall Jumped Automatically in Many Cases With Rise in Tariff — Dress Goods and Linens Went Up at Once—Turning to Silks and Cottons?

THE policy of keeping prices down until the supply on hand was exhausted; was one pursued in a large measure, by the wholesalers, jobbers and retailers alike, during the early months of the war, but the importing houses, for the most part, will be forced to change this policy as a result of the 5 and 7½ per cent. tariff advances.

Very small percentage of Fall goods had been received before the tariff change, but wholesalers and other importers had taken placing orders for Fall that they are bound to fill at the lower figures. The result is that on the great bulk of the placing orders—still undelivered in Canada—the importers must pay the 5 or 7½ per cent, surtax. In order to cover themselves they will be compelled to charge the extra duty from goods bought from stock hereafter. The advance will be applied to a great extent on Spring assorting orders also. A few, it is understood, sold for Fall "subject to tariff changes"—the majority did not. Thus the tariff will be felt at once in an advance of quotations in dress goods, linens and many other lines.

Due to a shortage in the raw materials, linens have advanced enormously since the outbreak of hostilities last August. Since the beginning of the present year the advances have been totalled from 20 to 30 per cent., and the imposing of an extra 5 per cent. duty brings up the advances to from 25 per cent. to 35 per cent. on all later importations. Taking it all through the trade is fairly well stocked ahead in linens

Prices on all lines of woollen materials were bound to be high and the difficulties were great without the imposing of an additional rate of duty. As in all cases the advance shows most in the cheaper grades of materials. Five cents more or less makes little difference when the cloth is a dollar or over per yard—when the price is 25c. or 35c. the additional 5 per cent. looms large. Moreover, because of the condition of deliveries many lines of goods are late, and though orders were placed with the mills months ago the cloth is not yet to hand and will have to pay the extra duty. Orders have been taken by the jobbers for these materials that will have to be filled in spite of the added duty. Therefore to recoup themselves, all goods bought from stock will carry the additional duty. This means that the man who has placed his orders early is going to get his goods less the duty in comparison with the man who has yet to buy.

The consumption of silks and cottons is certain to be helped by the tariff,—the former remain the same from France under the new tariff, and the higher cost of woollens will turn many consumers to the other goods.

BIG FRENCH LIST REMAINS THE SAME.

(Continued from page 31.)

Feathers, in their natural state, 12½ per cent.; pref. 15; general, 22½.

Feathers and manufactures of feathers, n.o.p.; artificial feathers, fruits, grains, leaves and flowers suitable for ornamenting hats, 27½ per cent.; pref., 25; general, 35.

Corset clasps, covered corset wires, steels, etc., 30 per cent.; pref. 27½; general, 42½.

Buttons of all kinds, 30 per cent.; pref., 27½; general, 42½.

Combs for dress and toilet, 32½ per cent.; pref. 27½; general, 42½.

Brushes of all kinds, 25 per cent.; pref., 22½; general, 32½.

HINTS TO BUYERS.

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The 1915 catalogue of "Crex" carpets, rugs and runners, which has just been issued by the Crex Carpet Co., New York, is fittingly named "Crex in the Home." The booklet is replete with charming illustrations, many of them in rich natural colors, showing "Crex" rugs in the living-room, library, dining-room, bedroom, hall, bathroom, etc., harmonizing with the other interior decorations. Samples in color also are shown of various Crex designs.

One of the most interesting of the contents is an illustrated account of the manufacturing process from the harvesting of "Carex Stricta," a grass grown in parts of the Middle Western States. The catalogue will be sent on application.

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The Recognized Authority of the Canadian Dry Goods Trade

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(ESTABLISHED 1888)

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF.

THE DRY GOODS REVIEW

F. M. Alexander, *Manager*
A. B. Caswell, *Montreal Representative*
F. A. Cockburn, *Toronto Representative*
S. S. Moore, *Ontario Representative*

H. H. Black, *Editor*
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GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 140 So. Dearborn St., Room 607, Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

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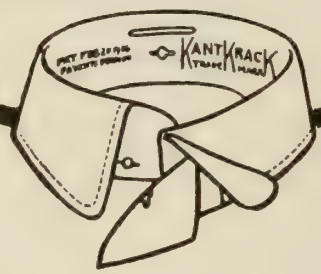
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No. 3



"My wife says she's glad I wear Carhartt's, for there is no sewing on buttons or fixing rips."

"And my wife knows, for she has been keeping my overalls in repair for twenty years. She's practically gone out of the overall-mending business since I started wearing

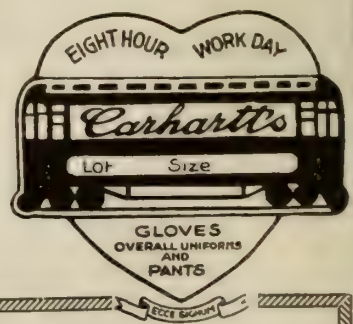
CARHARTT'S OVERALLS

for they are mighty strong—made of good material that doesn't tear every time I get up against a nail, and as for rips they are rip proof and the buttons are on to stay."

A satisfied customer, Mr. Retailer, is the best advertisement you can have, for he's a man among men, giving a practical demon stration of your wares. Carhartt's overalls are fine and roomy, are reinforced in the spots that would be weakest, well-sewn seams, have safety watch pocket and self-adjusting suspenders—giving absolute comfort and freedom of action.

Get the agency for your town for Carhartt's overalls and gloves. A trial shipment of both will be sent on sixty days' approval. What you can't sell return at our expense.

Send a postal to-day.



Hamilton Carhartt, Manufacturer, Limited
Toronto Vancouver

Penmans Hosiery

Made for the Whole Family

You can supply all hosiery demands with the Penmans line, and produce satisfaction that will react in your favor.



Penmans High-Grade Product

backed up with strong newspaper advertising and attractive window display material, gives the foundation for quick sales and profitable turnover.

With this popular line, you can standardize your Hosiery stock, always having uniform sizes and dependable quality.

No selling effort required with Penmans.

Penmans Limited
Hosiery, Underwear, Sweaters
Paris, Ont.

104

All *Penmans* Products are Made in Canada

Sales Booster

THE SECOND

HERE comes Brown's delivery man for a waterproof collar—why it's some time now since he bought one—it must be months, and yet he is particular about the style he gets, too.

Does it pay to cater to this Trade?

Now, size this up for yourself—Brown's driver is a man, with a man's requirements, and the necessary money to satisfy his needs. He thinks enough of your store, you admit, to come in and buy a waterproof collar once in a while. What is he doing in the meantime when he requires hosiery, a cap, a suit, an overcoat and other articles of men's apparel?

Why, he naturally thinks of your store just the same and when you can satisfy him with his collars you have his confidence enough to get a chance to fill the rest of his needs.

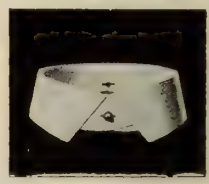
Why not get the trade of more "Brown's drivers?" for there are thousands of his class and their trade is well worth while—it's worth going after.

Any waterproof collar is a waterproof collar, but an Arlington Collar is a satisfier—an ad. for you every working day of the year.

A natty display of **Arlington Collars**—(fresh boxes opened up and arranged in one corner of the window with a natty card as here shown, well displayed, and a few individual stands showing the different styles), will interest wearers of waterproof collars and others. **There's an Arlington Collar to suit every taste and every pocketbook. Each one is entirely satisfactory. Prices range 70c to $2 dozen.**

Write for Catalog.

Arlington
Waterproof Collars



—are friends of the out door man

A STYLE FOR EVERY TASTE

This is an easy card to make—use a long white card; line across with black ink and letter with blue pencil; use illustration below.

Send to us for display cards.

The Arlington Co. of Canada, Ltd.

54-56 Fraser Avenue, TORONTO

Eastern Agent: Duncan Bell, 301 St. James St., - - - Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block - Winnipeg

Use this cut to illustrate your show cards.



It's the cloth in your overalls that gives the wear.

STIFEL'S INDIGO CLOTH

Standard for over seventy-five years

The boot on the back is your guarantee



75 years *continuous sale* is the best proof of the selling quality of STIFEL'S INDIGO

Three generations of wearers have found it pays handsomely in long and satisfactory wear to insist upon OVERALLS, JUMPERS, SHIRTS, etc., of STIFEL'S INDIGO CLOTH. Every washing makes it like new.

You can tell the genuine in a minute by this trade mark ☞ STIFEL'S (Registered) on the back of the goods inside the garments.

It's your guarantee and your customers' guarantee against imitation.

Give yourself the prestige and profits of the *world's standard fabric.*

Cloth Manufactured by

J. L. STIFEL & SONS

Indigo Dyers and Printers

WHEELING, W. VA.

SALES OFFICES

NEW YORK	260-262 Church Street
CHICAGO	223 West Jackson Boulevard
SAN FRANCISCO	Postal Telegraph Building
TORONTO	14 Manchester Building
WINNIPEG	400 Hammond Block
MONTREAL	100 Anderson Street

"King George" Suspenders



Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.

BERLIN ONTARIO

"Craftana"

THE HALL-MARK OF Registered No. 262,005



Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

MEN'S WEAR SECTION

Only One Color in Colored Collars

Original Striped Collar of England Being Shown in Toronto Shop — Black and White Silk Shirts—Union Jack in Colors on Tie.

BY A TORONTO CORRESPONDENT.

WE are just between seasons, and there is not a super-abundance of things new in men's wear. At least, they are not to be seen in the stores. It is a little late for Winter and it is too early for Spring. Nevertheless there are some new novelties, chiefly in trifles.

For instance, I see there is some attempt to duplicate New York in the matter of the black ebony cane. There are not many of these in Toronto as yet, and I don't think they will be particularly fashionable here. The cane is about one inch thick, and is made of ebony, or ebony wood. There is no handle of any sort. The top is merely silver mounted, the mount stretching down about two inches and a half. It is a distinctly unusual cane, but not one that is likely to be very much affected in Toronto.

* * *

A New Shirt.

In Brass's store, I notice some of the black and white silk day shirts. These have had a fairly good run in New York, though they are not popular now, and Toronto saw them for the first time a couple of weeks ago. The shirt is white silk, and the stripes, which are perpendicular, may be close, or wide apart. According to the width apart is the width of the stripe. Some of them are bars a quarter of an inch thick. The whole effect is too zebra-like for the conservative man, but for the "young blood" this shirt should be a good buy. The cuffs are double.

* * *

As to Boots.

The predilection—as we have observed in our recent articles dealing with the shoe department,—is in favor of cloth tops for men, and the particular color which is going to have a big run is sand. In connection with this, the Royal Shoe Store is displaying some mighty attractive models along this line. One I saw which rather took my fancy was a dull glace kid lower shoe, and this sand-colored top. The eyelet was of black, and there was the necessary backing of leather on the back of the upper. This sand color is more or less new for this continent, but three or four years ago Bond Street featured it, and with the fashion-plate man over there, it had considerable vogue.

* * *

Patriotism in Ties.

Patriotism is being appealed to along various lines these days. I saw in the Men's Wear Annex to the T. Eaton store the other day a blue silk tie, wide end, with the Union Jack displayed in colors in the place where the tie-pin would naturally come. It looked very attractive, though for some men it is doubtless a trifle bright. The price, I believe, is one dollar. I understand that the tie is having a good sale.

* * *

More About Striped Collars.

The question of striped collars is not dead in Toronto, though our Montreal correspondent says it is there. I see that Ely is featuring stripes, in various shaped collars. The noteworthy thing though is, that they are only in one color. That is, in darker blue on a pale blue background. This was the original striped collar which was revived in England some three years ago, first—if my memory serves me—by Lord Haldane. The trouble has been that New York suddenly developed a penchant for striped collars and rushed into the field with all sorts of shades that an Englishman—whose fad the striped collar was—would never look at. Hence we may see pale greens, and mauves, and pinks. London never stood for these. Her sole striped collar—among well-dressed men—was the blue. America, imitating London, fell foul as often, and got out collars that are nothing like those so much in vogue in London.

These collars, by-the-by, were originally high-priced, and this was because they are made to measure for each customer. Stanley & Bosworth have made them for some time. Ely is doing the same. I see the latter store is showing all sorts of shapes in both single and double fold. One that particularly attracted me was a butterfly in this darker stripe on light blue background. It certainly is a smart collar.

Striped collars are not out of fashion, provided they are this color, and are well made. The cheap lines that some manufacturers put on the market looked as cheap as they were.

* * *

Conservative Styles in Hats.

The new hats are here, and one notices—possibly with no small degree of thankfulness—that we have gone back to more conservative hats. This applies alike to fedoras and derbies. The latter are more or less the styles we used to know before those weird semi-Welsh hats were seen in our stores and streets last season. There has been quite a revival in the popularity of the Christy hat.

The best soft hat, and one which is finding large vogue, is the plain green fedora. It is of simplest style, same colored band, fairly high crown and fairly narrow brim. It is a leader with well-dressed men. The contrast hats are dying quickly—and personally we don't mind how soon we see the last of them.

(Continued on page 41.)

Mercerized Shirts, Heavy Black Stripes

A New York Line That Will Be Tried Out in Canada for Spring—Bat Wing Bows With Pointed Ends—Narrower Cutaway Collar—Half Price Sales Running Into February.

BY A MONTREAL CORRESPONDENT.

SOMETHING has happened that never happened before, probably—the high-class haberdashers have been holding half-price sales. This was confined mainly to neckwear, fancy vests, hats, mufflers, and suits. They started out with 50% off everything in January, and carried the half-price sales right into February preparatory to a second stocktaking, and the arrival of new goods.

It is impossible then to write of what is being shown in Montreal, but as orders have been placed for new goods, it will interest readers to know what the large haberdashers here will be showing by the first of March.

* * *

The Cutaway Collar.

First of all, a new collar is expected on the market. Manufacturers are keeping the shape secret until March 1, but I have it on good authority that the shape will be almost identical with last one—a moderate cutaway—with this difference: It will be narrower for Summer. The old style of closed collar is being cleaned out at greatly reduced prices. A buyer, recently returned from New York, states that the poke wing collars are coming back, as well as the old Ascot ties. The latter, as always, are worn in neat shades of grey, and black and white.

* * *

Startling Black Stripes in Shirts.

If Canada follows New York, we are going to see something startling in shirts and ties. Buyers have returned with mercerized cotton shirts, with bold black stripes, fully a quarter of an inch thick, and ties to match. Merchants here who have them, are keeping them in the background until they see how they go. They guarantee them fast colors, and offer a new shirt for any that fails.

* * *

Selling Off Colored Mushrooms.

Colored mushroom pleat shirts, usually retailing at $5, are being cleaned out by merchants at $3, or anything they can get. They have never been a success, excepting in a cheap shirt, and, of course, the white mushroom, which is worn now extensively for evening dress.

White gloves with black backs are expected to return back for Spring; also hand-sewn chamois gloves.

* * *

Bow Ties For Spring.

Besides the ties referred to above we shall probably see lots of bat wing bows, with pointed ends worn. Knitted ties will be good, but will not enjoy the vogue they are having this Winter.

Colored crepe de chine pocket handkerchiefs are being shown, in browns, greys, and assorted shades. As these are imported from England, some difficulty may be experienced in securing supplies.

Khaki handkerchiefs in silk and linen are selling well to the soldiers. So hard to get are these handkerchiefs; several houses have bought the silk, and had the handkerchiefs made on their own premises.

The straight military cane, with small gold head, and no handle, is coming in.

ONLY ONE COLOR IN COLLARS.

(Continued from page 40.)

The Foulard Tie.

I see that some of the more exclusive stores are featuring the foulard ties. White spots on blue seems to be the leader, though the background may be of black, if preferred. The spots are different sizes. This sort of spotted tie makes up very well as a bow tie, and has been very popular for several seasons in England. It should be a bat end tie, and a very nice style which I saw had the spots about an eighth of an inch in diameter. There were not many of them either.

The long ties in foulard are not so much seen in Canada, but they are very natty. For these a closer spot is better, or else—which is the other extreme—big spots very far apart.

* * *

Lavender Spats.

Spats, having been taken up with some reluctance, I should think—for a spat a Canadian don't seem to me to tally—are now quite generally worn. The latest color to enjoy popularity is a grey or lavender. The fawn and dark and light browns have been mostly in vogue, but the smart men are wearing the light grey.

The Man About Town.

THE RAMBLING DOLLAR.

The "trade-at-home" dollar, which was put in circulation in Iowa, November 21, by Archie B. Spurgin, president of the Retail Merchants' Association, was recently returned to him. The dollar was spent fifty-three times and Spurgin estimates that it earned more than $10, besides teaching the moral that it is best to trade at home. The dollar was placed in circulation to give people an idea of how much good a dollar will do if spent at home.

A dollar bill was pasted inside a bank book and instructions were written on the fly leaf for the possessor of the bill to make an entry each time the money was spent, telling with whom it was spent and for what. Spurgin spent it first and after that it went to fifty-two different persons. It bought all sorts of things, was used in paying accounts, was applied on salaries, helped to make change and did every other thing a dollar has been known to do.

A NEW BAND.

Some of the Panamas that are being featured for the Summer have a black and white check band, wrapping round in layers. It looks very effective, though it would not do for the conservative dresser.

KHAKI FELT HATS.

There is some talk of reviving the Khaki brown felt hat in England. King George has started something along this line by wearing a Khaki felt trilby hat, with a broad band of black. This ought to start the ball rolling. They follow King George quite a lot in England in the matter of dress.

Our London Letter

By "THE LOUNGER"

The Popular Rainproof Overcoat—Soft Collars Have Greater Vogue Than Ever—Some Notes On Winter Overcoats—The Ulster Still in Favor—Khaki Colored Furnishings on Temporary Wane—Business Notes.

LONDON, Feb. 1.—With us it is not so much overcoat weather, as raincoat weather. For some time now the rain has come down with more or less consistency. The streets are full of men and women raincoated, and paramatta-ed and cravenetted and mackintoshed. The rain-proof overcoat finds this season as it has done the last two or three, a wide public. It is made of fabric which needs no rubber to make it impervious to wet, and yet it is fabric not waterproofing. The cravenette, light green or fawn color, is as popular as of yore. The raglan shoulder, built a good deal more roomily than hitherto, is the 1915 model.

I was surprised, when I was in Canada a few months ago, to see that there were comparatively few of these coats worn out there. Apparently you still stick to the out-and-out waterproof. This is distinctly declining in England. The superiority of the rainproof overcoats over the mackintosh is obvious; it is at once a coat—and a dressy one at that—and a shield from the rain.

A Natty Sports Collar.

It has been a puzzle to the average man who plays tennis or goes in for boating and the like, just how to be comfortable about the neck, and yet look more or less presentable. Heretofore, the average man has preferred comfort to good looks, and has unloosed his stud, leaving the collar in an untidy state.

I saw a shirt the other day, however, that will fill the bill. It has a collar attached, but there is a slope on either side which makes a nice wide opening right at the front of the neck. This is a natural opening; not one forced by just leaving the stud undone. It looked mighty nice. I understand there is a patent applied for.

On Soft Collars Generally.

I am told here that soft collars are to be very strong this Spring, and indeed, judging by what one sees right now, it seems probable. White pique is to be a leader. This makes a very nice-looking collar, inasmuch as it is not too limp. There is such a thing as getting the soft collar too soft, and then it looks sloppy. This, however, is a firmer material and makes up well. For better wear, Japan silk is a leader. Strictly, these should be worn with shirts of the same material, though they are worn quite often with the cotton and taffeta shirts. Most of the soft collars made here now have the pin holes at either side in the front, for slipping the bar pin through. Up to three or four years ago, the two sides of the collar were fastened by a pin, but the pin was jabbed in anywhere, and a man rarely hit the same place twice. This caused a sort of miniature pincushion on the front of the collar. The pin holes are recognized as au fait, however, and, as I said, have been widely adopted. In Canada I see that the bar pin is becoming the recognized way to fasten the soft collar. A couple of years ago, it was fastened by a little tape, terminating in two pearl buttons.

Quite a number of soft collars are worn here by younger men for business wear. These are white, of course. The colored soft collar has little vogue in England. The polo, or long shape, is the favorite here, superseding the ordinary double shape.

The Double-Breasted Ulster.

It was prophesied a good deal at the beginning of the winter that the ulster or very heavy frieze overcoat would not be as much worn as in other years. The contrary has happened. Ulsters have been more popular than ever. Dark green, in a heavy frieze cloth, is a leader. And dark blue pilot has had a good run too. The heavy and loose style of coat appeals to more and more people as years go by. Comparatively few Londoners will wear a tight-fitting overcoat, unless for absolutely formal wear. The tighter models have not arrived—to stay. There is some return to the strap over the sleeve again this year, rather than the rolled back cuff. There are also a number of men wearing the ticket pocket on the right arm. The belt continues as universal as ever. I see several without it, but the main body of men like it. There is one peculiarity about it this season, however, that is worth noting. Most belts are looser, and have no middle-waist buttons as heretofore.

Apropos of the subject of overcoats generally, it is remarkable how many men are wearing their last year's coats. In no department has the economy forced on us by the War been more outstanding than in the matter of clothes. This applies to suits and overcoats alike.

The Black Frock Overcoat.

Yes! this is still worn. There has been some attempt at a revival of the old frock overcoat, which—for some reason or other—we always associate with the actor who is down at heel or the stockbroker who has seen better days. Sir Edward Carson, the Ulster leader, was wearing one the other day on his way to the House, and so was Mr. Harcourt, the Colonial Minister. This overcoat is only for the man who can afford two or three overcoats. It should have the velvet collar; that goes without saying.

The New Straws.

I was in Dunns the other day, and was shown some advance models of straw hats. These differ little from last year's, the highish crown and the narrowish brim being prominent. I saw one or two extreme models—obviously American—which had a too-high crown and a too-narrow brim. But I don't think the average man will care for them.

In the Trade.

Conditions are not any too prosperous among tailors and outfitters generally. Business is very slack; slacker even than we had made up our minds it would be. By-the-by, many people had bought big stocks of khaki goods in different lines; silk handkerchiefs, sweater coats, hose and so forth. I understand that demand for the color has very much fallen off, and if it doesn't come back, dealers are going to be caught with big stocks on their hands. The average person doesn't seem to consider that the absence of all the soldier boys can make a very big difference indeed. To begin with, they are, most of them, young men, and therefore the very class that furnishes the tailor and furnisher and outfitter with bread and butter. But good luck to them!

THE FUR MARKET.

According to John Hallam, dealer in raw furs, Toronto, the catch so far has not equalled that of a year ago. This is chiefly accounted for by the fact that the war has made market conditions so uncertain that, to many, trapping has not appealed as profitable.

George Bartlett, of London, has purchased the men's clothing and furnishing business formerly conducted by R. M. Borrowman, at Ingersoll.

New York Letter By "LOOK-OUT"

Some New Styles in Suits for Spring—A Natty Golfing Coat—As to Shirts—The Soft or the Stiff Cuffs?—A Few Words on Collars—The Most Unkindest Cut.

NEW YORK, Feb. 11.—It becomes time to talk about Spring styles in good earnest, for here we are half-way through February, and Spring will soon be upon us. As to cut, suits for Spring and Summer will run along the line of greater variety. One-button, two-button and three-button sacks will all have their own wearers. Two and three-button sacks will doubtless out-distance the one-button, which is by way of being an innovation, and will, therefore, take a bit of getting used to.

I saw a very natty model the other day, and it looks to me to be the sort of thing that would become very popular. It was a two-button, two-piece sack suit, in dark grey. It had the patch pockets. The thing was peculiarly graceful. The lapel, rolling well over down the front, broke into a line which at once broke away again quite decisively into the skirt of the coat, if such a tight-fitting coat may be said to have a skirt. The sleeves were innocent of cuffs, though the trousers had them. The coat was cut fairly short, and appeared to fit very snugly. It had the outside breast pocket.

A Very Unusual Coat.

A very unusual coat, indeed, is a golf jacket which, I am told, will be featured by one house as a Summer coat. It is along the lines of the English sports jacket, a sort of semi-Norfolk that America has never yet successfully imitated. But this comes mighty near it. The cloth is a black and white check —though not too obtrusive—and the style is long and loose and roomy, as befits a coat designed for sports, golf in particular. There is a belt around the waist—a la Norfolk—and the vent stretches from the bottom of the skirt to the belt. The play about the shoulders and back is given by two pressed pleats, which allow of opening. There are four pockets, patch, of course. The lapel, pressed, stretches low, and there are three buttons.

This coat should be worn with palm beach colored linen pants, or flannels. We play golf in America in flannels; in England they play it in heavy tweeds.

Stiff or Soft Cuffs?

There seems to be a conflict of opinions as to the waxing or waning of the soft cuffs on the ordinary lounge shirt. Someone has got up and pronounced its death-knell, and we are waiting to know whether or not we should bury it. Personally, I don't think the soft-cuffed shirt will ever lose the hold it has on most men. It is such a comfortable thing to wear. Orders have come in fairly well for Spring lines, though the boys on the road have not been transported with joy over the number of men they have got orders from.

The stiff-cuffed shirt, while not displacing by any means the soft cuff, is steadily gaining in favor. This is apparent from orders from retailers.

Silk Front and Cuffs.

A line which is taking astonishingly well is the silk front and cuffs, with the cotton body. This is particularly fashionable in a pronounced stripe. I am somewhat surprised that a half-and-half arrangement would become popular, and we have yet to gauge the general consuming public's opinion. But the orders are coming in all right.

For the better dresser, crepe de chine is a leader, and it surely looks mighty nice. In subdued colors and quiet patterns, it is a very attractive garment, and I am not surprised that it has the vogue it has with the men who can afford six, seven and ten-dollar shirts.

Some Collar Talk.

In a country that has about as large a variety of collars as any ordinary three or four other countries would have between them, it is somewhat difficult to pick out what one might call the most popular of all. The cut-away shape has, however, had a great vogue, and the new lines are chiefly modifications of this style. The ordinary double collar, cut well away, is little changed from those men have been wearing. There is a tendency, I think, to cut out the freak collars, which were a cross between this cut-away shape and the butterfly shape. Some men still wear them, but not the better dressers.

The long deep polo shape is as popular as ever, and is going to have a big run with the pattern in self-figure, unless I am much mistaken. This collar is exceptionally worth while from the point of view of keeping the tie in shape. It sits well. For evening wear, incidentally, the butterfly with the curved corner has the big following, although there has been some movement of late to return to the collar our forefathers knew—the "straight-up" collar—as it was known England—which is only a straight single fold. This again is not general. Probably the more venturesome will try it.

Surely Not!

We have taken to ourselves the brown spat, in all sorts of shades. We have even bitten at the lavender spat. But now I see one or two good Americans in the white linen or pique spat. This is too much! It isn't so long ago since our funny papers insisted on making half their fun out of the Englishman and his characteristic spats. Now, alas, they are as common in Fifth Avenue as in Bond Street. Probably a good deal more common!

But the white spat! This is the most unkindest cut of all.

UNIT TRIMS.

Mr. Hannan, of the Hannan Store, Montreal, has returned from a buying trip to New York. He reports that never did he see windows dressed so lightly. In the high-class stores there is no heavy dressing. A whole section of a window will be devoted to one shirt and one tie on a stand. It looks very exclusive, but he does not think it would work out in Montreal. "Canadians prefer more to see the stuff before buying. But it seems that in New York a lightly dressed window is a mark of exclusiveness.

Max Beauvais has taken over the Fashion Craft store at 416 St. Catherine St., W., Montreal, formerly operated by Dube, and has made some alterations to the interior.

WILL NOT PAY FOR LABELS.

A New York despatch says:—A definite stand on the label question so far as retailers are concerned, has been taken by the members of the Cloak, Suit and Skirt Manufacturers' Protective Association. The association houses hereafter, will not stand the expense of paying for labels on garments.

KNIGHT OF ST. JOHN.

In the Quebec Legislative Council Chamber Hon. Geo. E. Amyot was invested as a Knight of the Order of St. John of Jerusalem, Sir Horace Archambeault, administrator, officiating. After the ceremony, a reception was held in the Lieutenant-Governor's Chambers. Hon. Geo. E. Amyot is the head of the well-known Quebec wholesale dry goods house of that name, as well as of the Dominion Corset Co.

Resurrection of the Balmacaan

For Spring Wear Varieties of Balmacaan Will Be Worn—For the Smart Man This Style Never Died—Military Influence Partially Revived It — Some Individualistic Coats—Loose Styles Which Make for Grace.

WRITTEN FOR THE REVIEW BY JAMES CRAIG, OF FAIRWEATHER AND CO., TORONTO.

IN my opinion the well-dressed man next Spring will wear nothing but loose-fitting overcoats. The tight-fitting coat will not be fashionable. The smart man for next Spring, at any rate, will be overcoated in such a way that he will be free. The tight coat has been and probably will be popular again, but for the present the loose-fitting garment holds sway, that is among well-dressed men.

Take the Balmacaan, for instance. Some months ago word went forth throughout the land to toll the bell for the poor old Balmacaan. It had died a nasty death—been snuffed out, in fact. So it has, in so far as the cheaper and more extreme styles are concerned. But in the better cloths and the more exclusive designs there has been a sudden rejuvenation. For instance, following London, I have bought more Balmacaans for Spring wear in 1915 *than I did for* 1914.

The revival came just at the beginning of the war. Possibly it had something to do with the sudden boom which there was in the military officer's cape. The freedom, the large look—if I may so describe it—appealed to the popular sentiment of the moment. Moreover, the best London tailors declared that they would figure on it as a leader for their best clientele in the next Spring, and we followed their example. Kenneth Durward is featuring Balmacaans in different styles. The Bond Street man knows that Durward is right.

I think, however, that the Balmacaan will only be worn by the very exclusive dresser. The man who is content with a cheaper overcoat has been told that the Balmacaan is dead, and it is not likely that there will be any attempt at resurrection—so far as the cheaper lines are concerned.

SOME COLOR NOTES.

For Spring, following leading London tailors, we are featuring chiefly green mixtures. These are very quiet and subdued, running as undertones to greys and fawns. The Lovat or pale green is a special shade which we think will go well. Shadow stripes are here, too. Plaids will again have a good run. Plaids are peculiarly suited to the Balmacaan which is primarily a walking or sports overcoat. Colors of coats are generally greys. These, in herring-bones, and more particularly in diagonal stripes, are very smart and much worn by the man who would be a la mode. We feature these in all sorts of weaves, the diagonal or basket weave being a leader.

A very smart color is a reddish brown, with a check pattern, outlines in a quiet red. This color cannot be worn to advantage by every man. But with men to whom it is suited, from the viewpoint of harmonizing shade, it will be popular. Incidentally, we follow out the custom adopted by many of the best tailors, and sell only one coat of each pattern. This creates a demand among men who insist upon being distinctive and singular in the matter of dress. With greys, of course, it is different. We run them in several sizes. For the man who wants to wear a silk hat with a Balmacaan the steel and Oxford grey will be a leader. This is quiet, and tones well for formal wear with the silk hat, where a brown or green shade would be incongruous. There is an increasing tendency in London for men to wear the loose-fitting and free-and-easy Balmacaan with the silk hat for visiting or formal wear.

THE KIMONA COAT—AND OTHERS.

A very smart overcoat built upon somewhat new lines is the "Kimona" coat. This has the Kimona effect, as to shoulders and sleeves. The sleeves are very deeply set. The shoulders have the effect of narrowness, which is called for nowadays, but there is a looseness about the back and about the sleeves themselves which is reminiscent of the Balmacaan. The collar is not high up against the coat, but stretched down into the two revers, common to the Chesterfield.

Another and certainly a distinct coat is the Toga cape. This is a coat for the man who can afford to have two or three, and is specially designed for the clubman who wants something warm and comfortable and negligee withal. It has a skirt of five yards. There is no seam down the side or the back, just in the sleeves, which are loose and roomy. The collar buttons round the throat. The whole idea is to give roominess and freedom and grace. It is virtually a gabardine, long and flowing. For the man who wants to jump into his car and doesn't want a formal coat, it is just the thing. He can fling it around him, without necessarily buttoning it, and yet it looks smart and hangs in graceful folds. This is essentially a club coat. It is just the right weight for Spring or Fall wear. Of course, as I said, the man who only has one or two coats will not choose this. But for the man who can afford three or four, and wants something entirely different, we think it will be just the thing. This, again, is a London coat, and many of the men over there are already wearing it, since the weather is much warmer, and at this time the Ulster is just beginning to get too hot a coat.

Continued on page 45.

Faith in Pearl Grey Soft Hat

Few Diamond or Telescopes Will Be Shown—Hand Made Bows Promise to Be Popular — A New $5.00 Straw—Bullet Shaped Derbies.

"WE have decided to feature pearl grey in soft hats during the coming season," said Mr. Roman, head of Whittle & Roman's, St. James St., Montreal, on his return from New York. "Pearl grey hats have not had a regular innings for some years, and from what we have found out across the border, the public is starting to ask for this class of goods. Besides pearl grey, we shall also show Arabia and skylight greys, various shades of green, browns, blues.

Nearly All Fedoras.

"The range in soft hats for next season will be very large. They will mostly all be soft crowns, and made so as to be worn telescope or diamond shape, as well as Fedora crease. The styles they are showing in New York high grade stores are all Fedora creased, very few showing telescope. Cheaper grades of hats, selling for $3 and lower, are shown in all the fancy novelty shapes.

"As regards colors, two-tone effects and 'miss-match' predominate. Two-tone is a way of indicating two shades of any color, with the hat a little darker than the band. Miss-match is practically the same thing—probably between a contrast and the two-tone effect. It is difficult to distinguish between them. Contrasts are being shown a little, with light binding and bands and dark hats.

No Back Bows.

"Bows are being shown mostly on the side, with a few three-quarters, but practically no back bows. The bows are of various styles, and generally are exceedingly pretty. Hand-made bows seem to be very much in favor. Among those being shown, a neat, but not too fancy one (illustrated herewith) is a new hat in flat rim and brim, diamond creased. Some hats are being made with a raw edge, and a ribbon binding not turned in, which gives the rim a very neat appearance.

A New $5 Straw.

"As regards straw hats for the coming season, we are featuring the sennet straws, of dimensions 3¾ x 2⅛. This shape will be our staple for the summer. Besides large quantities of novelty shapes in rough straws as well as in Panamas, we will show something entirely new in straw hats—a line carrying the name of "Madagascar," derived from straw secured in this part of the world. It is a hat entirely new for Canada, and came out in the States last year. It is hard to say what satisfaction it is going to give in this country, but the styles are in a class by themselves, and as they are expensive, retailing around $5, they will naturally appeal to the well-dressed man.



New hand-tied bow shown by Whittle & Roman.

Bullet-Shaped Stiff Hat.

"The dimensions of the new style of Spring stiff hat are 5¾ x 1⅞ for the average built man, and for a smaller man 5½ x 1⅞. It has a very natty appearance, entirely different to anything shown in the past. Formerly we had the flat, low shaped crown; they are all high, and are well described by the term "bullet-shaped." This will be the only thing in stiff hats excepting the regular staple line."

RESURRECTION OF THE BALMACAAN.

(Continued from page 44.)

The "Dress Balmacaan."

This coat is another new model, which, while intended primarily as a wrap for the man who goes to the theatre or other dress functions, is adapted for day wear too. It is light weight, and is in grey or fawn. The fawn shade is particularly smart. For dress wear black Vicuna is the thing. The great advantage of this coat is that it can be slipped on over the suit, and is so loose that it can effect no creasing—which is a big point with the man who is wearing a dress suit. The difference between this and the ordinary Balmacaan is that this does not button tightly around the neck, but has the two lapels instead, which break at the first or second button, according to the figure of the wearer. There is an amplitude in the skirt and sleeves, which is along the free lines of the Balmacaan. The sleeves have cuffs, too, about four inches in width.

The great thing we shall see in next Spring's overcoats is free-and-easy-ness. When you come to think of it, for one season that the tight-fitting coat is popular there are three or four that the free and loose coat is in favor. Personally, I have always inclined to the loose coat. It is a mistake to suppose that because a coat is loose and comfortable it is necessarily not smart. It can be just as smart. And if grace is a first essential, then the loose coat has it over the tight one, inasmuch as long flowing lines can be obtained instead of sharp curves.

A BIG HAUL OF FURS.

Furs valued at $1,000, and in so great a bulk that it was necessary to have a conveyance in which to take them away were stolen from the store of the North-West Fur Company, at Rupert street, Winnipeg. It is said that no insurance was carried to cover the loss.

BIG FIRE IN MONTREAL.

Fire did damage to the extent of $200,000 to the A. Lamy Departmental Store, and to the premises of O. Benoit, dry goods merchant, on Notre Dame street west, Montreal.

Specializing in Boys' Clothing

F. J. Jackman, Montreal, Did Considerable Missionary Work Before He Struck Gold—Circularizing Children—Watching the Birth Notices—Some of the Methods That Have Brought Success.

A BOYS' clothes specialist, F. J. Jackman, 727 St. Catherine Street W., Montreal, somehow had got it into his head that the average retailer was not interested in his business, and when a representative of The Review called upon him, he refused point blank to give details, and only consented to talk when he discovered that the representative of The Review was not only curious, but interested in his views on specializing in children's clothing.

In parenthesis allow me first to introduce Mr. Jackman. He is a Newfoundlander, who came to the Dominion of Canada five years ago, and after six months' residence in Montreal made a discovery. Inventors and those who seek riches out of the unbeaten path are rashly placed in a certain class until they discover gold; and this was true of F. J. Jackman. Retailers who learned of his unique business while in the metropolis made a point of traveling out as far as Guy Street to see the man who had dared to cater solely to boys' trade. They came not so much to see the store as to see if the proprietor had anything about his face that denoted approaching disaster. Failing to find this, they left with the impression that a man who started out on such a foolish business must be trying to cast his money upon the waters, and have it sink.

A CORNER IN BOYS' SPECIALTY STORE.



High prices are paid for the exclusive clothing shown here. Note glass cabinet on left. Following most approved system, no suits are shown in piles.

Tried a Cheaper Line.

Gold has been struck, the notion of folly in such an idea has passed, and many have tried to operate a similar business. One man even opened with a cheaper line of boys' clothing in the same block. One wonders whether he thought the location had anything to do with this pioneer's success. He was sadly wrong if he did, for never was a store opened in such unpromising surroundings. Five years ago the block at the corner of Guy and St. Catherine Streets was conspicuous for the number of vacant stores it contained, and many are the vicissitudes since, including the disappearance of the second specialist in boys' clothing.

City of 500,000 Could Support Him.

No location would ever have built a business like Jackman's. From the outset it required pluck, perseverance, ingenuity and hard work. The discovery he made when he came to Montreal was that here was an immense city, with a population exceeding half a million, and sufficient well-to-do people to support a business dealing exclusively in expensive boys' and girls' clothes. He started out with the argument that the man who could employ a tailor, educated to the fact, providing he had sufficient money, would also engage a tailor for his boy. That was the seed from which has developed a prosperous business.

1,000 Names From Blue Book.

Let no one imagine that it was only necessary to open a store and advertise the fact in the local newspapers. That was necessary, true, but more important, it was necessary to get out and do missionary work personally. Without this essential, there would to-day be no boys' clothes specialist in Montreal. What did this missionary work consist of? First, it was agreed that the only people who could afford to have special clothes for their children were the wealthy, and one of the first things Mr. Jackman did was to choose a thousand names from the Society Blue Book, and these people he set out to circularize for all he was worth. Never a week passed but a circular or blotter reached the élite of Montreal from the new boys' clothier.

But that alone did not produce the results. Some men would have succumbed to faint heart the first month in business, for the outlook at the start was black indeed. There were days when no more than five dollars passed over the counter, whereas the day's takings now often amount to hundreds of times this early sum.

Mr. Jackman did not stop at circularizing the rich. He went out after them. Passing along a street, if he saw a number of respectable children at play, he inquired where their homes were, later found out their parents' financial standing, and if this was satisfactory, another prospect was added to his list. It was homes with children he was after—children of the wealthy. He sought them through the colleges, at society functions, and even took his prospects from the birth notices in the daily newspapers, with the knowledge that babies are not long in becoming boys and girls.

Watching the Birth Columns.

Mrs. Jackman has a hobby. She takes no active part in the business, but her pastime is to keep in touch with her husband's baby prospects. Every child born in Montreal, whose parents are rich enough to insert a birth notice in the newspaper, receives a birthday card, and is remembered every year in this manner. It is a delicate way of circularizing the children. The parents notice it too. It often happens that Mr. Jackman is stopped in the street by a fond father, who smilingly says: "My boy still hears from you." These children who were born simultaneously with the birth of this unique business, are now among its best customers.

WILL THIS SUIT BE POPULAR IN CANADA THIS SUMMER?



Fashion experts over the border predict a great popularity for the light-weight suits again this summer. The photograph shown here is of a Palm Beach suit, a semi-Norfolk, in cotton resembling Holland. Notice the moderate waist, from which the skirt of the coat falls away not too pronouncedly. The pleats in the back give full play to the shoulders and figure generally. The four pockets, each buttoned in Norfolk style, finish off a smart suit for walking or golfing or lounging in summer weather. The straw hat, it will be noticed, is more natural in its crown and brim relationship than we have had for some time. White shoes are to be "the thing" this summer.

Selling Only Men's Wear Novelties

Wheaton & Co. Move From King Street Stand in Toronto, and in Small Premises Will Carry Only the Latest Novelties—Small Stocks on Hand—Shirt Order Business.

SOME months ago The Review contained an article which was in the nature of a farewell to Mr. Wheaton, of Wheaton & Co., who has been in the men's furnishing business in Toronto for the past fifty-two years.

At that time Mr. Wheaton had decided to sell out the stock in his store on King Street—which for many years has held a prominent place in Toronto amongst men's furnishers and tailors as the centre of the high-class trade—and to retire from business. However, Mr. Wheaton has since decided to continue for some time longer, and, indeed, has ventured out on to what, in many respects, is a new line with him. He will specialize in the making of shirts to order, and deal in novelties in men's furnishings. At present the business will be confined to orders taken from the store itself, but it is understood he will branch out later, taking orders over the province.

The new premises are unlike the others, much smaller and in an entirely new location, being situated on Bay Street, one block south of Queen Street, in one of the stores which are being provided for on the ground floor of the new St. Charles Hotel. Compared with the large premises that he had occupied for so many years, this store will appear to Mr. Wheaton much like a miniature store, but these premises are considered quite large enough for the new kind of business which will be carried out in all men's furnishing lines.

A Few Novelty Lines.

In addition to the shirt order business, the store will cater to the desire for novelties in men's furnishing. In other words, it will not carry a complete stock of ties, collars, shirts, underwear, and so forth, but it will devote itself almost entirely to a few novelty lines in ties, collars, shirts, and so forth. An effort will be made to keep in touch with New York and other markets, and the latest new stock will be got in and displayed.

Mr. Wheaton feels that there is room for a store of this character. One advantage, of course, from his standpoint will be that the stock carried will be comparatively small, and, of course, the rent will be in proportion to the size of the store itself.

Very little stock will pile up in the store except in a few cases where the judgment as to the taste of Canadian customers is at fault and some extreme novelty line may be allowed to lie upon his hands. The stock will turn over quickly and in exclusive lines like this, of course, the profit will be proportionate.

The experiment that is being tried will be an interesting one, as the store in this sense will stand alone in Toronto.

The width of the store on the inside does not exceed 12 feet, and the window space is much smaller, as part of the outer wall cuts its off. One of the windows is only 3 feet wide and the other 2½ feet, so that there will be no chance for an extensive display. However, this is just what a store of this character does not want. It will limit itself to emphasizing a single line, say, a tie or a single brand of collars or shirts, as the case may be. Both inside walls will be fitted up with cabinets for display of the goods carried in stock. The shirt factory will be in another building.

The prices which are being tried for shirts range from $2.50 to $10 each. The lower type includes cambrics and prints. For $3.50 a zephyr would be made, and for $5.50 silk and wool taffeta. Plain cuffs would be put on these for 50c less per shirt. In Toronto and district there is quite a large business in these order shirts, and several firms amongst the exclusive men's wear furnishers have sent extensive orders particularly during the Spring season.

In a business of this kind orders naturally gradually extend right through the country, and Wheaton & Co. get business now from as far West as Vancouver and Victoria, B.C.

The general method employed in the shirt ordering business similar to that in other lines. A number of measurements, of course, are taken of the person for whom an order is being made, and great care is taken to make sure of special measurements where the special features of the customer would seem to make this advisable. Once the name is secured and the address and the order given the store will keep in touch with this customer year after year.

Those who use made-to-order shirts, it has been found, get the idea they cannot be fitted by the ready-made ones, and so they come back year after year. Where they move away from a place the connection very frequently does not end, because the mail orders are very easily given, and the firm will at any time easily samples to any old customer. In fact, a number of firms who go into this business both here and in the States adopt the custom of sending out their samples regularly about February to a large number of their customers in order to get business from them for the Spring.

Good Demand for Double Cuffs.

One of those in charge stated to The Review that while most of the new Spring stuff had not yet arrived, little difficulty has been experienced from the point of view of dyestuffs. Stripes were the most popular, blacks and blues particularly, while there was little demand for pinks, although a run on them had been prophesied some months ago.

In spite of the feeling in many quarters that soft double French cuffs would be rather weaker this year and that the stiff cuffs would start to come back again to its own, they said that their experience so far had been that the soft cuffs were as strong as ever, and it was only the more elderly men for the most part who were ordering the stiff cuffs.

Soft collars, it was predicted, would have a much larger run than last year, and were being generally ordered. These were not, however, made of the same material, reproducing the colors of the shirt, but were rather of a plain order, mostly white, either linen or pique, with possibly some plain pattern. One of the most popular so far for Spring has been the one that was brought out in stiff linen last year, with long 3-inch pointed ends made to be used with a pin. In addition, however, another collar was coming out, which was taking well in England and in New York, and probably would in Canada—the soft cut-away, much like the cut-away which has been brought out in the laundered collars. With this one there would be no pin used.

VANCOUVER FIRE

Twenty thousand dollars damage was done recently in a fire in Periard's dry goods store on Hastings street E., Vancouver.

The gents' furnishing store of H. P. Gregg, at Empress, Alberta, was damaged by fire.

The Colonial Knitting Company, of Guelph, Ont., have had to move their store room to the factory on Paisley St., and a new factory will be erected in the near future.

AN UNUSUAL INTERIOR OF GUELPH MEN'S STORE



This is an interior view of a small but lively men's wear store in Guelph, run by "Art and Rollie," so called from their Christian names. The store is in the building occupied by the New Wellington Hotel, and is connected with it by the door at the rear. The two young partners aim to cater to a good class trade and keep a good quality of stock on hand, besides making excellent use of a partitioned window. One feature of the store that strikes the observer is the railing along the end and sides above the store proper, in colonial style, white enamel and mahogany. This is not only ornamental, but serves the purpose of filling in what would otherwise need some other form of decoration or equipment between the two "floors." The section at the end—a mezzanine floor—is used for offices and the narrow space around is convenient for storing stocks. On the right are select lines of ready-made clothing protected by plush curtains. Show cases line the left side and are always kept trimmed attractively. On the extreme left, at the rear, not showing in the picture, is a glass hat cabinet. The centre table is used for swatches of cloth for ordered tailoring.

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS

EVENING WEAR

Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
BALL, RECEPTION, FORMAL, DINNER, THEATRE, EVENING WEDDING	Swallow-tail Chesterfield, single breasted, Inverness and Spanish cape, or cape overcoat.	Black, dressed or undressed worsted, plain or fancy weaves, satin facings. Blue occasionally worn.	Single breasted. white semi-V or U-shaped, with collar	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, two studs showing	Poke	Butterfly, with round or straight ends, plain white or small pique pattern	Plain white glace kid or white suede	Black, grey or deep blue silk or other subdued color	Patent leather, buttoned cloth or kid tops, patent leather pumps	Pearl or moonstone links and studs
INFORMAL CLUB, STAG, AT HOME, DINNERS	Jacket Same overcoat as above.	Black or Oxford grey, single breast, with satin facings.	Same material as coat or as facing on coat, single breast, semi-V-shape	Same material as jacket, one broad or two medium braids	Derby or black or grey soft	White, stiff or soft. If latter, fine tucks, double cuff, semi-laundered	Plain fold or wing	Butterfly, as above, black satin, figured silk or color to match waistcoat	Chamois best, or suede or tan cape	Of silk, to match tie.	Patent or dull	Gold or jewelled links and studs, gold bar chain

DAY WEAR

AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	Frock or Cutaway Chesterfield overcoat, s. or d. breasted.	Black or grey lamb's wool, undressed worsteds, plain or braided edges.	Same material as coat, double breasted, or of fancy fabric	Black worsted, with white or colored stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs.	Poke or wing or plain band	Once-over, or four-in-hand or Ascot in solid colors, black, white, grey or pastel shades	White or grey glace kid or suede, white buck	Dark colored silk	Button, kid tops, patents or varnished lowers, plain cross tips on toe	Gold or pearl uncut jewelled ornament, jewelled pin
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat Same overcoat as above.	Same as above	Single breasted with collar, but without collar if braided and of same material as coat	Same as above	High silk, broad band	White or colored; if latter, cuffs. white and single	Poke or wing	Once-over, or four-in-hand or bow, same shades as above	Same as above	Dark colored silk	Buttoned patent leather, plain tip	Same as above
BUSINESS, LOUNGE AND MORNING WEAR	Single and double breasted jacket and walking coat Chesterfield	Flannels, worsteds, Saxonys Cheviots	Single breasted like jacket, or fancy to harmonize	With black materials, Striped trousers or check, otherwise same as coat.	Derby or Alpine	White or colored. single and double cuffs, may match	White, wing or turnover	Four-in-hand or bow in harmony	Tan, red, chamois, colored or white buck	Cotton, wool, lisle, shades in harmony Wool to harmonize,	Black or brown, plain or fancy uppers, button or laced, plain or cross tip	Something very plain
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or jacket, single or double breasted Chesterfield, Raglan draped, Highland cape, s.b. ulster.	Tweeds, cheviots, homespuns, flannels	Single breast like suit or fancy knitted lamb's wool	Same as suit or flannel; knicker-bockers with strap and buckle, knicker-bocker breeches	Cloth, felt, Alpine cap	Flannel or Oxford suitings, double cuffs	White or turndown to match shirt	Same as above	Same as above	Wool to harmonize leather looped leggings, Highland gaiters	Black or brown lace calf, low or high plain tip or full brogued	Same as above

*W. J. Levy, of Levy Bros. ("Makers of Men's Clothes"), Toronto, prepared this chart for The Review.

New Style Clothing Stores

Advantages and Disadvantages of Revolving as Compared With Pull-Out or Sliding Wardrobes—Both Hold Almost Equal Number of Suits — Customer vs. Clerk in Choosing—Cost About Equal.

IT IS admitted by all clothiers that the old style method of piling suits on a table to be pulled and hauled over by customers is obsolete. The damage caused by necessitating continual pressing is an entire waste as is the time lost in rearranging stock after even a medium day's business.

The merchant refitting his old clothing department or planning a new one, if at all progressive adopts either one of two styles of fixtures, the revolving wardrobe or the slide wardrobe and The Review is glad to be able to show the advantages and disadvantages of each without expressing any opinion as to which should be used, as the nature of the trade and the size and shape of each particular store must determine this point.

In the first place from point of design or beauty, both are equal as the appearance of two stores fitted in the same wood ade almost identical as regards the general style.

The space occupied measuring from the wall is also equal for usual equipments, as four feet is the depth of the Revolving Wardrobe and also the average depth of the Slide Wardrobe.

The slide wardrobe has an advantage in that it can be made shallower for a narrower store if required, down to 2 ft. 6 in. in depth.

In length, however, the Revolving Wardrobe has a slight advantage as in seven feet of wall space two hundred sack suits can be put on the rods of a double deck revolving wardrobe or say 29 suits to the foot while in three slide wardrobes 4 feet deep occupying 8 feet of wall space only 210 sack suits can be placed or 27 suits to the foot.

In point of service the argument in favor of the revolving wardrobe is that the customer can see every suit and largely wait on himself while the admirers of the Slide Wardrobe claim that this is a disadvantage, whether suits are arranged in sizes or color, as the clerk cannot influence the sale as well as when he can show only the sizes or colors he wants to sell.

The same arguments apply to the quantity of suits, the Revolving Wardrobe giving access to 200 suits at one time, but also only permitting one clerk to wait on one customer without annoyance while the slide wardrobe only gives a range of 35 or 70 suits, but permits of 3 clerks working at once on 210 suits.

From a storage point of view the advantages are about equal, both being dustproof and if modern hangers are used such as the wishbone type, the garments are kept equally well in both.

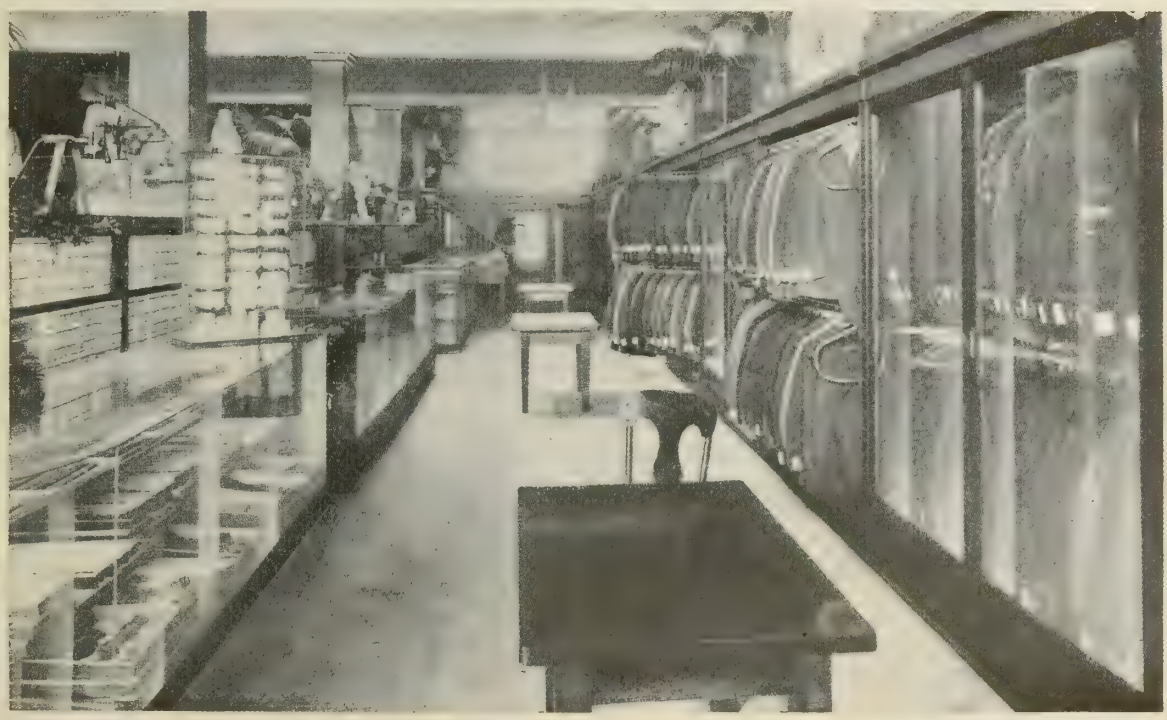
When used in the centre of a store the revolving wardrobe has the advantage except for the space it occupies, as the low style slide wardrobe is not equal in appearance or service from the opinion of users.

In price there is little difference when carrying capacity is considered and both can be combined to advantage with dressing rooms and triplicate mirrors.

The advantages and disadvantages are so equal that many new stores have solved the problem as to which to install by using both, one style on each side.

The illustrations give an idea of the combinations and uses of these very modern fixtures.

Damage which is estimated at $1,000, was done to Max Rose's men's clothing store in Saskatoon recently.



An interior, showing use of revolving wardrobes—Courtsey of Jones Bros. & Co., L mited

How Modern Store Fronts are Built

Theory of Maximum Glass Surface Carried Out—Keeping Windows Isolated and Ventilated to Prevent Freezing—Prismatic Glass in Transom for Lighting Interior—Depths of Windows and Heights of Bulkheads.

A NUMBER of illustrations and drawings of modern store fronts have been shown in late issues of The Review and several more in this issue. All illustrate the new principle that is being recognized by merchants: that a store front should provide the maximum amount of display surface for goods inside the window, consistent with providing a natural and easy view for the passer-by. The "maximum of display"—because the windows of the store are the mute sales-clerks that draw the public into the only place where they can advantage the store—inside—where living sales clerks can take them in hand. The public pay for the new store fronts in increased purchases. It should be viewed as an Investment: the element that pulls people into the store.

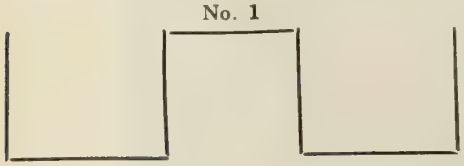
Connecting Up With Publicity.

But it must, also, connect up with other forms of the store's publicity. A store advertises — through various agencies—and convinces readers enough, so that they go to the store. Often a glance at dark, uninviting, out-of-date windows, poorly trimmed, sends them back without entering. Particularly is this the case when appearance in goods is one of the essentials, such as neckwear, men's furnishings, etc. But a bright, inviting front—what a co-operating agency with advertising!

Combating Right-Angle Idea.

The new store fronts combat what may be termed the 90-degree or right-angle theory of display. Here are roughly the two extremes:

No. 1



In the first, the old style, the customer coming along the street, in either direction, does not see the sides of either window until he is close to them, and he has to turn at right angles in order to see the front ones.

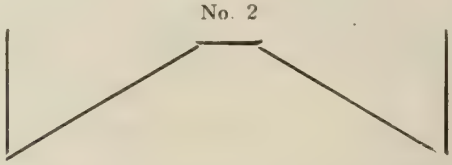
In the second, the slanting windows in the lobby are visible almost from the time the passer-by reaches the outer end of the store, nor do the front windows obscure a view of the side ones as one approaches either way.

Another type of front that is being replaced, particularly in men's wear stores wherever possible, is the door at the side: it is being set in the centre with two windows of narrow width, but considerable depth at the entrance-way: again a maximum of display space.

The "Island front," again, carries out the theory of maximum display: utilizing what once was occupied, partly as an entrance, partly by the outer edges of the old-time 90-degree windows.

Several drawings are given to illustrate the two principles as they work out in display facilities, and these should be studied carefully.

No. 2



There is another reason for the "breaking" of the long and deep, straight lines of the old-time window: much space was wasted at the rear that could not be utilized. Now this is cut off for use in the inside of the store.

There are certain kinds of goods that must be viewed close up—dress accessories, ties, shoes—in general, the smaller articles of wear. These should have shallow windows, where possible, so that no goods will be set away too far to be viewed to advantage. But garments require a different, full-length, good-distance view: a deeper window suits these best; a better perspective is provided.

Height of the "Bulkhead."

The height of the window from the ground is also taken into account in these days of more scientific store front planning. For furniture or motor cars, the view should be from low down; say, 6 inches above the ground, for they are articles that stand on the ground and a full view from the natural position is required. In the case of dry goods, men's wear, etc., about 18 inches up is the regular height: for jewelry, that is small, and suited to a view more on the level of the eye; 30 inches is the average height of the floor of the window.

Cold Air Ducts.

One of the important problems of window display for most stores is the freezing of the windows in cold weather. Modern store fronts handle this old-time difficulty quite successfully.

Windows freeze—according to the explanation of physics—under this law: the warmer the air, the more moisture it can contain. In the ordinary window, the warmer air from the inside, on striking against window cooled by the outside air, drops in temperature. The lowering of the temperature lessens the amount of moisture it can retain; condensation follows, and the moisture is collected on the windows in the form of sweat or frost.

The problem, then, simply is, how to keep the air inside the window as cold as the outside air. It follows, first, that the window must be isolated from the store itself; and secondly, that cold air must be brought in from the outside in order to keep the temperature within and without the glass surface the same. This is done by little vent holes under the glass, so that the air rushing in moves over the surface of the glass inside. A slide controls these holes when it is desired to close them up to keep out the dust during the warmer months of the year. Various ingenious devices have been perfected by different firms to cover this cold air principle.

In close connection with this is the use of metal at the base of the glass to carry off any water that may collect in washing the windows, and thus prevent rotting of the wood.

(Continued on page 56.)

WHAT A FRONT COSTS.

The Review asked one large Canadian store front manufacturer for a general estimate of cost for a wholly new front. He said:

"Take a 20-foot front. We would supply the plate glass, ceilings, backgrounds, flooring, tiling in entrance, transom fitted with prismatic glass; in fact, everything but electric fixtures, for $800, or $40 a foot—from fire wall to fire wall. This is a good average. If we can use the old plate glass it will be that much less."

"And the time of construction?"

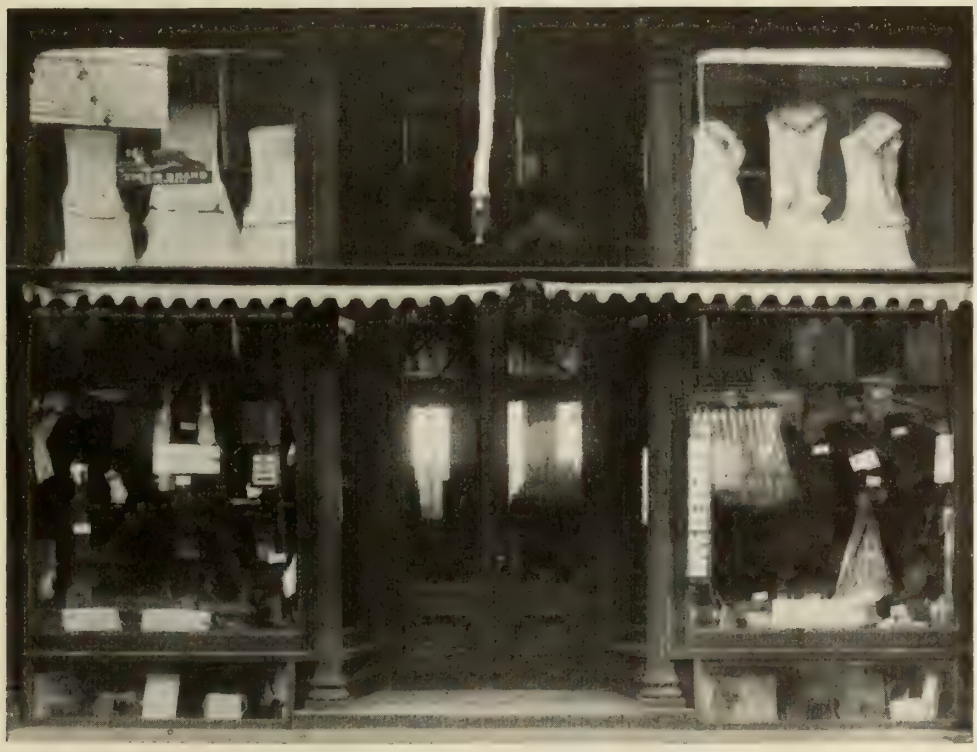
"Two weeks will do it all."

Another firm was asked for an estimate and replied:

"We would supply everything for a completely new window, including plate glass, floors, backgrounds, ceiling, transom glass, mahogany in vestibule, etc., for $1,250—a very fine job."

A TRANSFORMATION IN FRONTS





These two views of this men's wear store in Sarnia are one of the best of proofs of the advantages of the modern store front over the older style. Here at a comparatively small sum the old-style windows and entrance have been transformed so as to give over double the glass surface; much more effective slanting windows that can be seen far more easily; a showcase in the centre between the two new doors, a deeper entrance, a transom formed of prismatic glass.

J



Store Fixtures are an investment.

Directors of the largest Banks, who are hard-headed business men, pour money into expensive fixtures. The reason is to attract customers to their institutions.

Price is not everything in Store Fixtures.

Quality both in construction and design, as well as usefulness, are more important.

There is no argument about our goods.

They are the acknowledged standard by which all others are measured. Why take any chances?

We will plan your new store or rearrange your old store without any obligation on your part. Write us to-day

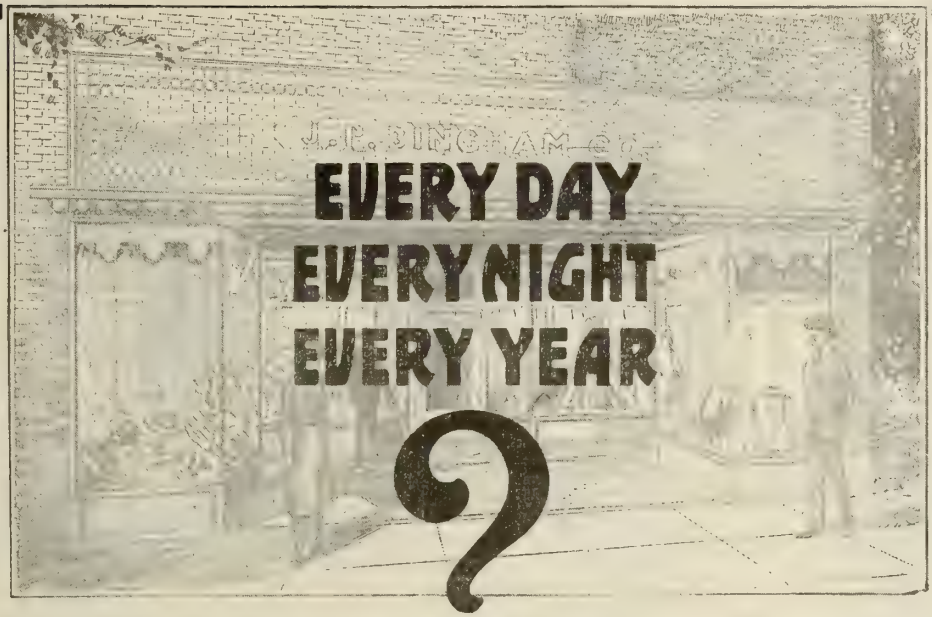
Jones Bros. & Co., Limited

Dry Goods Store Builders

Eastern Branch
71-75 Bleury St.
Montreal

Head Office
29-31 Adelaide St. West
Toronto, Ont.

Western Branch
179 Notre Dame East
Winnipeg



You Men Behind Store Fronts---Think of This

Your Store Fronts—your show windows—have always been your biggest assets—they have always been a necessity to the success of every retail institution but it has been during the past ten years that they have really come into their own—that you could count on their help with certainty.

For more than eight years we have endeavored to show retailers why KAWNEER construction fills their requirements and today our standing in this field is shown by fully 40,000 actual, real, money-making Store Fronts. There are more KAWNEER FRONTS installed than any other type of this kind.

WHY?

Because KAWNEER construction is permanent, requires no upkeep expense, (doesn't have to be painted), provides for show window ventilation and drainage, allows the greatest glass expanse, affords protection to the expensive plates of glass, dust-proof in summer (has a device which enables you to open and close the ventholes) and because it enables you to carry out modern designs and styles of Fronts particularly adapted to your own business.

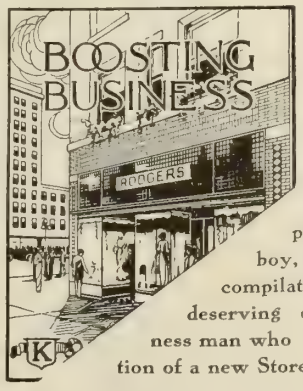
Can you conceive of a more sturdy and permanent Store Front than a KAWNEER made of solid, heavy gauged copper or brass? And, too, if you prefer, we can build yours of aluminum or bronze and the great variety of finishes allows you to carry out almost any color scheme.

A PERFECTED CONSTRUCTION

Our scientific and common-sense experiments have developed KAWNEER to what we believe to be the absolute limit in modern Store Front construction. We have worked with such a vast number of real, keen Merchants and builders in the construction of modern Fronts that we believe their experience (ours, too) has guided us in the sensible way. You do not hear of a new KAWNEER principle with the entrance of each new year—oh, no! The KAWNEER principle of today is exactly the same as it was back in 1906. Just a simple-practical, horse-sense idea—properly applied.

BOOK ON STORE FRONTS

Surely our experience and the experience of retailers who have put in 40,000 new KAWNEER STORE FRONTS is worth one minute of your time and a stamp. Just drop a card or a note for "Boosting Business No.21," it will not obligate you one bit and will give you some good Store Front ideas. This is not a window trimming book nor a picture book for the errand boy, but a serious, boiled-down compilation of Store Front Ideas, deserving consideration of every business man who at all considers the installation of a new Store Front.



All we want from you is your request for "Boosting Business No. 21" and the book will go to you by the next mail.

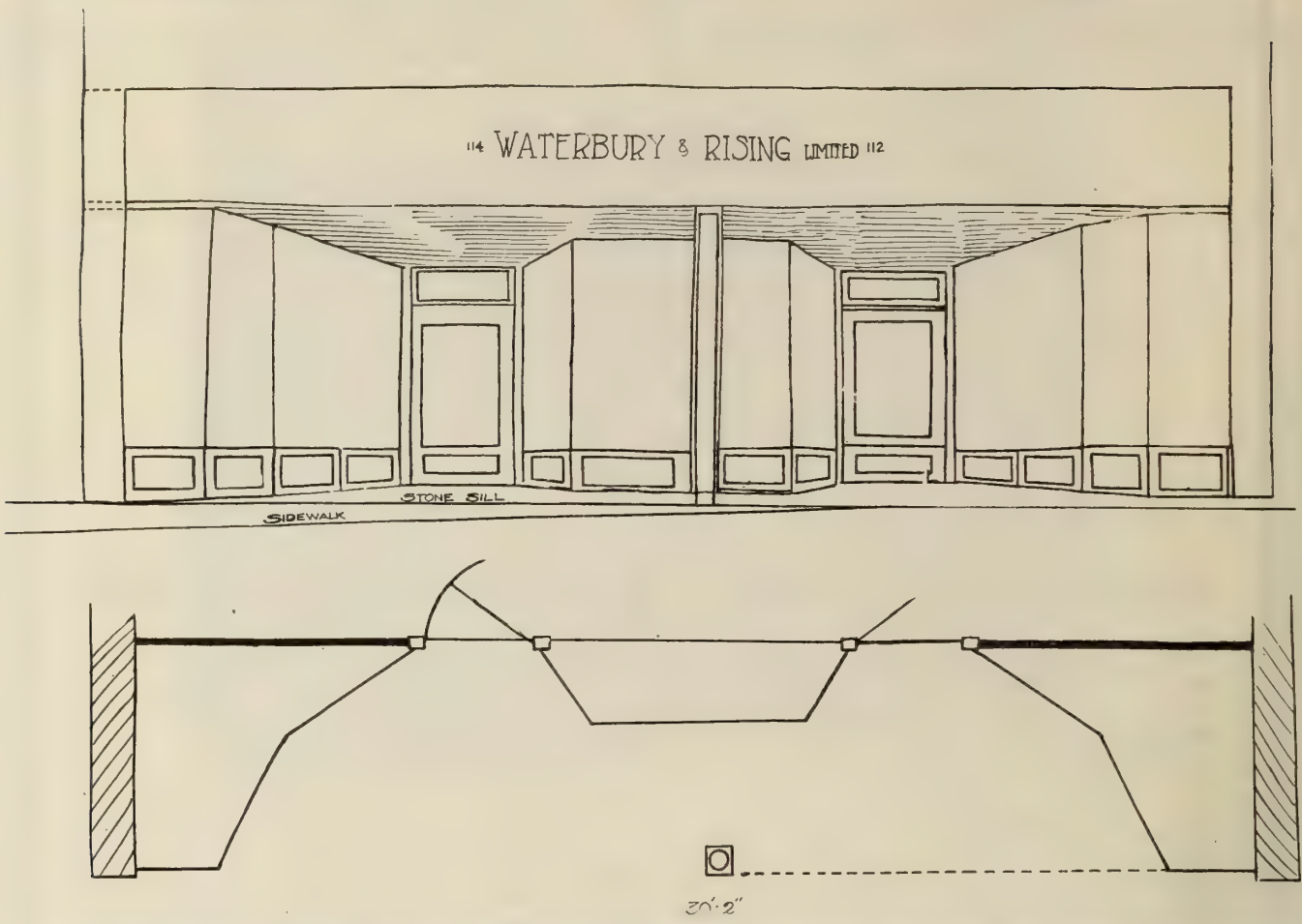
Kawneer
Manufacturing Company
Limited
Francis J. Plym, President

Dept. Q, GUELPH, ONTARIO

549

Kawneer
STORE FRONTS

MAKING TWO STORES INTO ONE



This design for a St. John, N.B., store illustrates how the problem of combining two stores in one is solved so far as the window display is concerned. The old front had double entrances, with the fire wall coming to the edge of the walk. This was removed, a new supporting pillar replaced it, and the two middle windows were made into one, two feet deep, leaving ample space for passage between pillar and window. The two outer windows were changed from the rectangular shape to secure improved display facilities. Courtesy of Kawneer Manufacturing Co.

HOW MODERN STORE FRONTS ARE BUILT.

(Continued from page 52.)

Awning Below the Transom.

Another point that is being recognized generally in planning store fronts is the better location of the awning. This meets a two-fold problem, one of which is related closely to the shutting off of the windows from the rest of the store. A large number of some of the biggest stores in the country depend, to-day, for much of their lighting on the display windows: the result is that the background is low, and an open space left between the top and the ceiling. In some stores where the difficulty over a higher temperature inside the window is felt, glass is used to fill in the space at the back so as still to allow of light reaching the main part of the store.

Prismatic Glass for Lighting.

But the most modern method is the use of prismatic glass for the transom, above the show windows; that is, the show windows are cut short, not reaching the ceiling, and prismatic glass stretched across the front, as indicated in several illustrations herewith.

Now as to the awning. If it was placed above the transom, at the junction of first and second storeys, it would blot out the light from the prismatic glass when it was let down: hence it is affixed below this glass, and just at the top of the display windows. Sometimes it is protected from the weather, and hidden from view by a "shelter."

Lower Windows Good in Theory.

Just another point here, noting how exactly the modern idea is being worked out: why cut down the height of the display window?

Because modern window trimming declares that, except under unusual circumstances, a display should not be above the level of the eye of a passer-by on the street: most of what runs to the top, as in old-time windows, is lost, so far as any effect on the spectator is concerned. Why, then, run the display windows up to the top, if light can be supplied to the store with lower windows?

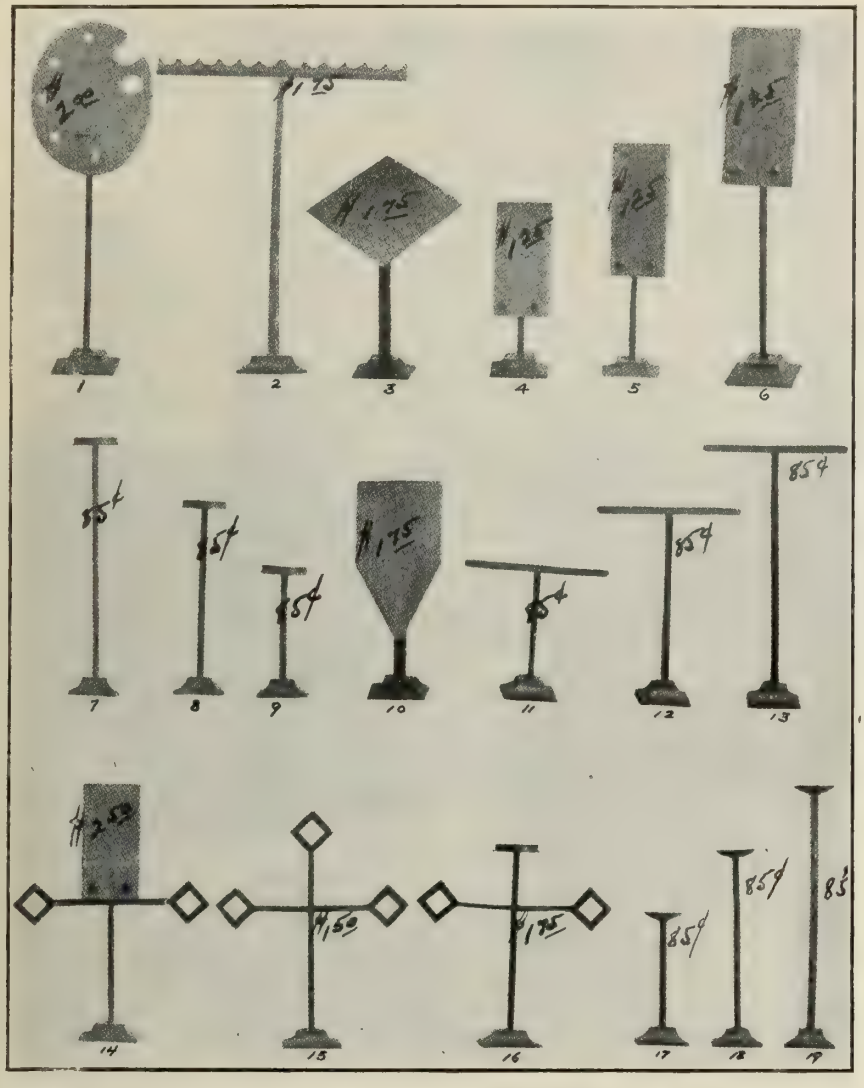
ADVERTISING.

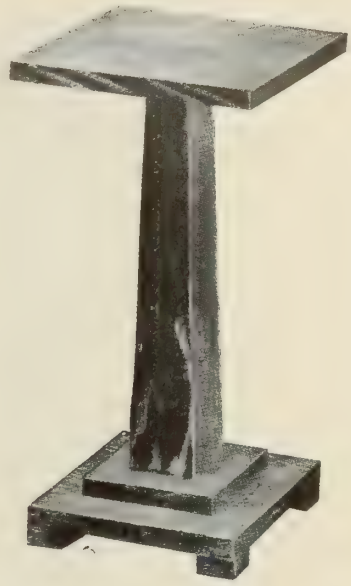
Advertising in a trade paper is simply stating openly who you are and what your business is. It is pointing out to the readers that you have something of service for them, a commodity of usefulness to profit both you and them. The only men who do not advertise are those who have nothing to offer. They are dead, even if they do not know it.

You cannot judge a system by the number of forms that are in use.

Taylor-Made Wood Display Fixtures

MADE IN CANADA





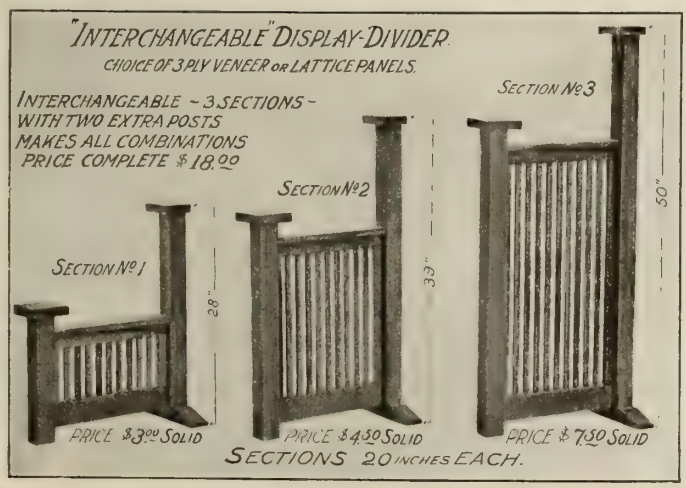
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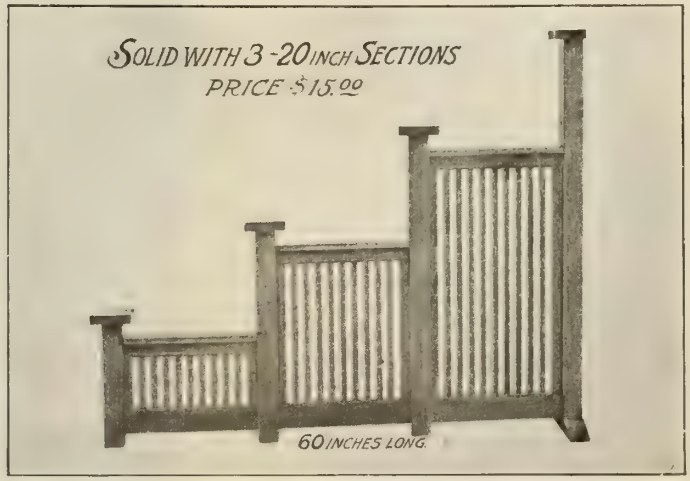
TAPERED PEDESTALS

12", $1.25	18", $1.50
24", $1.75	30", $2.00

All fixtures finished in the new Fumed Oak. Ready for at-once shipments.

Special finishes made to order





The Taylor Manufacturing Co.

HAMILTON, CANADA

Combatting Mail Orders by Store Fronts

Proprietors of Huntingdon Store Compelled to Make Changes to Hold the Local and Farmers' Trade and Ward Off Effect of Mail Order Catalogues.

THE impression has gradually been made both on the mind and purse of R. S. Pringle, of Pringle, Stark & Co., general merchants, Huntsingdon, Que., that sooner or later he would be compelled to make a bold move to maintain his hold upon the business of the community. There was no avoiding the facts, which were plain — that many of his customers were sending their money to the mail-order houses. It seemed as though a new era had been reached when those in the country had awakened to the fact that one must be stylish even on the farm. And the farmer and his daughter were going out of town to buy.

Now, the Pringle-Stark store had belonged to another era. It had undergone an evolutionary process from the small house period, gradually expanding, and this was a crisis in its history not brought about by the entry of a more progressive house, but by the more insidious, keen, and ruinous competition of the big city stores.

"A GREAT ADVANTAGE."

We found our new store front in every way a great advantage. Our business increased considerably following its installation. We find that the great majority of merchants do not keep their stock up-to-date. The majority of people would rather buy at home if they can find new up-to-date goods. The only way any small town merchant can attempt to hold his trade is to be up-to-date in his methods.—Pringle, Stark & Co.

As Many Phones as in a City.

A glance at the telephone book will show that this competition was likely to show itself sooner in Huntingdon than in the average town. There are five columns of names there, and yet the population is only 1,200. St. Hyacinthe, in the same province, has a population of 19,000, and only has the same number of phones. Nearly all the business houses are rated first-class. In other words, Huntingdon is a wealthy town, and its girls are dressed right up to the latest fashion's ideas. They are the type of girls who will send to the city for their dry goods if they cannot get them at home.

It was incumbent on Pringle, Stark & Co., if they were to retain their hold on local trade, to carry and display lines such as could be seen in the mail-order catalogues. More importance was attached to the display, however, since the house was carrying goods equal to those in Toronto or anywhere else. People, and especially country people who had known the store all their lives, would not believe the goods were carried until they saw a revolution in the interior of the store, and witnessed with their own eyes up-to-date displays.

Five Large New Windows.

It was decided to erect a new store on the site of the old one, modern in every respect, with large modern display windows. The store by the way has a frontage of 50 feet and is two storeys high. The new front carried five large windows, two small ones in the doorway, one large one at the side of the store and two small ones. There were two entrances in front and one at the side. The large windows were all in copper, measuring eight by twelve feet. Above, there was three feet of prism glass, the object of this being to light the store interior. These prisms cut down the cost of artificial light considerably.

(Continued on page 60.)



MILLINERY STORE WITH UPSTAIRS ENTRANCE.

This shows how the problem of providing an entrance to the store and a stairway at the side was handled so as to avoid a conflict by having the two together. The result is an attractive entrance and a better view of the window, while the stairway entrance is practically unseen. This window has a mahogany background, rising three feet from the ground, with the balance open. The floor is of quarter cut oak. Name of designers on request.

Every show case you use will pay for itself in extra sales in a short time

Don't wait until you are forced to change or enlarge your store to accommodate your business — make preparations now.

Remove some of those old dust-trap counters and put in show cases.

Counters are harbors for stagnant lines, while cases help remove them — they're business makers and pay for their cost in a short while.

Write to-day for catalog and full particulars of this case.



This is our No. 250

with plate glass top and shelves. 32-oz. front, made in any finish desired.

PRICE $7.25 a foot

H. L. WOOD & COMPANY
Cor. Noble & Strickland Sts. TORONTO



47E—$30.00
With short wax heads $27.00

Attracting Attention

Plays a very **important** part in **making a sale.** Anything doing this effectively will, therefore, mean **dollars and cents** to your store. Experience has taught the successful merchant that the most effective way of getting this publicity is through the medium of good displays.

Richardson Wax Models, so beautiful and so true to life, have been a big factor in the success of striking displays that have been executed by the foremost display managers of Canada.

Get your goods before the attention of the public by showing them off to the best possible advantage on Richardson forms.

Write for our Special Proposition and Booklet.



MADE IN CANADA

A. S. RICHARDSON & CO.

Old and Tested

Showroom—99 ONTARIO ST.
Factory — 101 " "

TORONTO

Baler that Pays for Itself

Waste Paper in Loose Form is Worthless; in Bales $5 to $6 a Ton—Often Pays for Itself in Six Months.

MEN'S wear stores as well as dry goods stores find a waste paper baler a profitable investment. It is probably unique in articles of store equipment in that it shows a direct return and immediately. All you require to do is to have your caretaker or night watchman compress the waste paper, pieces of cloth, etc., into the baler. Wait until you get a few bales, and then call in the waste paper merchant. He will pay you 25 or 30 cents per cwt., or $5 to $6 a ton.

And all this is found money.

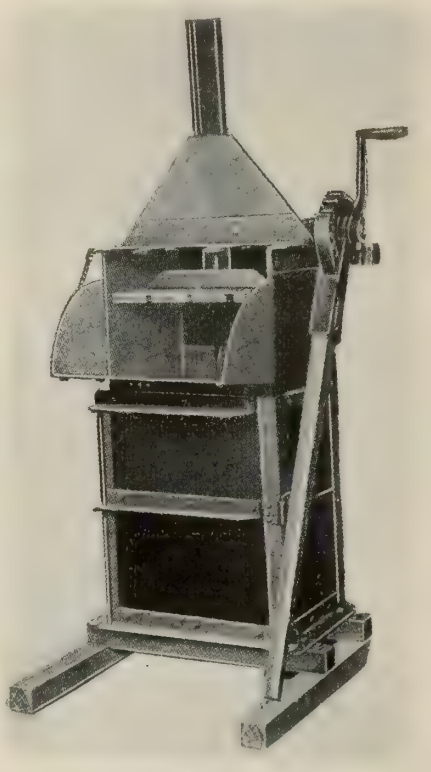
Those who have tried to realize on the loose sweepings,—if anyone has had the hardihood—soon found out that even the refuse as a gift was considered no compliment. So far from paying the merchant for the loose files that crowded the floors of his basement, men who would even deign to be consulted upon the matter demanded pay for taking it away.

And why not? In its loose, bulky form it was cumbersome and slow to handle, slow to cart off, and in that form practically unsalable.

But after the baler compresses it into a small, neat parcel, that will not occupy one-tenth the usual space, it rises in the commercial world; it attains a market value. So that the use of a baler is several-fold: it prevents your basement from being clogged with waste; it reduces danger of fire from this source to a minimum and it pays for itself often within the year. A hundred per cent. profit is what few contrivances produce.

The firm of Catto & Son, of Toronto, estimated that within a year they were going to average 18 or 20 tons, which at $5, would bring in $100. And the baler cost, complete, only $50. Paid for itself twice over in one year!

The experience of a Hamilton store was even more remarkable. The 150-lb. bales amounted to 3 or 4 tons a month or $200 a year. "Before using" that baler—to apply a patent medicine formula—the store received not a cent for the waste, but had to pay for its removal. After using—$200 a year, on an initial expenditure of $50.



One Type of Waste Paper Baler.

AGAINST COUPONS.

Further opposition has been added to that already voiced, this time by the Retail Dry Goods Association, comprising the principal department and retail stores in New York, which goes on record as being firmly opposed to the "so-called profit-sharing coupons." This decision has been reached, it is pointed out, after a thorough discussion and inquiry among the members of the organization and others. The association states that a discussion of the matter has disclosed a general opposition to their use by manufacturers and a disposition to either refuse to handle or discourage the sale of goods using them.

COMBATTING MAIL ORDERS BY STORE FRONTS.

(Continued from page 58.)

The effect was at once felt; a new stimulus to business has been created; the movement towards the mail order houses began to be reversed. The experiment is too young yet for exact details to be available, but the proprietors are well pleased with the early results, and The Review hopes to be able in a few months to present some figures that will clinch, once for all, the wisdom of the course that has been adopted.

This illustrates one man's way of competing with the mail order houses. There may be others, but it is apparent that if there is any regard for appearance in the country town at all, it is going to be increasingly difficult for the old-fashioned store to remain. Every year finds more and more catalogues in the hands of the farmers. In Quebec Province they appear mainly in the French language, and even if they do not, the French-Canadian farmer's wife does not require to understand English to see that the gown illustrated in the catalogue at so many dollars and cents, is superior to anything she has seen displayed in her home town—if such is the case.

The common reply of the small town merchant when asked why he does not instal a new display window is: "I don't see how my business would benefit. My sales are practically all made to farmers, and they don't care anything for style or appearance. My trade is established, and I don't believe the swellest front ever built would draw any more trade."

The man who talks like that does not realize the modern development in his customers. To say that farmers do not care for style or appearance is incorrect. It is only necessary to look along the main street of a good-sized market town and count the number of farmers' automobiles, in order to refute that statement. These very automobiles, a mark of style in themselves, will carry the farmers' wives and daughters to the next town, where they can see a display of the latest novelties.

If there is no town within easy reach where the best class of goods are displayed one cannot blame the farmer or townspeople for turning to his mail-order catalogue.

The statement that a business is established may be true. The farmer's wife and daughter will continue to trade at the country store, but there are certain articles of wearing apparel the daughter is yearning for, and if she cannot see them in the store window, there is a chance that she will resort to the catalogue.

The farmer is going to do most of the buying this year. If by scientific farming, by using gas engines and cream separators, he has become prosperous, his women folk will have more to spend on good clothes. The facts outlined above give some idea of where she will go for them. Whether she gives her order to the small town merchant or sends it to the mail-order house depends much on store equipment.

There was a sudden showing of stripes in men's wear stores in Canada in February, large and small. This included not only ties, but shirts, the latter in black and white.

What's wrong with my paint?



Every card-writing beginner wastes hours trying to find out for himself why his pen does not work properly. Why worry, when by becoming a student of the Edwards Short-Cut System of Card-writing you can write your troubles to Canada's leading card-writing instructor, the author.

This course, the most complete and practical on the market to-day, costs very little compared with the service you get and the results it produces — the terms are easy and the price includes a complete outfit.

THE SHAW CORRESPONDENCE SCHOOL

Yonge and Gerrard Sts., TORONTO, ONTARIO

WRITE FOR TWO-COLOR PROSPECTUS

Dale Wax Models

A New Form to Conform with Each New Style Change



It has ever been our policy to tread upon the heels of Dame Fashion; closely embodying her dictates into beautiful wax models for the elegant display of your latest creations. This is one reason why Dale Wax Models should be used to bring out the beauty and style effects of those Easter gowns which you will soon be showing your customers.

The form here illustrated (our number D52) can prove a big factor in increased Spring business for you. Why not send us an order?

Think of Fixtures
Think of Dale

Dale Wax Figure Co., Limited

Manufacturers of High-Class Figures and Fixtures.

106 Front St. E.
TORONTO

Formerly **Dale & Pearsall**

War on Waste

Waste paper valuable asset—start now turning it into money by Baling it in a CLIMAX STEEL FIRE-PROOF BALER.

Made in 5 sizes, a baler for every business. Write for book of testimonials.



Patent applied for

The CLIMAX Steel Baler

is a practical machine which does the work quickly. Don't be fooled into buying a wooden affair which takes up a man's time pounding the paper down with a tamper. Get a machine which does the work, saves time, reduces your fire risk and keeps your premises clean. Get a CLIMAX STEEL BALER. It will last for ages. "Made in Canada." No duty to pay.

Tear and mail to-day

Climax Good Roads Machinery Company, Limited

Hamilton - - Ontario

Gentlemen:—

Without obligating us in any way to buy, please send full particulars and prices of Climax Steel Balers.

NAME .....

ADDRESS .....

Show Cases as an Investment

Should Be viewed Not as an Expense But Profit Maker—Neckwear Department Paid for Equipment in Four Months—All Glass or Wood Frames—Regulations Governing Electric Lighting.

THE question of the advisability of spending money on store fixtures and show cases is too often only looked at in one way, that is from the expense side, instead of from the investment standpoint.

As a matter of fact modern up-to-date fixtures and show cases should be looked at from the point of view of an investment only.

There are two ways of buying show cases and fixtures, one to buy as cheaply as possible in which cases the expenditure, no matter how small, is always and only an expense; to invest a specified amount in modern high-class fixtures exactly as you would purchase any other plant, or tools and see to it that a return is derived from the investment.

The old idea of a packing case covered with turkey red as a counter, rough boards nailed against the wall as shelving is exploded and now only indicates out of date business methods. The modern idea of store fixtures is the maximum of display and storage in a design that harmonizes with the class of goods sold or the building they are in, combined with the best possible workmanship to lessen depreciation.

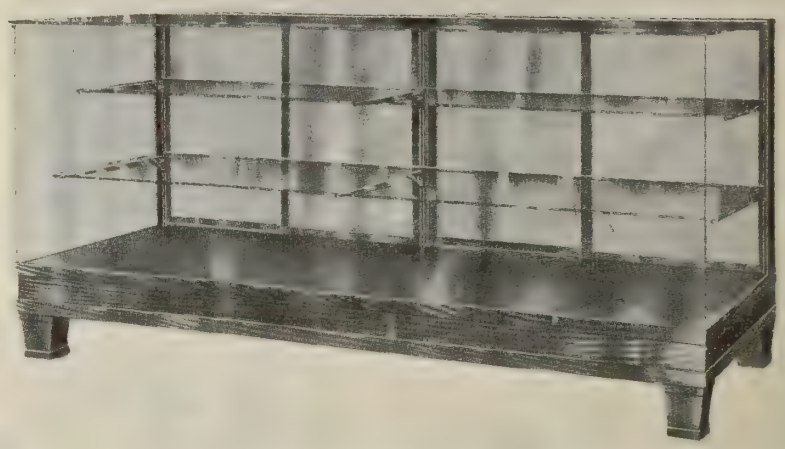
This idea of an investment has been put into dollars and cents by some of the modern retailers and we give actual results of a ladies neckwear department in a medium-sized Canadian department store.

Previous to the installation of show cases in this department, the stock was kept in boxes and displayed on overhanging fixtures and counter stands. After the installation of show cases in this department the increases in sales were as follows:

1st week, over average,	26%
2nd " " "	22%
3rd " " "	24½%
4th " " "	26%
5th to 8th week, over average	28%
9 to 10th week, over average,	32½%
11th (Christmas) over aver.	105%
12th to 52nd week, over aver.	42%

The show cases for the entire department were actually paid for in increased profits in four weeks, but figuring at the rate of charging only 10% of the value to each year they showed a profit of about 800% on each year's investment.

The show case of to-day is a piece of furniture, not a few mouldings around some window glass, and while it is customary to write the value off at the rate of 10% a year, the modern show case is worth almost as much as far as service goes after five years as when first purchased.



Type of all-glass sanitary (raised) showcase. Name of maker on application.

Modern show cases are made in two general designs with the base either of wood or marble, on the floor or raised on metal legs to permit of sweeping or washing beneath.

Either style is good, the preference depending on the kind of floor in the building or the covering of the same, the sanitary cases on legs having the preference on hard wood or linoleum covered floors.

Either style is also made in the all glass style without wood frame or with wood frame and are made with special equipments to carry different lines of goods.

All styles are also illuminated which is very desirable especially where a department is poorly lighted. The style of illuminating device varies with the case as the all-glass case has to be illuminated from the back of the case or by special metal attachments at the front, while a wood frame case can be illuminated by a simple reflector attached to the front rail.

The method of wiring also varies according to different local regulations, some insisting on metal covered conduits while others only require the wiring to be concealed in the wood work as is done by all high-class manufacturers. We are illustrating the different types of cases and a few equipments and lighting devices and will be glad to refer our readers to the manufacturers.

BRANTFORD REPEATS ON DOLLAR DAY.

The Brantford merchants held their annual dollar day on January 28, and so far as the dry goods merchants were concerned the business done was more than on any previous dollar day. The dollar unit was accentuated in all the stores, and goods were sold at $1 or multiples of $1 almost exclusively. This means that instead of reducing cotton from 12½ to 10 cents, it was reduced to ten yards for a dollar instead of eight yards for a dollar, thus greatly increasing the volume of business. In one dry goods store, one of the clerks did practically nothing else but measure toweling all day. One of the stores made a turnover of $4,000.

In appreciation of the co-operation given by the Expositor, which has fathered the dollar day in Brantford since its inception, the merchants, headed by J. M. Young, waited on W. B. Preston, assistant manager of the Expositor, and presented him with a fine gold wrist watch, suitably engraved.

One hundred and two merchants participated in dollar day in Brantford this year.

COPYING THE SPAT.

Something novel is the afternoon walking boot with the top made of cloth, in fawn or white or grey, with the buttons right at the side. This is to imitate the spat. The buttons on buttoned boots ordinarily are to the outside, but down the front of the boot.



Outwears the ordinary suit

If you want a line of boys' clothing that you can safely guarantee the parents of your town to give the utmost wear and satisfaction, show them a suit of Lion Brand Clothes. Their double knees, elbows and seat will ensure double wear and unbounded satisfaction for the parents, while their snappy, boyish cut will delight the youth.

Send for samples.

The Jackson Mfg. Company

CLINTON, ONT.

Factories at :—Clinton, Goderich, Exeter, Zurich

Boys' Blouses—$2 a Dozen

INTRODUCTORY PRICE



BEAT THEM IF YOU CAN—Made of gingham, chambrays, fine percales. Black sateen, white with satin stripe, etc. **Guaranteed full model**, with yoke, military collar, pocket, flat felled seams, and tapeless, $2.00 per doz.
Same blouse made with open cuff, two button, $2.15 per doz.

SAMPLES SENT PREPAID. WRITE!

THE PEER MANUFACTURING COMPANY

Makers of "PREMO" Boys' Blouses, Shirts and Pajamas

483-485 BROADWAY Dept. R NEW YORK CITY

Let the Boys Play



—let them romp and tear all they like, so long as they wear

POOLE'S PARAGON PANTS

The cost of clothing them will never break the parents.

These pants are made in both knicker and bloomer styles in tweeds, worsteds and serges—made strong and at a price that represents real value. Are you fitting the boys of your town with Poole's Paragon Pants?

Write for Samples To-day.

Everything in men's and boys' pants.

Geo. C. Poole & Co.

Successors to

The Andrew Darling Co., Ltd.

Darling Building Toronto

CEETEE

Worn by the Best People Sold by the Best Dealers.

UNSHRINKABLE

UNDERCLOTHING

PURE WOOL ONLY

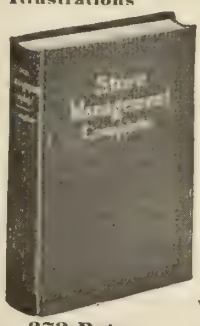
Mfrs. of Turnbull's High-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, "CEETEE" Shaker Knit Sweater Coats.

The C. Turnbull Co. of Galt, Limited

Galt, Ontario

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

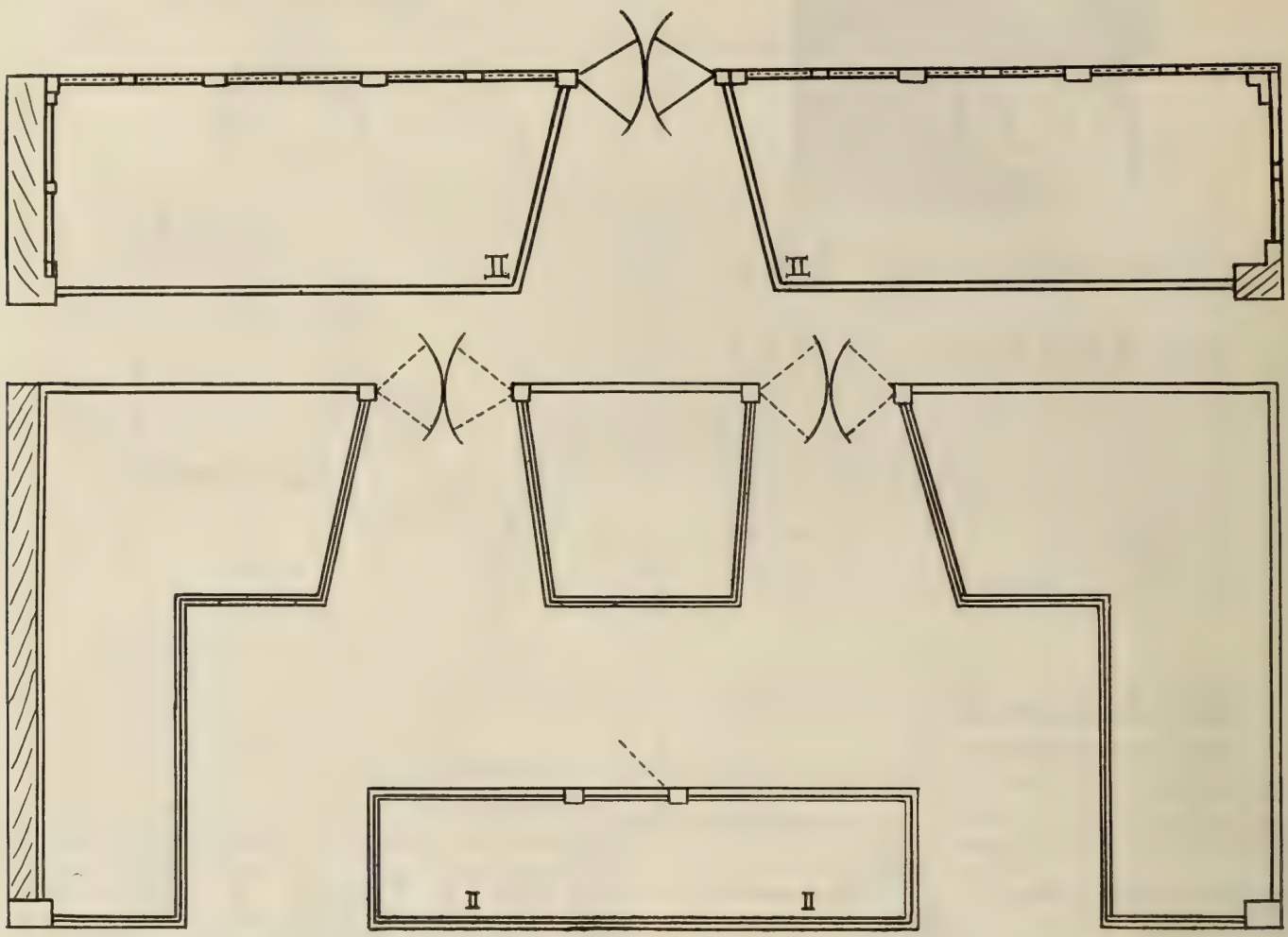
CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW JUST PUBLISHED

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

HOW DISPLAY SURFACE WAS NEARLY TRIPLED



Here is a capital instance of a change in layout that resulted in nearly three times the amount of window display frontage, with an immensely improved front besides. In the upper plan the window frontage measures only 48 feet; in the lower one,—the same width from fire wall to fire wall—the frontage is 123 feet! The depth, street line to front door, is 20 feet. The gains in display facilities are self-evident. Instead of two long, straight windows, there are practically five secured and in addition, an Island front, open on four sides. Note the roomy entrance, a regular thoroughfare, making the passage of the public an easy matter. The possibilities of a large variety of constantly changing displays in the lower front are almost infinite. There is, of course, less depth to the store, but the window display pays for this ten times over.—Courtesy of Taylor Mfg. Co.

GREY FEDORAS WINNERS?

Pearl and Slates Picked by One Buyer—Stiff Hats by Fall.

The buyer for a large men's wear store in Ontario, in discussing his Spring plans with The Review, stated his belief that grey shades, particularly slate and pearl, were the winners in soft hats for Spring. The Fedora would be the leader, whereas for the telescope he had not placed any orders at all.

He did not believe that strongly-contrasted bands would have much call, but that they would run mostly to the darker colors.

Greens and blues would also be in again and have a good general sale, as they had now become staple lines.

He prophesied that next Fall would see the beginning of a wave of popular favor for the stiff hats, as by that time people would have become pretty well tired of soft hats, and be ready to go back to this old staple line which has been dislodged from its position of favor for the last year.

GERMANY STILL SENDS OUT GLOVES.

Figures issued by the Department of Commerce and Finance of the United States contain some interesting information as to imports into that country during the month of November, the latest date available at present. The value of leather gloves imported from France during November last was $496,877, as compared with $368,885 imported during November 1913. The importations from Germany fell slightly, but very little, being $387,940, compared with $419,755 for one year previously. Importations from the United Kingdom were $51,598, compared with $86,170 for November 1913. The total imports of gloves for November were $1,025,326 worth compared with $938,759 for November 1913.

A MONTREAL BUSINESS CHANGE.

H. A. Vineberg, formerly of the firm of M. Vineberg & Co., furriers, Montreal, has associated himself with Silver Bros. & Co. "Furs," Limited, the style of the firm now being Vineberg, Silver & Co. The new firm will occupy the premises of Silver Bros. & Co., in the Somner Bldg., Mayor St., Montreal.

Tariff Means Advances in Clothing

Fall Quotations Certain to go up at Once and Likely Some Late Orders for Spring — Knit Goods Men Must Advance—Hats Also—Some Ties Under French Treaty.

THE announcement of the increase in the tariff rate did not come as a pleasant surprise to men's wear dealers, and in the few hours left between the announcement and the hour of going to press on this issue little definite information could be secured from manufacturers or wholesalers. They were scanning the blue books, figuring out shipments to come; estimating how the increase could be distributed.

First of all, it may be stated with certainty, the tariff will have little effect on Spring lines in clothing. The deliveries of cloths are, naturally, nearly complete, and a large portion of the stuff already made up. Prices, therefore, are pretty well fixed after a long and doubtful struggle with war conditions.

For Fall, however, matters are different. Some of the larger manufacturers are accustomed at this time of year to have their Fall supplies pretty well in hand, but this year, owing to the rushed condition of the British mills, there have been serious delays, and the coming goods will all bear the extra tax. This, with the increase due to the demand to fill army orders, will make an advance for Fall still more decided. Up to the present war conditions were operative in increasing the cost to the manufacturer, but in many cases these "absorbed" the difference, owing to general trade conditions and the large stocks on hand. The extra duty, they declare, cannot be absorbed by them.

One of the large Canadian manufacturers stated to The Review that prices for Fall goods would undoubtedly be advanced to the retailer; Spring stuff would see no change.

"Fine and cheap lines alike will, of course, be affected, but the advance will be felt most in the cheaper grades. One result in the retail trade will be that it is likely to be more difficult to push the cheaper lines at advanced prices, and this may boost the dearer lines."

One manufacturer inclined to the view that prices would have to be advanced at once, in spite of stocks on hand. This would refer mainly to Fall orders.

The wholesaler estimated that the price to the public for Fall would have to average $1 more on each suit.

The knit goods men will think that they are bearing more than their share. Not only have they been faced by a scarcity, almost a famine, in wools and yarns, owing to the British embargo continuing for a long time, but prices have advanced seriously. This was bad enough when wool was on the free list, but now it has been taken off and a 5 or 7½ per cent. duty is tacked on! The Customs returns show that under the old free list tariff wool to the value of $1,800,000 was imported in a single year.

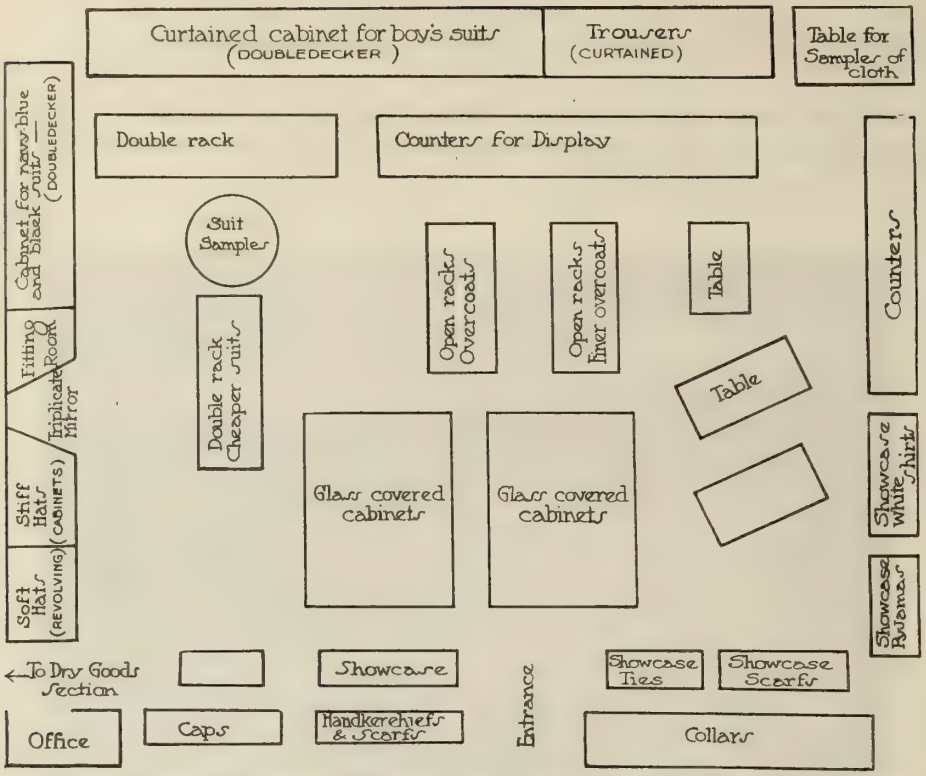
The inevitable result will be that the stiffening of prices in sweater coats, underwear and hosiery will take a more pronounced form for Fall, and may even be operative in Spring and Summer sorting orders.

The importer of silks for ties can take little comfort from the fact that under the French treaty and the "most-favored-nations" clause, silks can come in under the present tariff both from France and Switzerland. But as there is not nearly the volume of manufacturing in either country, this will not be as beneficial as it otherwise would.

Advances in hats for Fall are looked to follow as a matter of course. Little has arrived yet for the importers, and prices are bound to advance. Those who are fortunate enough among the retailers to have ordered for Fall will be safe: the others will not. There is also a considerable portion of Spring stock that has still to come: the importer must bear the extra—what late sorting orders of the retailer do not relieve him of in the next few months.



New style men's wear front. Name of maker on request.



This drawing shows the layout of the men's wear department of D. E. MacDonald & Bros., Guelph, a view of which appeared in a late issue of The Review.

THE FIRST CUSTOMER.

If there is one customer that comes into your store that requires more careful attention than any other it is the first-timer. At all times there should be courtesy and prompt attention, but there are little things which the old customer who is well acquainted with the store and the staff will overlook which will make a strong and unfavorable impression upon the man or woman who comes into the store for the first time. They are susceptible to the slightest influence.

Perhaps the stranger may look like an out-of-date farmer, who may be seeking credit until the harvest, perhaps he is a new representative from a wholesale house or manufacturer, perhaps he is a passerby who wants to use the phone or spends a few cents and does not come near the store again—but if he comes to your store for the first time give him the best of your service.

There are few who have not been swung to patronize a store by the service given on the first visit. With a new comer who has no knowledge of the town or city it is ever thus. The man who enters a store for the first time, sees a couple of clerks look at him and then turn their backs and go on packing goods or start an argument as to whose turn it is to go "front" then finds himself waiting uncomfortably for some minutes while the clerk gets ready to come forward to wait on him, is likely to walk out of the store and never come in again. If on the other hand he is received as though he is welcome to the store and as though his business was appreciated he is pretty certain to come back again.

Occasionally it will be found that the smile of welcome is wasted on desert air —that is an element of chance in salesmanship—but if a store is to enlarge its circle of trade one of the most important influences will be the first impression of the prospective customer.

A CHEERFUL OUTLOOK.

On the whole, having regard to the vast dislocation of finance and commerce occasioned by the war, the Dominion has withstood the shock exceedingly well.

* * *

Production in various lines has been greatly quickened and stimulated by orders on a very large scale for clothing, munitions and other equipment and material placed in Canada not only by the Canadian Government but by Britain and her allies as well.

* * *

While one hesitates to attempt a forecast in conditions so variable and subject to sudden and violent change, it would appear that accumulation of funds with accompanying easier interest rates, and increasing confidence on the part of investors will result in a gradual resumption of the sale abroad and at home of securities for needed expenditures on the part of our Provinces, municipalities, railways and industries. Such expenditures, even on a greatly reduced scale, together with war outlays in Canada, should go a long way towards the restoration of such of our trade and industry as have suffered from the effects of the war. Above all will our commercial improvement, and for that matter commercial improvement throughout the world, follow upon the continuing success of the allies. With such continuance, legitimate business throughout the world must improve during the remaining period of the war.—Extracts from Budget Speech by Hon. W. T. White.

THE NEW TARIFF.

Silks, Embroideries, Ribbons and Velvets from France—under special treaty—will have no increased duty.

Similar articles from Switzerland in same position.

All goods from Britain have an extra tax of five per cent.

All goods from foreign countries, taxable heretofore, will bear an additional tax of seven and a half per cent.

Raw materials, in dry goods lines, hitherto on free list, subject to 5 or 7½ per cent. tax.



Black and Blue. Tie showing different weave in knit than in apron. Narrow black stripe on blue ground in former, with delicate cross stripes in red, green and yellow between. Shown by Niagara Neckwear Co.



BLACK PRINCE

THE WORKINGMAN'S SHIRT OF QUALITY

The Black Prince is offered as a standard garment—guaranteed to be better value for the money than any other line on the market.

The Black Prince is made to sell steadily on the quality of the shirt.

The Black Prince is made of a fleece-back black serge of guaranteed quality—absolutely fast color. This serge is manufactured especially for the "Black Prince," and we buy in such quantities that the cloth is confined exclusively to us.

The Black Prince is cut on big lines, making a full-fashioned, comfortable shirt for the workingman. The shirt is double stitched throughout.

The shirt sells at a fair profit, and is genuine value. There is a steady and increasing demand for Black Prince. Are you handling this line? If not, write to your wholesaler.

The Canadian Converters' Co. Limited.

Montreal

Go after the uniform requirements of your local organizations

HOME GUARDS, RIFLE CLUBS, POLICE, MILITARY OR SEMI-MILITARY UNIFORMS AND CIVILIAN CLOTHES TAILORED-TO-MEASURE

A great many merchants are reaping the benefit of extra profits by exercising vigilance in their business, in what would seem small matters. Keep your eyes on the club trade of your town.

No matter what kind of a club or organization it is, there are always more or less uniforms and dress requirements which are a source of good profit and the nucleus of a growing regular business.

Our Mr. F. Fisher is a military designer of broad experience, having many years' experience in contract work for the British War Office. He is recognized as an authority on all kinds of military and semi-military tailoring. We are fully equipped to handle every order in the shortest possible time without lowering the high Crown Tailoring standard.

THE CROWN TAILORING AGENCY IS A VALUABLE ASSET TO ANY MERCHANT.

Write to-day and find out if we have a satisfactory agency in your town. It means a satisfactory clothing business without worry and trouble, with less investment and no dead stock.

Write to-day for full particulars.



BRITISH WARM COAT



OFFICER'S DRESS UNIFORM



The Crown Tailoring Co., Limited

TORONTO, CANADA

One of the Brightest and Most Useful Numbers of the Year Makes Its Appearance March 3

This number is known as our Easter Special. This issue ushers in a revival of business, the start of the big buying season. Merchants and buyers are on the lookout for lines that will help them make record sales for Easter and Spring. How much do they know about your line?

Don't sit and wait for the buyers to find you. Get out and say something. Tell them you have the goods of style, quality, and value. Goods that it will pay them to handle, and use the paper they read to tell them about your house, your goods, your policy, your plans to help them increase sales.

This is your opportunity. Reserve space now in the Easter Number. Forms close February 24.

How much space did you say to reserve for you?

THE DRY GOODS REVIEW

The Most Likely Place To Find What You Need

Nisbet & Auld, Limited

32-34 Wellington St. West, TORONTO

The unusual trade conditions of this season will make the replenishing of stocks with the newest and most fashionable fabrics extremely difficult. Anticipating these conditions we have made special preparations for the

Spring Season

To ensure the least possible delay in getting what you require, try our stock—it will be "the most likely place to find what you need."

DEPARTMENTS

Men's Fine Woollens — Tailors' Trimmings
Ladies' Costume Cloths and Serges
Household Linens — Silk and Satin Linings

SPECIAL MILITARY DEPARTMENT

Correct Cloths and Trimmings for Officers' Uniforms—All Ranks and Branches of the Service

MONTREAL **Toronto** QUEBEC

DRY GOODS REVIEW

EASTER NUMBER



Vol. XXVII No. V

MARCH 3, 1915

THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE - - 143-153 UNIVERSITY AVENUE, TORONTO

NEW SHIPMENTS OF POPULAR-PRICED SWISS EMBROIDERIES

Our first shipment of popular-priced Swiss Embroideries met with such a liberal reception that in a short time many lines were exhausted. This is perhaps the best evidence we can give as to the excellent value and correct styles offered.

We have now received new shipments for the early Spring trade and can fill your requirements from stock on the shortest notice.

EARLY IMPORT ORDERS

For import, we wish to advise our customers that they can only expect adequate service by placing orders early, as naturally, owing to the war, both manufacturing and transportation in Europe are more or less disorganized.

Manufactured by

G. THOMA & CO.

St. Fiden, St. Gall (Switzerland)

Agent—**J. H. Gagnon,** *Unity Building*, **Montreal**

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St. E.C.

Publishing Offices:

Melbourne,	**Fink's Buildings**
Sydney,	**Post Office Chambers**
London,	**71 Queen St., E.C.**

THE McKINLEY MUSIC CO., CHICAGO and NEW YORK

now offers to the dealer

The Greatest Money-Making Proposition

that has ever been obtainable in the history of the sheet music world, in the

ROOT POPULAR MUSIC ASSORTMENT and THE McKINLEY DEMONSTRATOR A HORNLESS TALKING MACHINE

Fearing the necessity of a singer and player you have always put off starting that sheet music department in your store; realizing the ensuing expense, in maintaining such a department up to the standard of your desire.

In the **McKinley Demonstrator** we have turned this former actual expense into a **profit-maker.** You arouse the interest of your prospective customers in three articles in one demonstration — **Sheet Music, The McKinley Hornless Talking Machine and McKinley Velvet Records.**

Assurance is given the dealer of the elimination of dead stock on his shelves, of any piece of **The Root Popular Music Assortment,** by our exchange offer.

The McKinley Edition of Ten Cent Music

will always hold first place as an Edition of **Standard, Classic and Teaching Music.**

An established demand for this line of music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself, to thousands of dealers to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 200%** to the dealer.

The McKinley Edition conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealers' imprint which are supplied with both of these Editions. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for Samples and Particulars to-day.

McKINLEY MUSIC COMPANY

The Largest "Exclusively Sheet Music House" in the World.

CHICAGO: 1501-15 EAST FIFTY-FIFTH STREET



Your Best Customers—

the women whose purchasing power is greatest, and who are willing to pay for the best of everything, appreciate the beautiful colours, exquisite finish, and fine quality of

PRIESTLEY'S DRESS GOODS

This Spring's line of Priestley's includes all the newest shades. Our advertising campaign starts this month. The demand for Priestley's is big and steady, and promises to be greatly increased this year.

New Stocks in Other Departments

Each of our fifteen departments has a complete stock of the latest goods in its line. We can make prompt shipments. The war is responsible for a general tendency toward higher prices, and we would advise our customers to anticipate their requirements as far in advance as possible.

Use Our Mail Order Department

Our mail order department is maintained for the purpose of giving prompt and careful attention to rush orders which our customers wish to place between the regular visits of our travelers. **Make use of it!**

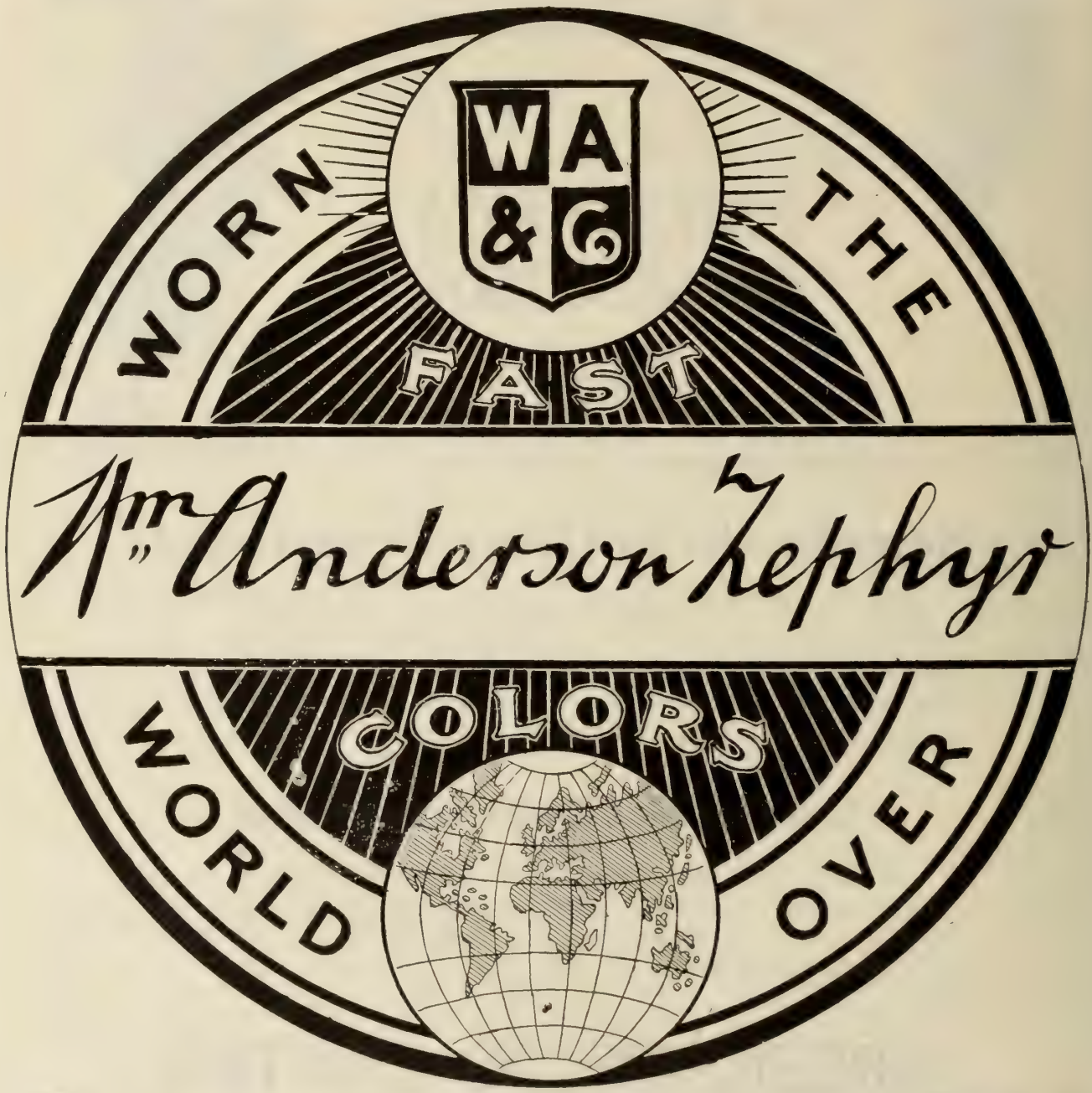
GREENSHIELDS LIMITED

VICTORIA SQUARE MONTREAL

"EVERYTHING IN DRY GOODS."

GINGHAMS will be in Good Demand in 1915.
Stock **THE POPULAR BRAND**

The Range of "ANDERSON'S" is finer than ever
and are being shown by ALL WHOLESALE HOUSES



WM. ANDERSON & CO., Ltd.
PACIFIC MILLS, GLASGOW
SCOTLAND

Nine Departments of Well-Assorted and Up-to-date Dry Goods.



Conveniently Located for Prompt Shipping to All Points.

JOHN M. GARLAND, SON & CO., Limited

OTTAWA CANADA

Dept. **A**—Domestic Cottons and Sheetings.
B—Colored Shirtings, Saxonies and Flettes.
C—Tailors' Woollens and Trimming
D—Dress Goods, Wash Goods and Silks.
E—Men's Furnishings.
H—Laces, Embroideries and Ribbons.
M—Women's Furnishings, Linens and Towellings.
S—Smallwares, Fancy Goods and Novelties.
T—House Furnishings, Carpets and Oilcloths.

Our Order Department's business is to see that your orders, whether by letter or through our traveller, are carefully selected and promptly shipped. And they do it!

SEND IN YOUR ORDERS WHILE STOCKS ARE COMPLETE

TRADE MARK

"Noesting"

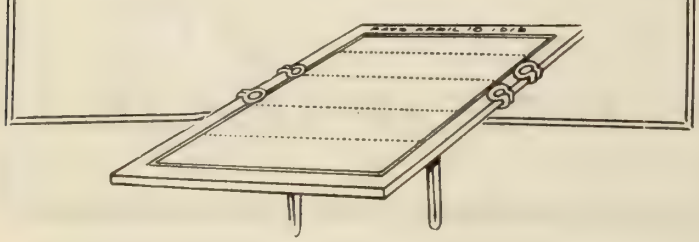
EVERYTHING, we are told, is judged by *results*, not by mere *claims*.

When we first brought "Noesting" before the attention of the merchants of Canada, we made several very strong claims for their superiority over the ordinary ticket. We told them that "Noesting" with its rounded points would do away with tearing even the finest fabrics; that they would not prick the fingers of your operatives or customers.

To the hundreds of merchants who took advantage of our offer for a free sample box, we were able to prove to the very letter every statement we made and practically every one of these merchants have been using nothing but Noesting since.

Try out Noesting Pin Tickets by writing for free trial box.

The Copp-Clark Co., Ltd.
495-517 Wellington St. West, Toronto



Liddell's Linens

"the pride and envy of them all"

For a hundred years these Irish linens have been the pride of generation after generation of particular housewives. Their high quality, snowy whiteness, beautiful finish and exclusive designs will instantly appeal to and delight your customers.

See the 1915 range.

R. H. COSBIE, LTD.
IRISH LINEN AGENCY
30 WEST WELLINGTON ST., TORONTO

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.



Now comes your season to make new trade for Mohairs.

Once made, you have year 'round trade, for Mohairs are "perennial" sellers — yet faithful to Fashion in color and design.

English Mohairs, guaranteed by the B.D.A., have a finish of particular beauty and permanency.

Their very appearance on your counters attracts customers.

Be sure to stock these staple-and-stylish fabrics for Spring and Summer.

Ask your importer or wholesaler for English Mohairs guaranteed by the B.D.A.

The BRADFORD DYERS' ASSOCIATION, Ltd.

Of BRADFORD, ENGLAND

American Bureau - 235 West 39th Street, New York



When buying Hosiery ask for

HAWLEY'S "HYGIENIC BLACK"

There is no better Dye in the World.

Every Pair Warranted Fast to Washing, Hard Wear and Perspiration.

Works - Hinckley, England.

If through the War

your supplies are stopped of Cotton Webbings, Bindings and Tapes, Boot Loopings and Top Bandings, Woven Name Labels or Loops of any description, Elastic Braids or Webbings, Mending Wools, Sewing Cottons and Embroidery Yarns, Braces and Hose Supporters, Cork Insoles and Wool Slipper Soles, Corset or Boot Laces or Wood Lasts

WE CAN HELP YOU

We are large manufacturers of the above-mentioned goods, having seven factories in different parts of England. Send us samples and particulars of your requirements and the same shall have our immediate attention.

FAIRE BROS & Co., Ltd., LEICESTER, England,

& 19 FORE STREET, LONDON, E.C.

LONDON WAREHOUSES:
51-52 ALDERSGATE ST.,
E.C.

MILLS: St. ALBANS
and REDBOURN, HERTS

J. MAYGROVE & CO. Limited

MANUFACTURERS OF

SILK THREADS, SUITABLE FOR
WEAVING, KNITTING and EMBROIDERY

also Italian, China and Japan Trams, Organzins, Sewings, Flosses, Spuns and Twists

MACHINE SEWING SILKS : : :
EMBROIDERY SILKS and FLOSSES

ALSO ARTIFICIAL SILK FOR WEAVING, KNITTING and EMBROIDERY

CANADIAN REPRESENTATIVE

F. A. TURNER, 52 Bay Street, TORONTO



The Sun
That Smiles
On Ireland
Bleaches
Old Bleach
Snowy White

The Seventeenth of Old Ireland

is a very appropriate day to feature the linen dear to the heart of every woman—pure snowy-white, sun-bleached

"Old Bleach" Linens

—the kind that makes family heirlooms. On this day everyone's thoughts are centered on the Irish and are naturally susceptible to the idea of buying Irish-made linens.

O. B. Stock in Toronto.

R. H. Cosbie, Limited
IRISH LINEN AGENCY
30 Wellington Street West, Toronto

Shirtings of Highest Quality

Shirtings, Voiles, Ginghams, Marquisettes and Flannels of the highest quality made by

David & John Anderson, Limited
Glasgow

High-grade, exclusive designs; clear, bright and absolutely fast colors; variety of designs to suit every taste.

Sole Agents for Canada:

Greenshields Limited
Dry Goods Wholesale - 17 Victoria Square, Montreal
"EVERYTHING IN DRY GOODS"

The W. R. Brock Company (Limited)

SPRING SEASON, 1915

Every possible effort to secure a complete range of all representative Spring Goods has been made by our buyers, with the result that we can with confidence direct attention to splendid assortments from which to choose when your buyer comes to Spring Openings.

This will be a season of some uncertainty as to the scarcity influence, and it is most advisable to take an early advantage of completing your sorting. Our Warehouse offers you every opportunity for prompt service when selecting your immediate requirements.

STAPLES
DRESS GOODS
WOOLLENS

CARPETS—
HOUSE
FURNISHINGS

SMALLWARES
HOSIERY
GLOVES

UNDERWEAR



RIBBONS, LACES, etc.

"Her Ladyship"
READY-TO-WEAR
GARMENTS

RAINCOATS

MEN'S
FURNISHINGS
and
WORK CLOTHING

WASH DRESS FABRICS

We are showing these attractive Spring features in all the new tissue weaves as well as Staple cloths in vogue.

Buyers should see our excellent values in the following popular lines:—

Maxixe Crepe—Arcadia Tissues—Gaby Delaine—Mercerized Mull—Fancy Plisse—Hunter Voiles—Auto Cloth—Rajah Suitings.

Warehouse—
S.W. Cor.
Bay and Wellington Sts. - - - TORONTO

Dry Goods Review

VOL. XXVII. TORONTO MARCH 3, 1915 No. 5

How the Tariff is Working Out

Increases Certain in Neckwear, Woolen Dress Goods, White Embroideries, Carpets, Smallwares, Men's Clothing, etc.—Where Prices Are Fixed Reduction in Quality Must Be Made.

THE changes that would be the direct result of the advance in customs duties were dealt with to some extent in last issue of The Review in so far as the brief time at the disposal of the editors would permit. In this issue the information presented is more definite as it is more detailed, and the result of a more careful consideration by those concerned of all the new influences that had been set in motion.

In general and as usual, the consumer will pay the extra toll, but this will be exacted in devious ways, and in many cases will be collected in the form of deferred payments. Some lines have been advanced already to cover the extra tariff; in other cases no advance will be made until goods now on hand and bought at the lower figures, are exhausted. This latter arrangement is often dictated by market conditions,—"all the traffic will bear," having been reached already in their opinion. For some again, this has been the determined policy since the war began, apart altogether from trade conditions.

Must Get Cheaper Lines.

The inevitable combination of circumstances has arisen in some other lines, since as staple goods, neckwear, etc.,—the manufacturer feels he cannot stand for a lower margin of profit, the retailer is certain he cannot; while the consumer is paying a regular or fixed price such as 25 cents, 50 cents, etc., which it would appear to be unwise to change. What can be done under this apparent deadlock? Simply to reduce the quality of the goods, so that an article approximating to it can be sold at the old figure all round.

Here is an example of how this is working out. The manager of a Canadian house that deals largely in neckwear told The Review that at present on a certain line that retailed to the public at 25 cents, he had been selling at $2.15 a dozen.

"First of all, notice that although much of our stock is from France and Switzerland we get no benefit on neckwear from the French treaty. For neckwear is not on the list—nor laces. So that with everything else in, we figure out that that 25-cent line costs us 20 cents more. What we are doing for the present is to add 10 cents to the retailer, and bear the other half ourselves. **But as soon as we can arrange for something that we can sell again at 2.15, we are going to do it. The consumer must pay—and the retail price of 25 cents cannot go up to 30.**"

The manager of the staple department in a big store was interviewed. This time it was a lady, and she was still figuring out how she would work out the 5 and 7½ per cent. on her imported goods.

In Staples Must Be Lower Price.

"We are putting it up to the manufacturer and wholesaler to get us something at the old figure," she said. "**We cannot raise prices to the public on staples, so the makers must cut down the quality. That is all there is to it.** In some cases we could absorb the extra duty but when you come for instance to dress shields, which we sell two for 25 cents, the duty looks larger.

"As a matter of fact," she added, "**as soon as we heard there was likely to be an advance in the tariff we made contracts with the supply houses and in most cases are carried by them at the old figures up to the first of August.**"

Among the lines on which immediate advances for the most part went into effect, are **linens, woolen dress goods, boots and shoes, carpets and rugs, velveteens, small wares.**

Below are given the conditions at present in force in a number of dry goods lines as a result of the advance in tariff:

Advance in Carpets.

CARPETS.—One Canadian manufacturing house reported as follows: Tapestry has been advanced 5 p.c. directly as a result of the tariff. In other lines all our prices have been withdrawn pending more information. **There will be an advance of from 7½ to 10 per cent. all around,** when the new list is issued. Everything we use is up in price: Jute, wool, dye stuffs, cotton, and linen thread for instance. As a matter of fact we cannot get any jute at all and must close down at once if the raw material does not arrive. Canadian manufacturers claim that they have been placed in a disadvantageous position compared with British makers and will issue a protest to the Government."

Rubbers at Old Figures.

RUBBERS.—"Next week our travelers will be going out with Fall goods, and the prices will be the same, outside of a few readjustments, up and down. There is an advance for us in crude rubber of 5 per cent. with everything we use up as well: Cashmerette, cotton, etc., some lines costing us as high as 42½ per cent. duty. But, for all that we will let our old prices run for placing orders until May 1, unless, of course, there is an-

SURTAX ON FRENCH GOODS.

After The Review went to press for last issue a memorandum was sent out to customs offices explaining that the former tariff on articles coming in under the French Treaty applied only to Schedule C, and not B, as was at first implied. Under this handkerchiefs, corset white embroideries, gloves, etc., bear the advance. See article elsewhere in this issue.

other advance in customs duties. On May 2, prices will go up.

"I figure out that the cost to us at present is 5 per cent. higher all round than before."

BOOTS AND SHOES.—These are hit in two ways, the leather for Canadian manufacture, and the finished product that is imported. As soon as it can be done all prices will advance. It has only been the slow demand that has not raised all lines very high the last seven months.

These Shoes Up $1 a Pair.

The manager of a shoe store that does a large business in new lines declared that he had jumped prices at once $1 a pair on all lines in his store that were imported! That is, all stock that could be considered as good selling Spring stuff; on the remnants of his Winter stock he, wisely, made no change, preferring to clear it out at the old figures.

"The increase on Spring stock is not due even mainly to the tariff," he declared, "but to the steady advance in leather. Why yesterday one line went up two cents a foot. On the average we are paying 10 per cent. more on our Spring buying, so that the total advance is 17½ per cent. As we do not carry any lines that sell under $5 a pair, this means that we cannot protect ourselves under an advance of $1 a pair, so that in future our lowest on sale will be $6 a pair. Of course we are selling well known lines, and I do not think we will lose much custom as a result. People will want those goods and will be prepared to pay for them.

"Just to give you an example on a certain shoe that we got a year ago for $4.00 and $4.25, the lowest quotation now is $4.75.—without taking the added duty, now 37½ per cent.—into consideration at all.

"One more point: on a draft we sent out to-day to the States for $1,100 we had to pay a duty of $8.75—the U.S. charge. Now figure out what we must charge for our footwear."

No More $8 Suits.

The buyer for a large men's wear department which itself manufactures nearly $100,000 worth of men's and boys' clothing every year besides buying a much larger stock from manufacturers, declared that just as in the case of woolen dress goods, the great difficulty now was not the increase in the tariff so much as the impossibility of getting supplies in a large umber of lines which have been stand-bys for a great many years. In addition to this difficulty was the rapid and constant rise in the price of woolen goods, which has been going on ever since the rush of the mills in England to make material for the soldiers. One of the outstanding results was that there would be no more $8 suits manufactured and the lowest that could be sold, in his opinion, was a $10 suit. That is in the lower grade and medium lines, the increase in cost would amount to nearly $2 a suit. In the higher grade lines, where made of finer wool for which there is not such a demand from the war office, the increase would be about $1.

He did not agree with the estimate a well known clothing manufacturer had furnished to the press that the tariff itself would cause an increase of $1 per suit.

"This is almost double what we have figured it out it will be," he said. "The tariff alone would not mean an addition of more than 50c. a suit," in his opinion.

Up $1 to $2 for Fall.

"We are not making an immediate increase in the price of our clothing, as all our stock has been bought for Spring, but it will come into effect for Fall and it will average from $1 to $2 a suit, as compared with one year ago. Very little of the cloth is on hand for Fall manufacture, so that nearly everyone will be in the same position. Just to give you an example in the increase of the cost of material since August last; on one line that we made a specialty of, a wool serge with cross-bred yarn in it, which we advertised more than anything else, we could buy it before for 1s. 3d. a yard, now it costs us 2s. In a great many cases, the goods are off the market entirely and we are uncertain whether we can get any of them for Fall. This applies to a large number of staple lines.

"I am informed that wool stock, which consists of clippings from tailoring departments and the better grade ready-to-wear clothing stores has increased from what it was before, 4c or 5c a pound, to as high as 18c. This will give you an idea of the great scarcity there is, when this stuff, which has to be ground up again of course, is in such great demand."

White Embroidery Higher.

NECKWEAR.—A large importer of neckwear, embroideries, ribbons, etc., declared that while under the present treaty, silks and velvets came in just at the same price as before, white embroidery had to pay the additional tax of 7½ per cent., whereas if there is a touch of color in it it remains at the old figure. This he considered was a splitting of hairs on the part of the makers of the tariff. All neckwear was subject to the addition duty of 7½ per cent., and would force an increase, for instance, on their $2.15 a dozen lines, to $2.25, an even then the retailer would not be bearing more than half the additional cost to the importer.

When asked with regard to how supplies are coming in, he stated they were receiving regular shipments from certain parts of France and from Switzerland. It took about four or five weeks instead of ten days for goods from Switzerland to reach London, but shipments were being made from Calais fairly regularly and new orders were being filled from their special designs, showing clearly that manufacturing was going on regularly now. Silks were also being sent from Lyons, also of new designs.

HOSIERY.—Some firms have cancelled price lists and an advance is expected very shortly. The increasing cost of wool is only aggravated by the advance of 5 per cent. and 7½—a change from the free list, and higher prices are almost certain to obtain in all knit goods.

A department store buyer thus expressed his policy for The Review, as a result of the tariff change:

"In one case in the first place, there will be no change in prices to the public on Spring and Summer stuff, as we have our stocks nearly all in now.

"For Fall our stock will be divided into two sections. On lines that we are practically forced to sell at fixed prices, 25 cents, 35 cents, or 3 for one dollar, etc., we will make no advances—the public would hardly stand for it; but we will make up the loss on silk and other lines, where the public will be willing to pay for it."

The tariff increases will fall more heavily upon the cheaper grades of woollen materials. All increases show more in the cheap grades than in higher priced materials where a few cents or more a yard makes little difference to the purchaser. In cheap woolen fabrics, however, the tariff advance is overshadowed by the scarcity in many lines. The cheaper grades of raw wool have risen abnormally and are moreover in very short supply. Not only is this class of wool short but owing to the absence of German rags from the British markets the usual supply of shoddy and waste is cut off. As the cheap grade meltons and tweeds that sell around 25c and 35c are made chiefly of shoddy yarns they are almost entirely out of the market. This means that cotton materials will have to be substituted and there should be a corresponding increase in the sale of heavy cotton materials to take the place of the wool fabrics that are unobtainable.

Buttons Will Advance.

Germany and Austria supplied a big proportion of the buttons used before the outbreak of hostilities and with buttons becoming increasingly fashionable during the present Spring, even though people were practising economy it has been a hard matter to keep up the supply to normal. Button deliveries are bad, and shipments have been delayed. As the wholesalers must pay the extra duty, the advance will start at once.

Big Free List That is No More

Wool, Cotton, Hides and Skins, Crude Rubber, and Leather Among the Items That Now Pay a 5 or 7½ Per Cent. Duty—Will Increase Cost of Canadian Manufactured Goods to Retailer.

SOME of the most sweeping changes in the new tariff bill introduced by Mr. White dealt with the free list which has now lost by far the majority of its items. The new arrangement, of course, is that goods were free before under the old tariff, will now be charged 5 per cent. coming from Great Britain or the Colonies and 7½ per cent. from all other places which before enjoyed either the intermediate of general tariff rates. Among the most important items that formerly were on the free list, but are now taxed are raw cotton, wool, leather and rubber. These will affect the manufactured price of the articles in which they are contained to a considerable extent and this is responsible for the immediate advance in most of the lines with which these are most closely connected.

In dealing, of course, with raw material, it must be considered that in the manufactured article this frequently does not represent even one-half of the total cost, so that the new duty will not result in an advance in the manufactured article of the whole 5 or 7½ per cent., but in some cases only two-thirds or one-half or sometimes merely one-quarter, for labor and other overhead expenses occupy a large portion of the cost of the finished article. Below are given a number of lines that previously were on the free list and now are transferred to the 5 or 7½ per cent. list as dutiable:—

Raw cotton or cotton wool, not dyed; cotton yarns, No. 40 and finer.

Garnetted wool waste in the white when imported by manufacturers of woolen goods for use exclusively in their own factory.

Cotton yarn, polished or glazed, when imported by manufacturers of shoe laces, for use exclusively in their own factory.

Hemp, dressed or undressed.

Jute or hemp yarn, plain, dyed or colored, when imported by manufacturers for use exclusively in their own factories for weaving purposes, or for insulating wire or for the manufacture of hammocks or twine.

Linen yarn when imported by manufacturers of towels, damask or seamless linen, fire hose duck, for use exclusively in the manufacture of such articles in their own factories.

Wool and the hair of the camel, alpaca, goat and other like animals, not further prepared than washed; noils, being the short wool which falls from the comb in wasted factories.

Wool or wasted yarns, when genapped, dyed or finished and imported by manufacturers of braids, cords, tassels, buttons and fringes, for use exclusively in the manufacture of such articles in their own factories.

Silk in the gum or spun, when imported by manufacturers of silk thread, silk underwear or of woven labels for use exclusively in the manufacture of such articles in their own factories.

Hides and skins, raw, whether dyed, salted or pickled, and raw pelts.

Fur tails in the raw state.

Fur skins of all kinds not dressed in any manner.

Astrachan or Russian hare skins, China goat plates or rugs and China goat skins, wholly or partially dressed, but not dyed.

Rubber and gutta percha, crude caoutchouc or India rubber, unmanufactured; powdered rubber or gutta percha waste or junk; hard rubber in sheets, but not further manufactured and re-covered rubber and rubber substitute.

Whalebone unmanufactured.

Hatters' plush of silk or cotton; hatters' bands (not cords), bindings and hat sweats; hatters' tips and sides when cut to shape; and cashmere when cut to shape for under brims and hat covers. All the articles in this item when imported by hat and cap manufacturers for use exclusively in the manufacture of hats and caps in their own factories.

Unfinished hoods composed of "Leghorns," "Manila," palm leaf, grass willow or chip, not bleached or blocked.

Hatters' furs, not on the skin.

Metal glove fasteners, papier-mache, shoe buttons, shoe eyelets, corset eyelets, shoe eyelet hooks, shoe lace wire fasteners.

Flat braids or plaits of glazed citton thread, not over ¼ inch wide, imported by manufacturers of hats.

Celluloid in sheets, lumps, bars, etc., not further manufactured than moulded or pressed.

Hard rubber in strips or rods, but not further manufactured when for use in Canadian manufacture.

Yarns, threads and filaments of artificial or imitation silk, produced from a form of celluloid, when imported by manufacturers of knitted, woven or braided fabrics for use in their own factories.

As Viewed in Montreal

SMALLWARES. — All the leading lines which sold on a small margin will be affected very materially. The public must take a cheaper article for the same price. He is not likely to pay more for the same merchandise; therefore, he must be given something inferior. In the case of new goods just arriving from the manufacturer, prices must be higher until inferior goods arrive.

Pearl buttons, for example, are sold by the jobber at 3½c per card, with a very small margin. These must be advanced at once, or reduced in quality to sell at the old price.

Crochet cotton has reached a point where it has to be advanced, as there was no profit to either the retailer or jobber. An advance in this line is inevitable.

Short of Some Yarns.

Retailers must also raise their prices on wools. Yarns, which formerly sold for 80c per pound, should now be $1.10 to $1.25. It is getting impossible for the retailer to sell at old prices, yet there are some who think they could not possibly sell at the old prices. It is hard to get even at the high prices. The worst feature is the colors, and as each day goes by the colors are curtailed. Recent advices speak of a scarcity of greens.

WOOLEN DRESS GOODS. — The question of increased tariff is lost sight of when one considers the difficulty experienced in securing supplies for the coming Fall trade. It is not price so much as supply. Deliveries are also away off.

WASH GOODS.—Opposed to the tariff changes there is the low price of cotton. As far as can be seen ahead, retailers should not be paying more. Cheapness of cotton may counterbalance the increase in tariff, so the prices should be the same. So many lines are sold to the trade to be retailed at a fixed price, it would be difficult to alter prices to the retailer. Incidentally wholesalers believe it would be a good thing if the trade

(Continued on page 18.)

A Clerk Through a Buyer's Spectacles

Interview With Manager in Dress Goods Department Who Jumped From Behind the Counter to Present Position by Being Able to Serve—Making Clerks Proud of Their Own Goods—Comparing Values by Samples.

THE Germans are still pounding away at that section of France which produces dress goods, and the store which still has a wide selection and can offer good values in lines that formerly came from France is to be envied. A dress goods buyer, on whom a Review representative called, was filled with an elation that was bound to communicate itself to his clerks and to influence their sales to a considerable extent. This buyer proceeded to escort the writer through the department, stopping at each counter, drawing attention to this broadcloth, "made in Belgium, beautiful goods, won't be any more like it until the war is over"; and that corduroy; here a bolt of Japanese silk, "the only silk like it in town—bought two widths, 28 and 36 inches, for fear some other dealer should get in on it"; then to some lovely crepes, offered at a price no higher than last year, and again, over to some beautiful pussy-willow silk "that will wash, selling for only 25c per yard more than in the States, where it is made, which is remarkable considering the duty."

Eventually the conversation was turned into another channel, about clerks, and on this he made some mighty interesting comments.

"We Are Out of These Goods."

It started thus: I began looking for those little systems in which some men excel. He went away and produced a slip of yellow paper about three by two inches, on top of which was printed, WE ARE OUT OF THESE GOODS—a form for the clerks, the kind of slip you find in many a dry goods store.

"When I go to the wholesale houses," he said, "I take these with me. They give me an idea of what to get. Of course, there are lines which I know should not be repeated, and these I overlook.

"Keeping in stock the shades, or tones of shades, is a big difficulty. You start one shade going, and first thing you know, every store in town is pushing it; there is a demand for it, and soon you are run out. That's where these 'want slips' come in handy."

Can the Public Judge?

"Do you find that the public is a good judge of tones and qualities?"

"Some women are, and some are not. It's a shame the way certain stores palm goods on to their customers. But I find that the average woman is able to judge within about twenty-five cents per yard."

"Now, you take this silk," I said. "It is marked $1.65. There is another store in town selling it at $2, and you have told me the goods are identical. Do you think the average woman could see that?"

Look Like Ten Cents.

"Well, most of these women take samples. I am very liberal with them, not being afraid to put my goods up against those of other stores. At the same time, the man who comes last has the best chance. To let a woman run the goods through her hands is more effective than giving her a sample an inch wide. The average salesman with two good pulls makes that sample look like ten cents. If the customer is unable to see much difference, she will buy right there rather than walk all the way back to the other store."

A remark was dropped about the difficulty of enthusing clerks when good values in dress goods are hard to secure.

Visited the Other Store.

"Yes," he said, "if a clerk knows and believes that he is offering good value, his efficiency is much greater. I once had a salesman come to me complaining that a clerk in another store had boasted of how much finer goods they had than we. I did not believe it. So I gave him a pass, and told him to take a trip to the other store and see for himself. He came back convinced that nobody had the same value as his own store. That knowledge made him a far better salesman. I believe it is wise to encourage your clerks to visit other stores.

How to Enthuse Clerks.

"There is another way of enthusing clerks. I let them take a hand in the buying. When in need of new goods, I let them choose the shades and prices they think will go best, not necessarily buying what they choose. When the goods arrive, the clerks are much better salesmen because they themselves made the selection. If a line is not moving, the clerk who made the choice realizes that the responsibility is on him, hence, he exerts every effort to clear out that line. Moreover, it teaches him to use better judgment in future."

At this point it was observed that a lady approached the buyer and asked if Mr. So-and-So was still here. She wished to be served by him.

Asking for Certain Clerks

"Is the practice of asking for certain clerks very common?" asked the writer.

The buyer replied: "It is very common, and cannot be easily overcome. There is a lady comes to the store who will be served by nobody but myself. If I am in Paris or New York, or, if I am too busy to pay her attention, she offers to come back. And she always does.

"Four years ago, when I was clerk behind the counter here, a very irritable, almost rude woman came to me, and requested to be shown some dress goods. She was the most obstinate person I ever tackled, but I did my utmost to satisfy her. She bought two dress lengths. When she was paying her bill, she said, 'What is your name?' I told her. 'Do you mind,' she asked, 'if I come to you to be served every time?' I replied that it would be of considerable value to me as a salesman if she insisted on being served by me.

"That is several years ago, but she still comes here and I suppose if I did not serve her, we should lose her trade."

Was it his ability to take pains with customers that raised this man from behind the counter to the position of buyer? He is a very young man to hold such an important post in one of Canada's biggest dry goods stores.

QUEBEC CLOSING AT 7 P.M.

By-Law That Includes Dry Goods Stores Passed by Council.

A by-law has been passed by the city council of Quebec, P.Q., compelling retail stores to close every evening at 7 o'clock with the usual exceptions. This by-law reads in part as follows:—

1. Whoever keeps in the City of Quebec a store of dry goods, or furs, or clothing and clothes or merchant tailor, or hatter, hoisery or mercery, or house furnishings, or furnishings, or piano or music stores, must close such store at the latest at seven o'clock in the evening and keep it closed until five o'clock in the morning of the following day on each and every day of the week, except on Saturdays, on the eve of religious festivals and from the 15th to the 31st of December inclusively.

2. Whoever infringes the present by-law is liable to a fine not exceeding forty dollars for each offense, and in default of payment, of imprisonment during a space of time not exceeding two months.

3. The present by-law is without prejudice to the laws and by-laws concerning Sunday observance.

The Parable of the Reduced Waists

ONCE *upon a time a lady—having been extraordinarily nice to her husband for some days preceding—obtained the requisite money for the purchase of a crepe de chine waist. She went to a dry goods store, and bought such a waist, and paid therefor the sum of two dollars and a quarter. She thought she had got a good thing cheap. This was on Monday.*

But when she got home she discovered that the waist was a trifle large, and not wishing to appear like a sack of potatoes, she decided to go and change it. The clerk was very suave and very polite. "Too large? Would she change it? Certainly very glad to." And she changed the waist for a smaller size. This was on a Friday—"Bargain Day."

Now it chanced that the lady on her way out of the store was on the lookout for any other bargain that might present itself. Of course she was. Did you ever know a woman who wasn't? And her eye caught a ticket which declared to all who would take notice that on the counter beneath were some crepe de chine waists for 95 cents. The lady's eye having caught the ticket she now allowed it to glance at the waists. Then she caught her breath (this is the acknowledged prelude to an outburst of wrath) "Ninety-five cents," she said volubly, "why they are identical with the waist I have paid two dollars and a quarter for. Identical! I shall go and demand a rebate of a dollar and—a dollar and,—yes, that's it, —thirty cents."

So she went back to the very polite clerk, and said, "I want a dollar and thirty cents."

The polite one was staggered.

"Why, madam?" said she, non-committing.

"I bought a waist the other day for $2.25, and it was too big. I changed it for a smaller one to-day. When I go out of the store to-day, I notice the identical waist on bargain for ninety-five cents! This store, therefore, owes me $1.30, and I want it."

The clerk called the buyer who listened deferentially.

"But madam," he suggested, "you see you didn't buy that waist to-day, did you? You merely got it in exchange for one which you bought when this store was selling them at $2.25. So that you bought an article priced $2.25 for $2.25, and I can't see that you are entitled to any rebate of $1.30," and he smiled propitiatingly.

The lady listened until he had finished. Then—

"Oh, very well," she said, "very well. But it's the last time I shop at a store which uses such a method."

And murmuring such things as "identical waist," "Dollar thirty," "robbery," and the like she flounced out of the store, and swore never to shop there again.

And so far she hasn't done so.

II.

Now it so happened that another lady went down to another dry goods store one day, and bought a crepe de chine waist. For it she paid $2.25. Much to her annoyance she found that it was a trifle too small. Wishing, as was but natural, to have room to breathe, she decided to take it back to the store, and get a larger size—two days later.

Now, this lady was observant. On her way through the store she noticed a red ticket—"not advertised"—which proclaimed that some crepe de chine waists might be had that day for ninety-five cents. Naturally she went to look at them. Feminine instinct directed her to them. When she picked them up she was surprised to see that they were identical with the one which she had bought the other day for $2.25, and which was even then in a parcel in her muff to be exchanged.

The lady smiled. Then she said to herself, "Now I'll just try out this store. I'll see what sort of methods they have. I won't mention the fact that the identical kind of waist I want in exchange for the one I had is ninety-five cents to-day, whereas I paid two and a quarter."

So she went to the ready-to-wear department, and told the clerk that she wished to change the waist she had bought the other day. The clerk asked for the waist and asked for the check. Then after looking at both for a moment, he called the manager of the department who said:

"These waists are on bargain to-day for ninety-five cents. They are on that counter down "Aisle C." Will you go and choose what you think is the size, and pay ninety-five cents for it? And I will return you the $2.25 for this one."

The lady went away smiling to choose her waist, from the bargain counter. Then she went and got her money back for the other one. Then she went out of the store and home. And she said to herself, "Now that's what I like about L———'s store. Always ready to oblige. Always willing to give the customer the best of the bargain. I shall certainly shop there again."

And she did.

• • •

Which of those two stores had the right method? The ladies referred to recorded their opinions. What say you?

H. S. E.

Building Up A Town-Country Trade

Simcoe Store's Wonderful Growth Shows That Country Customers Will Respond to "Sales" "Special Bargains" and Usual Town Campaign—Confidence Based on Generous and Honorable Dealings and First-Class Stock Behind Store's Growing Trade.

IT is a confident and courageous boast, if boast it may be termed, that adorns the bottom of a cut of the splendid new store of "The H. S. Falls Co., of Simcoe, Limited," namely "**The store that doesn't take its hat off to any store in Hamilton, London or Brantford.**" The illustration on the opposite page is a partial basis for the proud and defiant claim to its big neighbors; the interior is quite in keeping with this pretentious exterior. This is a store that will soon celebrate its silver anniversary —it is now over 24 years old. The present building has been occupied for two years.

Strong in Town and Country

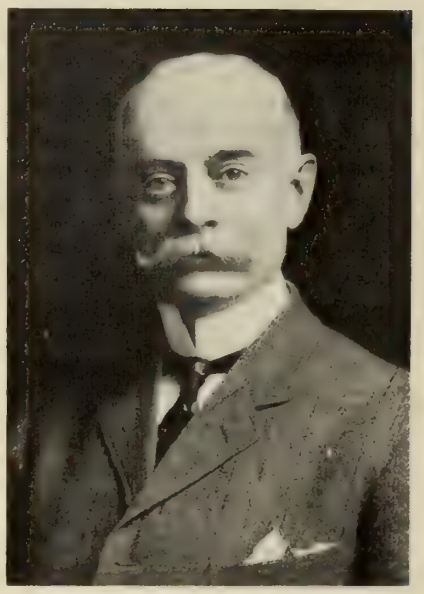
This store, to a degree perhaps that few other stores in the Province have attained, occupies a strong position both in the town with its 4,000 inhabitants, and in a large surrounding country district. The two-fold elements whose confidence it has won, have built it up. It is an institution in Simcoe, and draws largely from as far as Waterford, Port Dover, Port Rowan, Jarvis and Delhi.

In this article the chief concern will be with some of its methods in reaching a wide territory adjacent to it; next month some illustrations will be given of the manner in which an accurate and detailed record is kept of each department in the store to the number of seventeen: **Haberdashery; linens and staples; men's clothing and furnishings, dress goods, silks and trimmings; carpets, linoleums, house furnishings and bedding; millinery; ladies' ready mades; toys; china; fancy work and ribbons; furniture; notions; whitewear; ladies' underwear; trunks, bags and traveling rugs; basement, and produce.**

Mr. Falls knows, day by day, what are the sales in each of these; how they compare with last year's on the same date or similar occasion; how his clerks are selling goods in comparison with their salaries; how much stock he has (month by month); the purchases for each department; profits, etc. And one person — the bookkeeper — works it all out, in addition to her other duties.

Three Sales Yearly Advertised.

In order to reach the country roundabout, including the villages mentioned about, the store arranges for several big events each year. These are the usual semi-annual clearing sales, all February and all August (rather than in July and January). The last two years, it added another, an anniversary sale in November, as a sort of preparatory to the Christmas trade, and it may be remarked, it quite reached expectations both years. Circulars are sent out announcing these sales all over the country and distributed in the villages as well: and they are circulars that have prices listed upon them.



Mr. H. S. Falls, Simcoe.

Saturday Specials.

Then there are what are called "Saturday Specials,"—a regular city plan, but one that is working well with the country as well as the town trade. The farmers are reached by newspaper ads., and often by special circulars, and they come in when they are at the market to buy. Sometimes these "Specials" are on at stated hours in order to equalize business. This, also works out well. There may be one from 8 to 9, others from 9 to 10, and so on.

WHAT THE H. S. FALLS CO.'S GUARANTEE MEANS.

Every dollar's worth of merchandise we sell is backed by the Falls Guarantee, which means that the goods must be as represented or your money will be refunded. The only requirement is that the goods be returnable within a fortnight of the date of their purchase, and in the same condition as when delivered.

Month-end Specials.

These specials are carried out still further: besides Saturday Specials there are Month-end Specials. One column of the weekly papers is given up to detailed lists of these items which are on sale for the last two days; after that, as the public have come to learn, the prices go back to what they were before, or are at least higher.

This is one of the big "clearing" devices of the store, this month-end sale. Each department aims to have something listed that it wants to get rid of, and the values are so attractive that the public —town and country—have come to look forward to these. Best of all, odds and ends are cleaned out and stocks kept up to the mark.

Delivery for Country Customers.

How else is country trade encouraged. The delivery system looks after parcels just as carefully for country people as for farm people. In the town, for instance, there are five deliveries daily, 9, 11, 2, 4 and 5.30, with two more on Saturday, accepted within five minutes of closing time for each delivery. For outside customers—to the hotels, to the station, to livery barns! Deliveries to the station for all outgoing trains, and handling other parcels as well for these country customers. One form of courtesy that is given too little attention in most stores. The delivery system includes, of course, special deliveries, or rush orders—three or four dozen, sometimes, in a single day.

Filling Mail and 'Phone Orders.

What is called when on a large scale, a mail order business, is the logical outcome of this effort to reach the farmers and villages with announcements such as are brought to the attention of the townspeople. The store is careful to deal with these 'phone or mail orders as punctually as those taken over the counter. All must be filled the same day; and on all **express or mail charges are prepaid. And in doing this no extra charge is made over prices as charged over the counter.** This principle, indeed, was adopted by a large number of stores in Canada on the inauguration of the parcels post system, and the cost of postage charged up to general expenses or advertising.

Booklet for Outside Orders.

The H. S. Falls store has issued a four-page booklet in a blue-grey tint of coated

PICTORIAL RECORDS OF THE GROWTH OF H. S. FALLS CO. OF SIMCOE

It was in this store that Mr. Falls began his own business nearly 25 years ago. The other half of the McKiee store was used for groceries. Imagine the feelings of a modern window trimmer on facing such a proposition as this!



The site of the new building six years ago was covered with trees. Twenty-five years ago a small bank building stood among the trees, and 50 years a post-office. The original Falls' store was 20 feet wide, the present, 80 wide by 105 long.

Site of the first business 24 years ago.



This is a view of the present handsome quarters of the firm of white brick, large show windows, and bright, airy interior. An elevator is one of the many conveniences, which include ready-to-wear, dressmaking and corset fitting rooms. This view shows a portion of the crowd that lined up to greet the store's Santa Claus a year ago, when he was approaching in a chariot drawn by two white horses. On this occasion he gave away 500 packages of candy to children from town and country around, on the third floor.



LESSON 3.

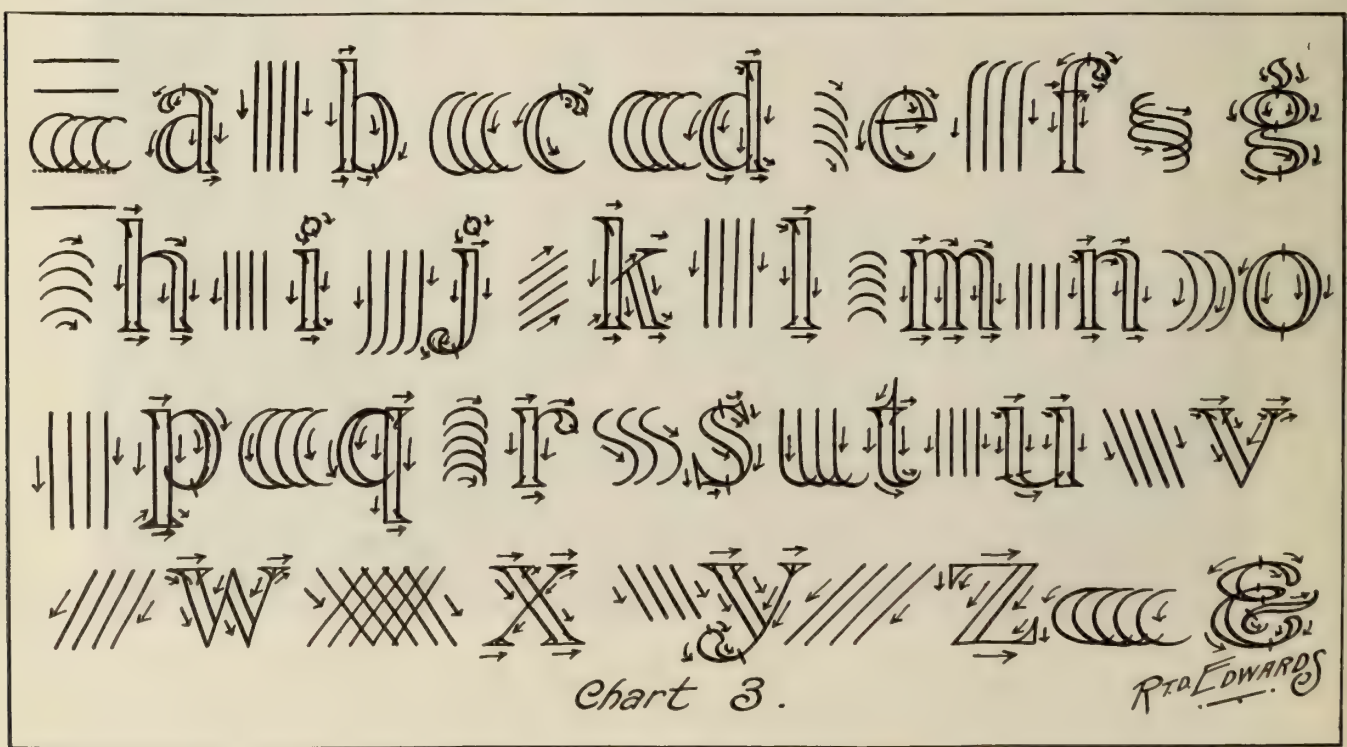
CLAIMS have been made, from time to time, by many writers that to be a successful card-writer one must have great speed. This view holds perfectly good when the card-writer is the employee of a large departmental store, and is expected to turn out hundreds of cards daily. But there are many writers in small stores who work card-writing in conjunction with other store work, and would not average more than twenty or thirty cards a day, and in a great many cases not much more than that in a week. With a small amount of work like this it would take years of practice to develop any great degree of speed.

Then, again, I hardly think that speed is a great factor in the small store. In my opinion, it is the last thing for the learner at least to consider. Get the main theory first: how to handle the tools and the proper formations, and the speed will develop in due time.

The lesson this month is a continuation of the one given one month ago. The chart shows the lower case Roman alphabet to match the upper case shown in chart 2 of last month. This is the last of the pen outline work that I will be demonstrating for some time at least, as lesson No. 4 will bring us into brush work. But before any brush lettering is attempted, I want all of you who are following these lessons to perfect yourselves in the pen outline lettering, and if you do this and keep practising faithfully there is no reason at all why you cannot take upon yourselves the responsibility of writing cards for any small store. The best practice that anyone can have is on cards that are going to appear before the public—that is, when you put your best foot forward. This method can be used for making show-cards while you are mastering brush work in future lessons.

In order to start practice work for the chart in this lesson it must be ruled differently than the previous ones. The others required only the upper and lower guide lines, but this needs two additional ones—one above and one below the main lines, so as to serve as guides for those letters that extend above and below these lines, such as the "B," "J," etc.

Note the five lines at the beginning of the chart. These show the proper spacing to rule for practice or actual card



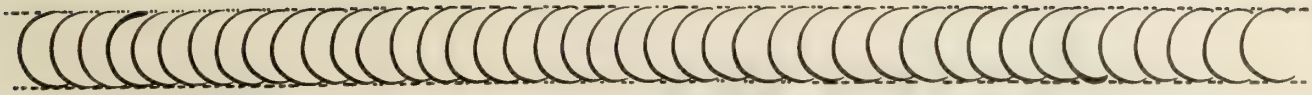


Fig. 1.

work. Fig. No. 2 gives a good illustration of how to rule the lines so as to get all letters in proportion. Note the measurement of distance between them.

Heavy Blunt Nib.

As in the previous two lessons, this work is all done with a heavy blunt-pointed pen nib, using a good black carbon ink, not necessarily waterproof, but jet black and not thin so as to show up grey. When the pen is new, the ink may not flow properly, but a little use will soon bring it into working order.

Begin practice as shown in Figure I. This is the first exercise shown on the chart. Every exercise and letter should be practised many times in the same manner.

Right Through the Alphabet.

The upper part of the "A" should not project to the left quite as far as does the lower loop. Parallel lines composed in the formation of so many letters should be practised often, as in the "B." "C" is entirely composed of curved lines. The lower point should be directly over the beginning of the letter. The loop of the "D" possesses the same curve lines as the previous letter.

The "E" also shows strong relations to the formation of the "C." The long lines of the "F" must be curved before coming in contact with the upper guide line.

Letter of Many Curves.

"G," the letter of many curves, should be made until every stroke is perfected. The previous exercise you will find beneficial.

The curved lines of the "H" must be graceful. Practise them often.

The dot over the "I" must be directly above the main body of the letter. The same applies to the "J." The tail of the latter should reach the lower guide line.

The lower right-hand spur of the "K" should extend slightly more to the right than does the one above it.

All vertical lines should be at right angles to the guide lines. Care should be taken not to let them have the slightest slant.

Note the letter "L." All the upright strokes of the "M" and "N" should be of equal distance apart. The lower right-hand spurs are only used on the right side of the letter.

Take great care in the forming of the "O" so as to get both sides balanced evenly. The "P" and "Q" both should extend down to the lower guide line.

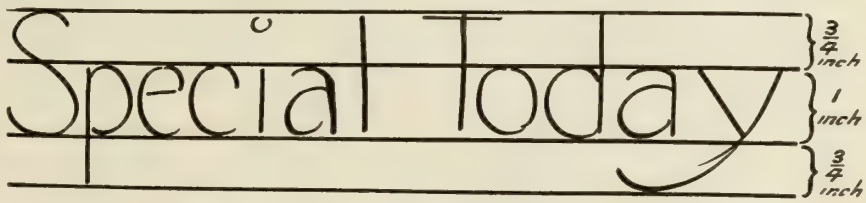
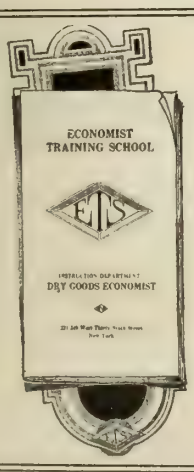


Fig. 2.



Some Big Store Needs You—For Important Work at a High Salary

You could start drawing the salary to-day—if you knew how to do the work.
You can start next month, or next year if you know how then.
For good men are scarce in the retail field. They are always in demand; always employed; always well-paid.
We have written a book that tells about a lot of men who have learned retailing and made good.
It will tell you about the opportunities there are for you—and how to grasp them.
It is **free** for the asking.
Send in your name and address and get your copy at once.

ECONOMIST TRAINING SCHOOL

Advertising, Window Trimming, Salesmanship, Sales Management, Show Card Writing.

247-249 W. 39th Street, NEW YORK CITY

"First Aid" to Card Writers

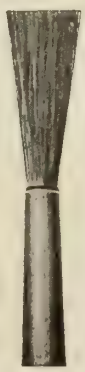
Taking up card writing?
The best brushes and supplies produce the speediest instruction. When you work with

"Perfect Stroke"

Brushes and Supplies

you use the finest tools obtainable.
Investigate. Write to-day for big, illustrated catalog—free.

Bert L. Daily, Dep't R, Dayton, O.



ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World.

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Victoria, B.C.	Winnipeg, Man.
	Hamilton, Ont.	

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA



This card can be placed in a conspicuous place above the department, in order that the customer's attention may be directed to this particular line of goods.

Practise well the curved lines of these two letters.

Tail of the "R."

The tail of the "R" must extend out about two-thirds the height of the letter to be the right proportion.

The top of the "S" is smaller than is the bottom. The curved lines exercise needs to be practised many times before the letter can be properly formed.

In the "T" the two down lines and curves can be made by one stroke, as the preceding exercise shows.

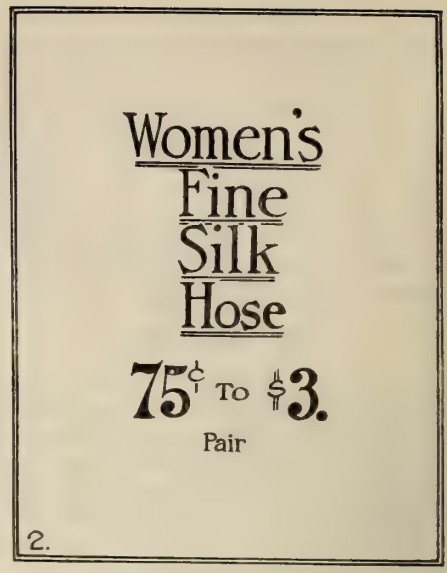
The "U" is different to the "T" in this respect. In order to get the bottom curves the right swing, stop the down lines about one-eighth of an inch above the guide line, and from this point curve the stroke downwards touching the guide line and meeting the right-hand upright the same distance above the guide line as where the curve started.

The "V" and "W" constitute lines of the same nature. The main point in the "W" is to get both the angles the same.

The exercise preceding the "X" is excellent practice.

"Y" is Difficult.

The right-hand down stroke of the "Y" must be practised often, taking care to join the tail on to it so as to make it appear graceful.



This card is a combination of upper and lower case lettering with the price used. The size of this card is quarter sheet (11 x 14 inches). It has a double ruling done with the same pen used to make the letters.

The spurs of the "Z" should not project out any farther than do the other points of the letter.

You will notice many little cross-bars on the curved letters. This is to indicate the beginning and ending of the pen strokes.

The collection of cards shown this month indicates the use of the first three

(Continued in Store Equipment Section.)

Cardwriting is easy if you get the right kind of personal instruction

Practise, practise, practise—work and worry may sooner or later overcome your many discouraging difficulties, including the leaving of the ragged edge by the brush.

Why waste time finding out the trouble for yourself, when America's leading cardwriting instructor is at your service through the Edwards Short-Cut System of Cardwriting?



This course is most complete and practical and costs very little when the expert service and results you get are considered. The terms are easy, the price includes a complete outfit. **Write for two-color prospectus.**

THE SHAW CORRESPONDENCE SCHOOL

Yonge and Gerrard Sts., TORONTO, ONTARIO

Money In Salesmanship

The trained salesman is practically independent. Scores of business houses seek his services.

It should, therefore, be the aim of every young man to qualify himself for a higher position. He can accomplish this in his spare time, just as hundreds have done.

No work so quickly develops poise, self-reliance, ease, ability to grasp situations, instinct to meet the demands of the moment, and the capacity to meet men of their own level, as representing MACLEAN'S.

This work puts you in touch with the prominent men of each town, a connection of inestimable value. We require representatives in nearly every town and center of population in Canada. You can make from $5 to $10 per week in addition to your regular salary. We give you a practical training that is worth consideration.

Write us to-day for particulars.

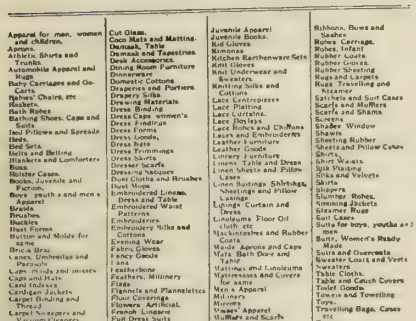
MACLEAN PUBLISHING CO.

143 University Ave. -:- Toronto, Ont.

Below We Give A Comprehensive List of the Various Lines of Merchandise We Carry.

THE STORE WITH THE STOCK

The H. S. Falls Co. Limited



Page of folder used to reach country business, showing what the store carries.

BUILDING UP TOWN-COUNTRY TRADE.

(Continued from page 14.)

paper, dealing with these out-of-town orders that is, in many respects, a model of the kind—**in generous treatment of customers, and in its clear-cut, broad statement of honorable policy, singularly free from any boastful strain.**

A cut of the store adorns the first page and the announcement that all charges are prepaid to any part of the province. It is stated also, that samples, with widths and prices, will be sent on request.

The second page contains three divisions: 1—"Why this store grows and grows;" 2—"Falls' Free Delivery: another step forward," and 3—"What the H. S. Falls Co.'s guarantee means."

The first is well worth reproducing in full. It reads:

"Why This Store Grows and Grows."

Because—From the beginning its foundation was laid for strict and loyal service to the people who traded with us.

Because—People actually found in the store everything we advertised in the newspapers, and the merchandise met the statements made.

Because—The people soon became convinced that whatever they bought of us, was what we said it was, and that every promise of liberty to change their minds regarding a purchase was fully performed.

Because—From the first, the store became a place of hospitality, giving great pleasure to visitors, and relieving them from any annoyance when going out of the store without buying.

Because—We buy back at the purchase price any unsatisfactory article that is returned in good condition.

* * *

The third page contains a list of all the lines carried in the store—a useful reference list.

The last page is reproduced for those who may find it helpful in making out a similar list of directions. It reads as follows:

Directions in Ordering.

The following is contained on page 4 of the folder:

Important, please answer.—May we substitute in case any selection has been sold? If so, we will use the greatest care to please you.

Write plainly. Give your full name and post office, for instance: "Mrs. John Smith, Port Dover."

If possible, make a Second Choice that we may send, in case your first choice is sold.

The following are the best ways to send remittance:

1. Post Office Money Order. They can be had at any money order post office.

2. Express Money Order. To be had at any express office.

3. Registered Letter. Letters can be registered at any post office. If money is sent enclosed in a letter without registering, it is at the risk of the sender.

Silver or other coins should never be sent loose in a letter. They are very apt to cut through the envelope and drop out.

When you come to Simcoe, call and see us. We have a reception room for the convenience of our visitors. We shall be glad to show you one of the best kept, brightest, most sanitary and best stocked stores in Ontario.

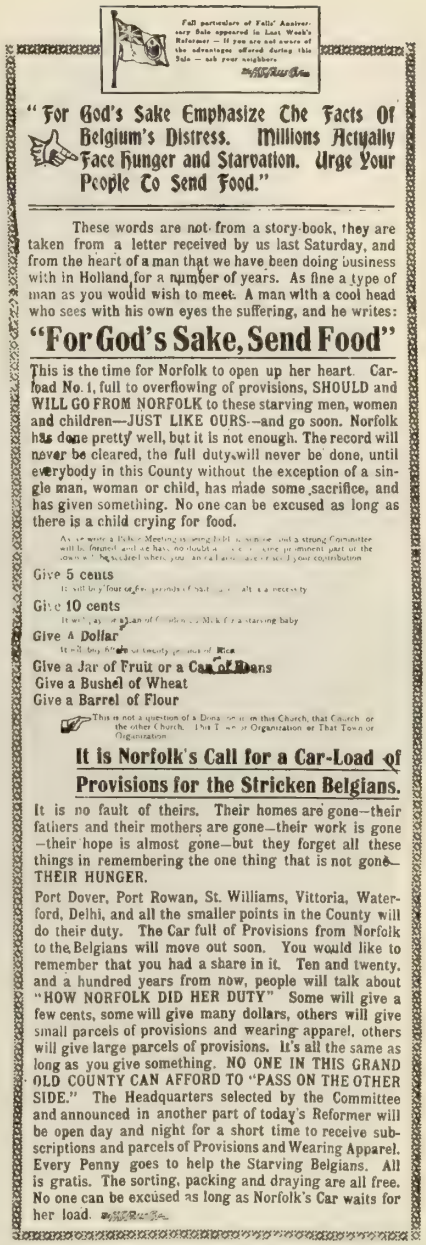
Address all communications to the H. S. Falls Co., of Simcoe, Limited.

Type of Advertising.

A few words will be in order as to a type of advertising that appeals to Mr. Falls, and which he has found met with a successful reception from the public. He makes the store take a prominent place in any movement that stirs the community; makes it recognized as a force that is behind the town and district in its efforts to achieve some desirable result: it acts as a personality.

Car-load for the Belgians.

For instance; When a staff member of The Review was in Simcoe the one big event was the collecting of a "car load of provisions for the stricken Belgians"



Full particulars of Falls' Anniversary Sale appeared in Last Week's Reformer — If you are not aware of the advantages offered during this Sale — ask your neighbors

The H. S. Falls Co.

"For God's Sake Emphasize The Facts Of Belgium's Distress. Millions Actually Face Hunger and Starvation. Urge Your People To Send Food."

These words are not from a story-book, they are taken from a letter received by us last Saturday, and from the heart of a man that we have been doing business with in Holland for a number of years. As fine a type of man as you would wish to meet. A man with a cool head who sees with his own eyes the suffering, and he writes:

"For God's Sake, Send Food"

This is the time for Norfolk to open up her heart. Car-load No. 1, full to overflowing of provisions, SHOULD and WILL GO FROM NORFOLK to these starving men, women and children—JUST LIKE OURS—and go soon. Norfolk has done pretty well, but it is not enough. The record will never be cleared, the full duty will never be done, until everybody in this County without the exception of a single man, woman or child, has made some sacrifice, and has given something. No one can be excused as long as there is a child crying for food.

As we wrote a Public Meeting is being held at Simcoe and a strong Committee will be formed and we have no doubt a ... some prominent part in the ... will be decided when you ... and ... your contribution

Give 5 cents

It will buy four ounces of ... it is a necessity

Give 10 cents

It will buy a can of ... Milk for a starving baby

Give A Dollar

It will buy fifty ounces of ... Rice

Give a Jar of Fruit or a Can of Beans

Give a Bushel of Wheat

Give a Barrel of Flour

This is not a question of a Drive ... in this Church, that Church or the other Church. This Town or Organization or That Town or Organization

It is Norfolk's Call for a Car-Load of Provisions for the Stricken Belgians.

It is no fault of theirs. Their homes are gone—their fathers and their mothers are gone—their work is gone—their hope is almost gone—but they forget all these things in remembering the one thing that is not gone—THEIR HUNGER.

Port Dover, Port Rowan, St. Williams, Vittoria, Waterford, Delhi, and all the smaller points in the County will do their duty. The Car full of Provisions from Norfolk to the Belgians will move out soon. You would like to remember that you had a share in it. Ten and twenty, and a hundred years from now, people will talk about "HOW NORFOLK DID HER DUTY" Some will give a few cents, some will give many dollars, others will give small parcels of provisions and wearing apparel, others will give large parcels of provisions. It's all the same as long as you give something. NO ONE IN THIS GRAND OLD COUNTY CAN AFFORD TO "PASS ON THE OTHER SIDE." The Headquarters selected by the Committee and announced in another part of today's Reformer will be open day and night for a short time to receive subscriptions and parcels of Provisions and Wearing Apparel. Every Penny goes to help the Starving Belgians. All is gratis. The sorting, packing and draying are all free. No one can be excused as long as Norfolk's Car waits for her load. The H. S. Falls Co.

Three-column ad. in which H. S. Falls' store co-operated with local movement.

from Norfolk County. Now, it so happens that in the 3-column ad. there was no mention of the merchandise contained in the H. S. Falls Co. store: but the ad. started off with a strongly handled appeal, quoting the frantic words of a friend in Holland for help for the Belgians, and following this appeal with directions for securing the desired provisions. Mr. Falls, himself, was one of the leaders on the local committee that was formed. This is only one example of this policy.

Another sample of an ad., this a full-page one, is reproduced also.

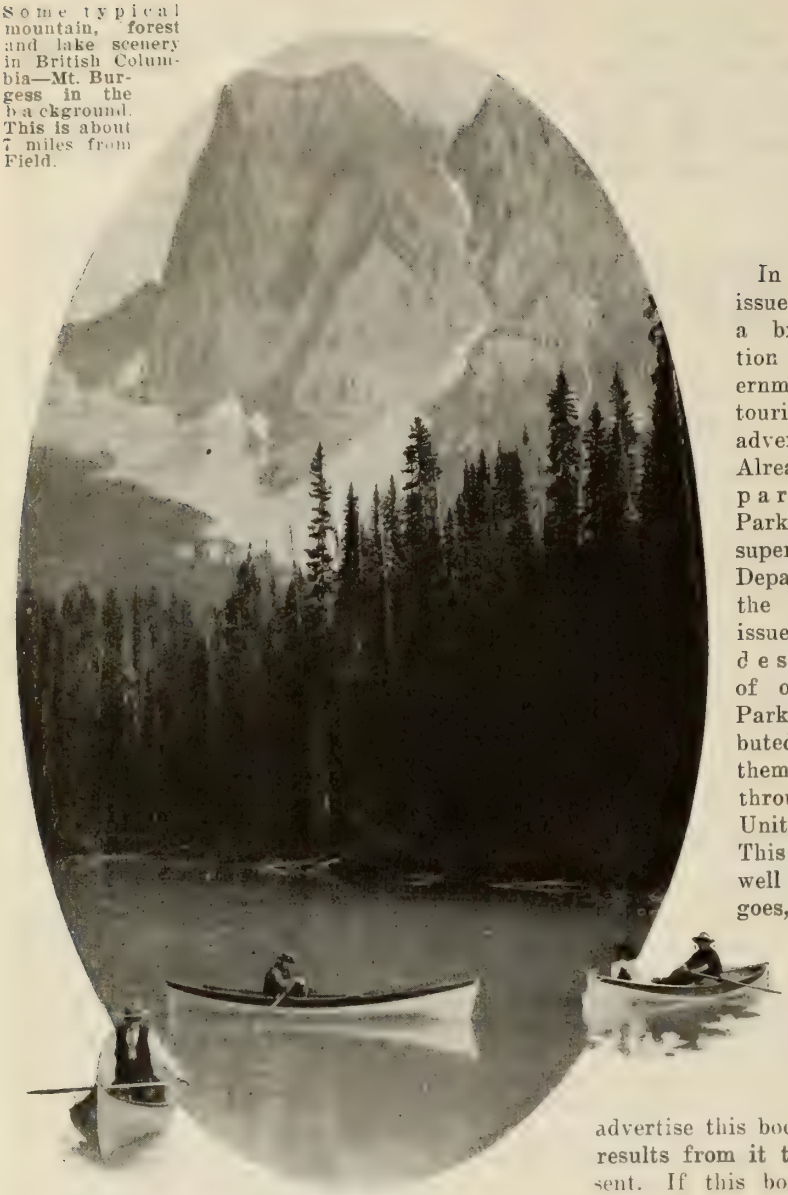
D. Hamblen, general merchant, Big Stick Lake, Man., has sold out his business to S. M. Henry.

Randall & Douglas, Ltd., North Portal, succeed D. M. Randall, general merchant.

A Government

Advertise in the United States to Get the Tourist Trade That Made Switzerland

Every Section of the Dominion Presents Toric Spots Emphasized —



Some typical mountain, forest and lake scenery in British Columbia—Mt. Burgess in the background. This is about 7 miles from Field.

THERE is no reason why Canada should not get this year a good percentage of the tourist trade from the United States that formerly went to Europe. With that continent still in a state of turmoil and likely to be for many months, United States tourists are sure to forego their annual continental visits. That Canada presents possibilities unsurpassed, if not unparalleled, to anyone desirous of getting away from the hum-drum of city and business life, is common knowledge to all Canadians, and it remains for our Government to impart the same knowledge to our neighbors to the south. Every year we secure a great many United States visitors, but we should get more this season; if the estimate that tourists from that country spend $400,000,000 on the European continent is anywhere correct, the prospects for getting a substantial percentage of that amount spent in this country are excellent, if we extend the proper invitation.

In the last issue we tendered a brief suggestion to the Government that this tourist trade be advertised for. Already the Department of Parks under the supervision of the Department of the Interior has issued booklets descriptive of our National Parks and distributed some of them, no doubt, throughout the United States. This is all very well so far as it goes, but this is an extraordinary year. The Government never had a better opportunity to advertise this booklet and get results from it than the present. If this book is not a complete review of Canada's beauty and historic spots, then another ought to be immediately published dealing specifically with the country's attractions, district by district—and then it should be advertised.

The "Alps" of America.

That Canada is in a position to offer strong inducements to the tourist is a fact that can easily be demonstrated. If Canada had in the past commercialized the lure of the lofty Rockies as the thrifty Swiss has done with the Alps, the number of tourists visiting the majestic range of mountains that separates British Columbia from the Prairie Provinces, would have been multiplied many times over now.

Canadian and other Americans who have travelled through the mountains of British Columbia are well aware of their wonderful natural beauty. The Rockies have been called the "Alps" of America. As the Alps of Europe have made Switzerland famous the world over, so is there reason to believe that the Canadian "Alps" would help make Canada more famous if they were more widely advertised. As a matter of fact, Switzerland almost subsists on her tourist trade. People who travel have money—else they couldn't travel—and are usually lavish with it. That is the class of tourist that any country appreciates, and it explains why the United States summer traveller spends such huge sums annually in sight seeing.

British Columbia's lakes and big-game hunting opportunities ought to be better advertised. And now that we have so many trans-continental railways traversing the prairies, there is sufficient railway accommodation to easily handle all possible passenger traffic. Particularly in the autumn seaso ndo the prairies—before they are shorn of their golden harvest—present a wonderful sight—truly, the Gardens of the Desert, boundless and beautiful.

Many Natural Wonders.

In fact, from the Atlantic seaboard to the ragged and rocky Pacific Coast the Dominion offers a continual succession of natural wonders which cannot be excelled in any part of the globe. What Europe has offered in the way of historic landmarks, Canada can equal with the immense advantages with which nature has endowed her. What could be more beautiful that the highlands of Quebec, what more majestic than the mighty Rockies? The instinct of the explorer is deeply ingrained in every tourist; and Canada offers exceptional opportunities for the gratification of this instinct. A trip into the Peace River country would be a liberal education for the American visitor. It would be too stupendous a task to endeavor to enumerate all the places in Canada which are worth visiting; the Dominion is, in fact, a natural selection for tourists with its endless variety of inducements in the form of natural wonders developed on a colossal scale.

It is quite reasonable to expect that if the United States anglers—those who appreciate the sensation of the tug of a frisky bass or lunge on the end of a line—knew the fishing lakes of Ontario better, there would be more of them spend their vacations in that province. Ontario's Algonquin Park, the Muskoka and Kawartha Lakes, the Tem-

Opportunity

Tourist Trade That Usually Goes Abroad—Splendid Opportunities — It Was the —Some of Canada's Beauty and His-Advantages to the Dealer.

iskaming district, as well as the fine hunting forests of the north, will certainly bear comparison with anything similar in other countries.

Picturesque Eastern Canada.

There is no finer scenery anywhere than that surrounding the summer resort districts of Quebec. At the present time some of the wealthiest and most prominent of the United States citizens visit that province every year—the great St. Lawrence in itself, with its picturesque beauty, its historic spots and on which stands the ancient capital of the New World, has few equals. The Maritime Provinces are also rich in beauty and from a historical standpoint are equal in importance to Quebec. Therein, too, lies the home of Evangeline, immortalized by Longfellow—a United States poet—the wonderful Annapolis valley, and the finest moose-hunting districts in Canada.

The inducements which Canada has to offer are, as has been intimated, not all of the natural order. No country has a more picturesque or romantic history than ours, and from Halifax to Victoria the land is dotted with places and scenes of the deepest historical interest.

Advantages Over Europe.

The disadvantages, too, of a touring trip through Europe would be missing when the tourist turned his steps towards Canada. The babel of strange tongues, the annoying red tape involved in transit from one small country to another, the constant toll of tips, the worry of passports, the ceaseless hurry from one small place to another and the inconvenience of the extreme heat of the Southern European countries would be eliminated. Instead, the tourist would fare forth into a country with bracing, reviving climate. The tourist would be led into the vastnesses of Nature far away from the annoyances which are an intricate part of every European trip.

It will be interesting to elaborate on the exceptional inducement which Canada has to offer in her system of National Parks already mentioned. This system is a logical and businesslike method adopted by the Government to convert physical features which could be utilized in scarcely any other way into valuable national assets, drawing a revenue from the wealth of the world. It is now nearly 30 years since the first of these national parks was established and to-day the system takes in between 6,000 and 7,000 square miles, much of which has been made accessible to the tourist. There are eight national parks in the western provinces, and besides these there are three provincial parks, two of which are in Ontario and a third in Quebec. Each year the parks increase in value as additional assets. They are valuable because they are one of the greatest attractions the Continent of America offers the tourist. The tourist traffic is of inestimable value to a country because as someone has said "the tourist comes, then unconsciously becomes an advertising agent—at the same time he takes nothing that makes the country poorer." It is estimated that the annual income of France from the tourist traffic is $500,000,000. Italy $100,000,000 and the latest available reports from Switzerland credit the revenue of $150,000,000 to this source, and with the exception of Switzerland, what scenic beauty has any of them to compare with the Rockies which are said to be anywhere from twelve to sixty Switzerlands in one?

The Great Park at Banff.

It was at Banff that the Government began its first work of development, and some conception of what has been accomplished can be arrived at when it is stated that in this park alone, which by the way is the largest in the system—according to the latest Government report, over ninety miles of carriage roads have been completed, and since that report was issued a great deal more has been accomplished, including automobile roads connecting the parks with outside points. And besides the carriage roads, there are nearly seven hundred miles of pony and foot trails, which by special arrangement with the C. P. R. are built by that company in the parks through which their road runs. And, remember, this is in only one of the National Parks Work is going on in the same ratio in some, though not all of the others; one or two still being merely reservations.

And these parks are attracting hosts of travelers every season. Year after year they come in increasing numbers. Another reference to the commissioner's report will show the proportionate increase in ten years. In 1902 it was estimated that the guests numbered 8,516 at the hotels in the Rocky Mountains Park

(Continued on page 23.)



Takakkaw Falls, in the Yoho Valley, twelve miles from Field, B.C. The carriage road leading to the Falls is a marvellous feat of scientific road construction. In places it curves like a corkscrew along the side of mountain.

Getting More Farm Trade

Good Market Means Increased Business

Farmers Are Now in a Position to Prove Profitable Customers and a Good Local Market is the Surest Way of Attracting Them — What Has Been Done in the Town of Hagersville and the Results Obtained.

Second Article in Series.

IN recent issues of Dry Goods Review articles have been presented dealing with conditions in the agricultural sections of Canada. The object of these articles has been to establish the now generally recognized fact that there is plenty of money on the farm at the present time. Crops have been good of recent years and at the present time the farmer is realizing exceptionally good prices for all that he produces. It is an established fact that the farmer to-day has more money than for some years past. He is not, however, spending the money as freely as he would if conditions were more normal; the reason being the uncertainty felt as a result of the war. The close observer finds evidence continually, however, that the corporation, the merchant, the salesman, who go after business in the farming sections aggressively and along right lines find little difficulty in securing lucrative results. Dry Goods Review has quoted a number of cases where merchants who have adopted aggressive methods have effected large increases in the business done with farmer customers.

In the large cities which depend to no small extent upon the activity of the large manufacturers, conditions have not been as bright. It is safe to assume that this condition will not be entirely righted for some little time to come. The merchant who wishes to increase his business this year must, therefore, look to the country rather than to the city for the source of his increase. The big question before every retail merchant to-day is how trade with the farmer can be improved. How best can the farmer be induced to purchase on a scale warranted by the ample means now at his disposal?

This brings to the fore the question of the importance of the local market. Towns which boast of healthy markets have felt little or nothing of the depression which has so unquestionably been felt in the larger centres. A good market brings farmers to the town where it is located; and as a natural sequence, brings trade to the local merchant.

Take the case of Hagersville. It is not a large town although an extremely busy and prosperous community. Yet Hagersville boasts of a market in size second only to that of the city to which it lies most closely, Hamilton. This is indeed a record of which Hagersville or any other town might well be proud. There is, however, a more tangible reward for the good townsfolk of Hagersville—brisk business resulting from the influx of farmers.

The people of Hagersville are very proud of their market. They don't let you forget it. Not by any means. They have a big thing and they surely advertise it.



View in Hagersville Along the Main Street on Market-Day.

One of the necessary requisites to a successful market is stabling accommodation. A farmer will put up with almost any inconvenience for himself, but you have to use his horse right. Here is one department in which Hagersville ranks high. Three large livery barns, capable of accommodating 250 teams, are located in the town. Each has its quota of attendants. On market days these are increased to eight and ten, instead of the usual number of two and three. The attendants look after the farmers' horses, hitching and unhitching them without the assistance of the farmer. This, as any readers who are familiar with farming conditions will know, is almost unique.

A moderate charge is made for stabling accommodation, no higher than in other stables with only one attendant, and in addition the farmer never has to bother hitching or unhitching his horses. This is part of the service and is performed cheerfully. Hagersville merchants are catering to the farmer in this respect and it certainly pays big dividends in satisfaction.

As to the business-pulling possibilities, the business men of Hagersville are all agreed that it certainly is the best possible method they could have of getting business. Merchants, when interviewed, were most emphatic in their praise, many of them stating that they very often did as much business on market day as during the rest of the week altogether. More than that, it brings customers from long distances who would not otherwise spend their money there. One only has to enter some of their stores on market day to realize this. From 10 o'clock

(Continued on page 45.)

Now What Would You Have Done?

Prizes of One Year's Subscription to The Review for Each of Two Best Answers to the Problem That Confronted an Adjuster in a Large Canadian Store With the Lady and the C.O.D. Suit—First of Series of Contests—Send in Your Solution.

SINCE the beginning of the year there have appeared in The Review accounts of several "problems" that have come up for settlement by merchants in Canadian stores, mainly in connection with customers and goods. In each case the article contained not only the statement of the problem, but the solution,—what the merchant actually did.

Considerable interest has been manifested in this series—as in the "parable" talks that are in one sense closely connected with it—and it has been decided to expand it into an open discussion in which the "problem" will be stated in one issue and the answers printed one month later. At the same time—that is, at the later date—there will also appear, side by side with the answers, an account of how the merchant interested solved the difficulty that came before him. In this way the interest in the question will be increased two-fold.

Actual Cases.

It may be well to make it clear that these problems will not be theoretical ones, but accounts of what has occurred in some Canadian store. In order to impart an air of competition, The Review will give a year's extension of subscription for each of the two best answers received, from anyone connected with a store, proprietor, manager, buyer or clerk. In case the successful contestant is not already a subscriber, he will be placed on our lists and The Review sent him free of cost for twelve months.

Relations With Customers.

The series in the main will deal with the relations of the store to complaints of customers: for returns of goods, refunds, reductions, etc. There will be instances that will throw light on the query, "Is the customer always right?" and men who have the advantage of long experience in settling disputes with the public will discuss various aspects of this subject.

The first one approached by The Review on this subject was the head adjuster in one of the largest stores in Canada. He supplied the problem, which is given herewith as No. 1 in this series. There is space at this time for only a portion of his statement on the subject.

The Customer Thinks She is Right.

"In the main, we go on the principle in this store that the customer is in the right and that, therefore, we are in the wrong. That is, to be more exact, we feel that the great majority of people who come in with a complaint are sincere; they feel that they have a grievance, whether they really have or not. They are, therefore, entitled to consideration. If we can persuade them in a tactful way that they are wrong and we are right, well and good; if not, we nearly always give in, and meet them in the matter. Our main aim is to make them feel satisfied that they have been treated squarely; so satisfied that they will come back again to deal with us. For that, after all, is the backbone of every business.

Selling or Service?

"Selling or service? The latter, surely. Not to make one sale, but to serve the customer and induce her to come back. That is where there is often a clash if the merchandise man has to give the decision: if he accepts the goods back and gives out new ones, it is a loss to his department that he often resents. It lessens his profits that much, for the article returned very often cannot be sold for as much again.

"That is why the adjusting should, as far as possible, be done by someone else. He will look at Service rather than at Selling.

"And Service pays: it is the big thing in building up a business."

THE PROBLEM.

A lady came from a smaller city to a larger city and, shopping with a transfer card, bought a suit, marked $30.

"Will you keep this for me, and I will send you the money from my home?" she inquired. I have not enough with me."

The promise was made, and as there was no printed form for "keeping" goods in this way without a payment, the transaction was marked C. O. D., and she was given a slip with number of clerk, amount, etc.

She went home and her husband, seeing the slip, remarked: "Don't send the money. It is marked C. O.D.; they will forward it."

She took this advice and waited several days. No suit came. She wrote back, rather angrily, that she had ordered a suit but it had not been sent.

The note was very brief and the store asked for more particulars so as to trace the transaction. The lady sent them from her slip, but decided to make a special journey by train next day and see for herself.

She arrived at the store, very angry, several hours after the information had come to the store by mail. What did the adjuster do to pacify this customer?

A GOVERNMENT OPPORTUNITY.

(Continued from page 21.)

alone; in 1912, these same hotels entertained 73,725, an increase of 65,000 in ten years and 10,000 in one year. A railway official who is in a position to know, says that this estimate is too low, and that if an actual count were taken, the number of visitors at Banff alone last year would come nearer 125,000, but the writer has been unable to find figures to verify this.

Strange as it may seem, the percentage of Canadian travel through the mountains is small compared to that of the American, while it is the favorite route for the around-the-world tourist.

Since this year we have been celebrating the hundred years of peace between Canada and the United States, all historic points of interest would form a prominent part of any booklet the government might issue. In short there are wonderful opportunities for this country in the matter of attracting tourists and those who want to get back to the simple life for a month or two. And now is the time to act if ever.

Great Benefit to Merchants

From the standpoint of the dry goods trade and, in fact, practically every trade, three or four thousand extra visitors who spend three or four thousand dollars each on a single trip, would mean a great deal.

It would appear therefore, that a strong advertising campaign in national mediums in the United States telling the people there of our natural beauty and historic points of interest, would result in general good from the Atlantic to the Pacific.

The Selcer factory, Saskatoon, is engaged on a contract for 3,000 soldiers' shirts.

WOULD YOU LIKE A PACKAGE OF THESE SLIPS?

THE REVIEW has prepared a slip similar to that on the right which will be found useful in hundreds of dry goods stores in Canada where no system has been worked out to facilitate the passage of each issue of this paper into the hands of the heads of departments and others who would be benefited by a study of its pages. If one buyer holds the copy unnecessarily all the others are handicapped by the delay.

A package of these slips will be furnished to any store on request. If a list of names of the heads of departments and others is included, the names will be printed on the slips free of charge.

As soon as each copy of The Review reaches the office one of those slips should be attached and the issue sent on its rounds.

With this simple system in operation merchants will be surprised at the results; the absorption of new ideas through the certainty of The Review reaching those in whose interests it is written, and a quickening of interest in questions of style, selling methods and the internal management of the departments.

This plan is being carried out in some Canadian stores; why not start it in yours?

The slips—with names of managers printed in if you send us a list—will be supplied you free of cost.

Just drop us a card.

Editorial Department,
Dry Goods Review,
143-153 *University Ave.,*
Toronto.

This issue of DRY GOODS REVIEW

Belongs To

(Firm) .....

Those whose names appear below are requested to read as soon as possible those pages in this issue that apply directly to their own departments, check off their names, and pass on to the one directly below in the list. If you desire to secure the copy again later for a further reading, place a check in the last column opposite your name.

Dept.	Name	Have Read.	Wish Back.
Office			
Dress Goods			
Ready to Wear			
Dress Accessories			
Fancy Goods, Notions			
House Furnishings			
Millinery			
Knit Goods			
Furs			
Footwear			
Window Trimmer			
Card Writer			
Advertising			

Are YOU ready?

Spring is almost here.

Your stock of wash goods, summer underwear, hosiery and dress accessories should be ready for the demand which warm weather will bring.

If you are short any lines we're ready to serve you.

Six immense floors filled with all that's newest and best in dry goods for you to draw on.

WRITE direct, or order through our traveller. We can satisfy you.

THE W. R. BROCK COMPANY, (LIMITED)
MONTREAL

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVII. TORONTO, MARCH 3, 1915 No. 6

A PRIZE PROBLEM CONTEST.

MERCHANTS, buyers and clerks generally will find it profitable as well as entertaining to participate in a series of prize problem contests that The Review inaugurates in this issue. There is no desire to allow the giving or winning of a year's extension of time or a new subscription to assume the most important place; this is done only to add a certain amount of zest and satisfaction for our readers. The real purpose is to present, month by month, some phases of actual experiences in connection with the dealings of stores with their customers that will stimulate a study of each situation as it is set forth. A comparison of the replies with the solution that was decided on at the time should be brimful of suggestions towards meeting that old and ever new puzzle, Can the Customer Do No Wrong?

What would you have done? Think it out and let us know.

Paring Quality to Meet Tariff

WHILE the tariff changes fitted in fairly well so far as seasons were concerned, between Spring and Fall buying, they certainly happened inopportunely for the general complexion of public business. The majority of merchants have found that a more than usually tempting menu of low-priced labels on goods was required to maintain trade on even a fairly satisfactory basis. The result has been that stocks have been kept moving at a sacrifice of the larger profits. Now comes a surtax; many imported goods for reasons explained elsewhere must be jumped at once; the taxing of raw materials forces domestic goods up in their turn. What happens to those dearly loved bargains that alone can enthuse the sluggish temperaments of the public?

Few prices will go up. Some must, for the moment, but most merchants will prefer performing that cheerful-sounding operation of "absorbing" the increase themselves rather than frighten off buying. Some others will go up permanently but most of these will be, like woolen dress fabrics, linens, knitted goods, etc., the victims of much more serious conditions than 5 or 7½ per cent. customs duties. But in lines with staple prices, prices the public seem wedded to as well as the merchant, there will be a shifting around until a new-quality article can be produced to sell at the old figure, still netting wholesaler and retailer their former share of profit. Already many jobbers and retail buyers, feeling secure in their attitude are claiming from the manufacturers a modification that can sell at the old price. Where this is impracticable they are retaining prices on staple lines, but compensating themselves on the more expensive. Yes, "the consumer pays," but the present is a pretty tough proposition to work out.

Dispense With Name Moratorium

THE Ontario Moratorium measure that empowers judges to save mortgagors from losing their property if the interest is kept up is about the most sensible and fair measure of the kind that could have been devised. But the name is against it. It is too suggestive of being what the name imples, a measure for "delaying" commercial payments. England with its huge weight of financial responsibility could dispense with a moratorium on October 4; and Ontario, while enforcing only one phase of the English legislation, can well dispense with the opprobrium that the name signifies at this late date.

Depression's Reaction

BUSINESS at nearly all times shows a tendency to go to extremes. Development leads to optimism which has a tendency to develop booms; depression leads to pessimism and extreme caution. In this the chief factor is the attitude of the public, for after all the consuming demand of the individual is the all important. When the war broke out the effect was a depression that resulted in a demand much below the normal; but since it has been shown that the actual conditions did not warrant the pessimism shown, we are beginning to feel the effect of the reaction.

The state of affairs which has been described applied particularly to articles of wearing apparel. Uncertain as to the future the demand of the individual was curtailed. This had an immediate effect upon the retailer. Not only had he to reduce orders in sympathy with a weaker demand but he started to reduce everything in the way of surplus stock on hand. This emphasized the effect upon the wholesaler, who in turn took steps to use his surplus rather than place even such orders as the consumption might warrant, and thus we find that the manufacturer was not only bearing the brunt of a reduced demand on the part of the public but also the effect

of stock-reducing policies on the part of the retailer and the wholesaler.

But people cannot go without wearing apparel. Thus after six months we find that there is a demand developing—and a very healthy demand it is, particularly when it reaches the manufacturer. It is to be noted in the recent reports which have been published with regard to the textile industry and also with regard to the shoe industry, which was one of those most affected. It is evident that surplus stocks have been largely consumed and that buying has again commenced. Small as many of the orders are they at the same time indicate a guarded policy on the part of the trade—smaller purchases made often rather than heavy stocks on the shelves which tie up capital. From the country sections the demand is developing and is almost back to the normal while there is also better business in the manufacturing centres and the West.

Advertise Canada

IT has been estimated that wealthy residents of the United States have been spending some $400,000,000 in Europe annually. It is plain to be seen that this year the door of Europe is practically barred to them—or at any rate they would not want to go if permission were freely granted.

What is to hinder Canada from getting a big share of that $400,000,000? Many United States papers have of later years been running the slogan "See America First" and as Canada is a part of America, and as we can present to our neighbors some of the finest scenery and fishing lakes in the world, why shouldn't we get many more thousands of tourists from the United States than in former years?

Here is an opportunity for our Federal Government to conduct a strong advertising campaign in the United States that would be certain to get results beneficial to practically every Canadian. Four hundred millions is a lot of money and so is half or a quarter of that amount. Canada has many ideal districts for pleasing the tourists. There is no finer scenery to be found anywhere than in British Columbia with its mountains. The Maritime provinces on the other side of the continent are rich in natural beauty; Quebec and Ontario present unparalleled fishing and hunting possibilities and the undulating prairies of the West—the granary of the Empire—with their mile upon mile of golden grain constitute a sight never to be forgotten.

Local Merchants Versus M. O. H.

FROM all parts of Ontario come complaints of the mail order houses gobbling the business that ought by rights to go to the local merchants, and in most cases the local merchants are to blame to some extent at least, states an Ontario weekly paper. The mail order houses have the science of advertising down fine and are not afraid of spending money on printer's ink. When the local merchant thinks to save a few dollars by dropping his advertisement out of the local paper that is the time the mail order houses get in their fine work with "bargains" for last-day shoppers.

During dull times the local merchants cut their space down or drop their ads., but not so with mail order houses, they flood the mails with catalogues, offering alleged bargains to clear off surplus stocks, and they double up on advertising and the highly paid ad.-writers eclipse their former efforts to catch the nimble dollar. It is a case of making the public think they are getting something for nothing and that seems just the thing bargain-hunters feed upon and so they send their orders to the city often in the mistaken idea that they have saved some money.

People forget that the big city mail order houses cannot give goods away below cost any more than can the local merchant, and that with a big salary list, a high rental, a high tax bill and other city expenses it is not likely that goods can be sold at less than cost.

Measuring Up To Capacity

IT'S a good thing to be discontented when it spurs a man on to greater endeavor. Keeping up to last year in sales is standing still, so the merchant should not be content unless his business increases. You cannot measure the value of inspiration that comes from constantly increasing sales. And the way to bring that about is application. Dig in and do it—then keep at it.

Perhaps you as a merchant do not know as much as you should about your own business. Do you? Take an inventory of yourself and your qualifications, as well as of your merchandise, and follow out the idea by extending the investigation to your staff. Perhaps some fault of your own is preventing a healthy flow of inspiration and interest in the business of your assistants. Personal stock-taking may show you that. Perhaps you have a drone or two in your employ—it will pay you to find that out. Get the best out of yourself and see that all about you measure up to capacity.

"PATRIOTISM AND PRODUCTION."

* * *

FEW BETTER WAYS of attending to the Nation's Business.

* * *

MERCHANTS should urge this in editorials in their ads. to farmers, and boom the agricultural conferences.

* * *

WHATEVER ELSE CAN BE SAID about it the Ontario mill-on-the-dollar war tax doesn't need any bothering over Blue Books.

* * *

"THE CONSUMER PAYS THE EXTRA SHOT." Probably he does, in the long run, but in the "short," the retailer is hardest hit, for it takes weeks to even things up after an advance in prices or a surtax.

* * *

WHEN A DETAILED MEMORANDUM was sent out from Ottawa to the customs houses it was learned that certain portions of the French treaty were included in the advances: handkerchiefs, white embroideries, etc.

* * *

EXCUSES FOR BARGAIN SALES the last couple of months have taxed the brains of every one from proprietor to office boy. A Boston store struck the dizzy heights, however, when they announced: "Next Saturday is our merchandizing man's birthday"—therefore an "Anniversary Birthday Sale."

Bags for Easter

Softest Leathers are Being Used — Coming in Better Materials — Showing Them on Crepe Paper.

THE Easter bag which forms such an indispensable adjunct to the toilet is even more frivolous and ornamental that it was last season, in spite of the fact that although skirts are wider, the bag is still the only pocket permitted. The new bags are of the softest leathers such as pin seal, morocco, suede and Russian calf, and it is draped and pleated as though it were a material. In spite of the size vanity fittings come in all the bags generally, memo-pad and pencil, vinaigrette, mirror and puff and powder case. Cord silks and moires in rich colors form the linings and some of them are printed silk, the patterns being formed of small bunches of flowers in soft colors. There are quite a number of odd shapes in the new bags and many of them are wide instead of elongated as they have been last season. Frames are either very narrow and quite plain, or they have large fasteners set with an imitation semi-precious jewel such as topaz, amethyst, coral, jade, etc.

Cheap bags have figured so much on the bargain counter that there is a decided tendency to favor the better priced bag, and the new bags are both dainty and unusual.

Not only are leathers used but materials are pressed into service, and bags are made wholly of fabric or of fabric and leather combined. Striped silks and warp printed and printed novelties in rich colors are also used. Novelties of this kind come in a big variety of styles, and from them the selection can be made to go with almost any gown.

Gate top bags are a novelty that is taking and some attractive bags of this kind are on the market. The party bag has been succeeded by the party case. The combination of hand and party is an assured success, but there is a prevailing taste favoring novelties in fabric bags or in very soft leather. Inside these bags there is a frame into which the articles for the toilet are fitted. These include a tiny hair brush, gilt, French ivory or highly polished nickel. Then



EASTER BAG NOVELTY.
Bag of black silk moire. The shape of the frame with its safety locking device, and also of the bag, is new, so is the real agate nob that decorates the frame. The lining is of violet cord silk, and the mirror and change purse are covered with moire. The ribbon handle is attached to the bag with metal slides. This bag is displayed on a special oak display stand. Shown by Western Leather Goods Co.

there are a miniature tooth brush, and small receptacles for cold cream, lip-salve and the powder and puff case. Manicure implements are also included, and there is a housewife containing needles and cotton, so that any rent may be repaired at once. One of the new bags looks like a small flowered silk handkerchief drawn together in bag form by a ribbon. It is small enough to carry either in the coat pocket or to be dropped into an ordinary shopping bag. This bag is very completely fitted though the fittings are almost of miniature size, and the elegant small articles are kept in place by a slender gilt frame.

Display this season will have a whole lot to do with the selling of goods for women are becoming keener than ever in spending matters. Therefore, it is the merchant that places his wares before his customers in the most attractive manner that is going to win out. Bags look cheap and suggest cut-price lines when they are just heaped on the counter. Another point is that they receive more handing which is not desirable, when

(Continued on page 30.)

Dressmaking Wants

Many Stores Gaining Sales by Featuring These — Selling by the Dozen—The Want Book.

NUMEROUS stores are playing up the "Dressmaking week" idea as sugested in The Review some months ago, and the fancy goods and notion department as well as the dress goods is benefiting greatly. When a woman goes in in earnest for home sewing she finds that her needs in this direction are on the increase. There are many little helps that she never thinks about until they are brought to her attention in the store. The right time to show these goods is at the present time when every woman is busy with the preparation of her Summer outfit. The present is also a good time to feature the sale of articles by the dozen. There are many lines that can be sold in this manner and on which the price is not large. Selling in this way serves, however, to bring up the volume of sales in the department.

Take spool cotton, for instance; it is just as easy, usually, to sell a dozen to a customer as it is to sell the one spool —one spool means only four or five cents; one dozen 48c or 60c. Many stores sell spool cotton at 45c per dozen and find that the 3c less forms an excellent inducement. Not only do customers buy by the dozen instead of by the odd spool, but it often forms the deciding point between shopping at this and other store.

Aisle tables and bargain sections are indispensable in the notion department. The goods should be shown in baskets or trays, and each should carry a card with the name of the article and the price plainly marked. Keep as much of the notion stock forward as it is possible to do, for it is the showing that sells the goods.

Though notions are all the year round sellers, it is not wise to buy in extra large quantities. Goods that have been a long time in stock get battered and shopworn; box-lids get broken at the corners, and cartons and packages get a seared look that is not conducive to the making of sales. As in all other departments, goods that have a fresh, clean look sell the best.

(Continued on page 30.)

The "Rite" Line for a Big Season

RITE CRADLE-TIME NOVELTIES are the great line of originality.

They have helped many a store to do the leading infants' wear business in its town.

A thousand new ideas make up the Spring display.

In addition to a great many

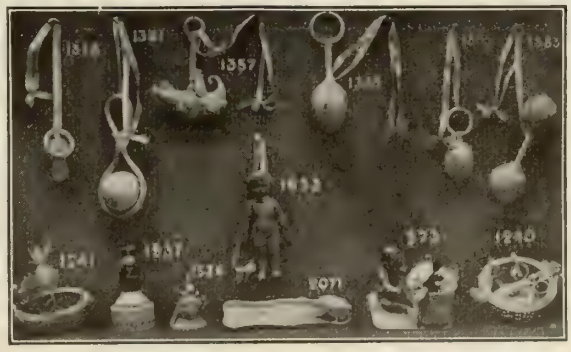
"Baby Week Specials"

for your early Spring business we now have ready—



A Special $25.00 Easter Assortment

consisting of all new Easter Novelties to retail from 25c. to $2.50 each.



Get acquainted also with our general line—

MADE IN U.S.A.

The Rite Baby



Write for a $25, $50 or $75

SPECIAL ASSORTMENT

and see how well RITE goods sell.

RITE SPECIALTY CO.

35 to 39 W. 36th St.
New York

Black and White Season in Buttons

Dum-dum Shape the Latest—Fancy for Odd Lines—Following Closely Styles Used For Men's Clothing—Crochet Buttons Also Popular.

BUTTONS take the lead in the trimming line. The military influence is strong and this means that lines of buttons and pockets, etc., button-trimmed. Metal buttons in gunmetal, nickel, silver and brass are shown in many sizes and shapes. Ball buttons, pyramid, bomb, and newer still, the dum-dum shape which is very like the acorn, only shaped like the nose of the dum-dum bullet, are the latest shapes to gain attention. The smaller sizes are used to trim waists and neckwear, and the larger sizes are for trimming dresses and suits.

In galalith and celluloid buttons prominent as the outlook is for a the black and white effects are very big black and white season. The neutral shades that are so very much in favor are also matched in the buttons shown. Touches of gold are also good on buttons that come in solid color. The fancy is still for odd shapes and olives, torpedo and square buttons are all selling Many buttons suggest the idea that they are carved and at the same time carry stripes of black and white or white and color. Mottled and mixed effects are worked out n ivory, and in very smooth and highly polished galalith.



No. 1. The Dum-dum in all sizes in nickel, silver, metal and gilt; 2. Celluloid button in black and white; 3. Square button in solid color with the edges in gold; 4. Galalith button, torpedo shape, the centre in imitation pearl on a field of solid color; 5 and 6. Pressed buttons in carved effect, with striped central decoration; 7. Pyramid button with scooped out center filled in with black. Shown by Alfred Weyerstall & Co.

Pearl and bone buttons in suiting styles, that is, in similar designs to those used by the manufacturers of men's suits, are among the best sellers. Mottled, striped and checked models in large sizes are used on the new coats.

For trimming purposes, small buttons in fanciful shapes, such as ovals, olives, diamonds, etc., are selling in pearl, bone, and in colored crystal and jet. The crystal and jet buttons now on the market are not quite satisfactory, as they are apt to snap.

Braid-covered and crochet buttons in flat-covered, bomb, barrel and olive shapes are very much to the fore. There is quite a demand for crochet buttons, and the new idea comes in crochet buttons with pendent centres. Crochet buttons come in gold and silver as well as in black and white.

The covered button manufacturers are looking forward to obtaining a fair share of business. They are showing many novelties such as acorn, triangle, pyramid and olive shapes. Covered buttons are selling by the card, made of a braid fabric of wood silk. So that the material shall not fray, and to give solidity and consistence to the buttons, the material is rubber coated, or rather, rubber backed. Very handsome black and white buttons in all the varieties seen in covered buttons are made from this material, and besides black and white, they come in black and all the leading colors.

WAR GAMES ON THE MARKET

A United States firm is putting two new circular games on the market. They are known as European War Games. One shows a fight on land and the other a battle at sea. Real bullets are thrown at the enemy, all being enclosed in a circular case, There are no springs in these toys and they never get out of order. There is much action and even the grown-ups become interested in the game.

The same company also is putting on the market a circular baseball game.

A SUBMARINE TOY.

Toy makers are busy already for Christmas. One of the new and original toys is an exact replica of the famous submarine U9, and a model of the much lauded 42 centimeter shell, which whistles and shrieks in the precise imiation of a big one passing overhead.

A 10-CENT MODEL BUILDER.

One firm has produced for the market a nickel-plated steel model builder that will sell for ten cents a set, and the variety of things that can actually be built with this little outfit is really quite astonishing.

The firm is also putting out a new ball-bearing top.

EASTER BAGS.

(Continued from page 23.)

they are shown in this way, as it gives them a shop-worn appearance that does not make for sales.

In spite of the fact that economy rules at present, perhaps because the customer feels that it is true economy to buy a good bag, the better-priced bags are the best sellers. Therefore, it is worth while to show the bags on the counter in such a fashion as to enhance their appearance and value.

Many stores cover their counters with crepe paper, pulled out so as to give a fluted effect to the edges. This paper covering is doubly desirable, as it not only provides a becoming background against which the bags show up attractively, but it prevents them becoming counter soiled. A new idea and a good one is to show the bags on stands. Wire stands can be had to show just one or a number of bags. The advantage is great as the bags are shown in the position in which they are worn, and can be examined without being handled.

DRESSMAKING WANTS.

(Continued from page 28.)

The want book is an institution in every store, but it is not every store that makes it the really useful institution that it is and ought to be. If one department above another has a real need of a want-book it is the notion department. There is such a multiplicity of small items carried that no notion department can conduct its business properly without the aid of a well-kept want-book. The want-book should be hung up conspicuously on the fixtures behind the counter

Embroidery Hoops

The Best and Most Popular Hoops on the Market.

"DUCHESS" HOOPS

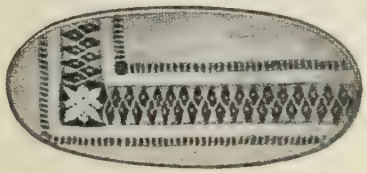


The Felt Cushion protects the fabric and embroidered work from injury and holds either light or heavy fabrics tightly stretched. Sold for 16 years in over 18,000 retail stores.

Made in the round and oval shapes.

"DUCHESS" (round)—Sizes 3, 4, 5, 6, 7, 8, 10, 12 in. diameters.

"DUCHESS" (oval) Three sizes, 3x6, 4½x9 and 6x12 inches.



THE "DUCHESS-OVAL"

accommodates a full design for embroidering as in a large round hoop, but has the convenience in use of a small hoop.

"PRINCESS"

Has a nickel-plated bow-spring which adjusts itself to thick or thin fabrics, holding the material firmly and without injury.

Made in the round and oval shapes.

"Princess" (round). — Sizes: 3, 4, 5, 6, 7, 8, 10, 12-inch diameters.

"Princess" (oval) — three sizes: 3x6, 4½x9, and 6x12 inches.





THE "PRINCESS-OVAL"

accommodates a full design for embroidering as in a large round hoop, but has the convenience in use of a small hoop.

"ROYAL-OVAL" A lower-priced, smoothly-finished and carefully fitted, plain oval Hoop (without the Felt Cushion or Bow Spring).

Made in Three Sizes.

6x12 inches, for drawn work, pillow covers, etc.
4½x9 inches, a popular size for all kinds of work.
3x6 inches, for working designs on hosiery, etc.

"SPECIAL-SELECT" A lower-priced, smoothly-finished and carefully fitted, plain round Hoop (without the Felt Cushion or Bow Spring).

Made in Sizes: 3, 4, 5, 6, 7, 8, 10, 12-inch diameters.

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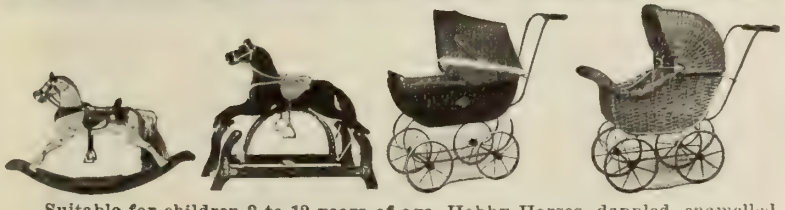
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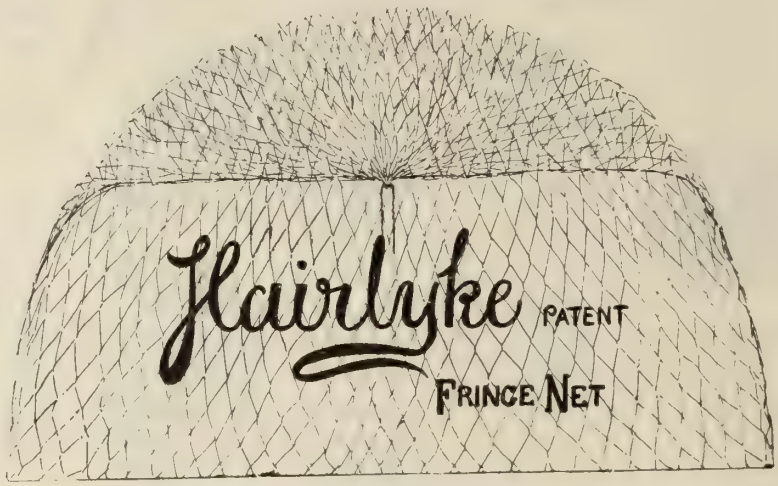
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DE LONG HOOK AND EYE

See that hump?

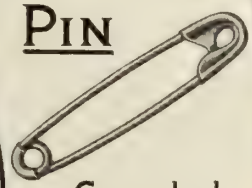
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THE DE LONG HOOK AND EYE COMPANY

of Canada, Ltd.

St. Marys, Ontario

MILLINERY

Novelty Materials

Faille, Taffeta, Moire and a Lustrous Satin—Malines Grows Stronger.



HATS made of faille and taffeta combined with straw are coming into prominence. This feature comes in countless styles, and includes everything from the severely simple sailor or the saucy military model to the elaborate picture hat. Sometimes these fabric coverings are applied plainly and smoothly and follow the coutour of the hat. Other models show the use of knife pleated, shirred, puffed or frilled silk and entail a great amount of careful milliner's work that means an expensive hat.

Besides faille and taffeta moire is very much used and also a new kind of satin that is very lustrous and which is made from artificial silk. Moire is sometimes used for hat facings and for a few of the soft crowns. As the season advances crepes and tulles promise to be used in place of the heavier silk materials. Hats that have been prepared for the Southland resorts show markedly the use of these materials both in plain and in printed patterns. Crepe, Georgette crepe, mousseline de soie and crepe de chine are all suitable materials for this purpose and are all pressed into service. Not only is the hat covered with crepe, but plain and patterned crepes are used for the under brim facing. These printed crepe facings are particularly good when used to face the under brim of the new poke shapes of champagne Milan straw. The crepe facing is in a dull rose shade with the floral pattern in Pompadour colorings. The hat is wreathed with a mixed garland of roses, grapes, berries, anemones, and forget-me-nots and marguerites and has in addition a girdle of old blue velvet ribbon and both ribbon and garland end under a large bow with long drooping loops and ends at the back.

Hats are made of folds and pleatings of Malines and straw or of Malines and ribbon velvet. Besides there are large bows, fantastic rosettes, cockades, and wing and military motifs made of this

(Continued on page 39.)



Top line, left—Straw motif in cerise and Russian green. Right—Straw motif in hemp and in bright rough straw in two colors. The one shown has the bud effect in gold and the leaves of olive green hemp. Centre—Group of three rose buds of bright straw. Bottom—Straw cabuchons in two colors; those illustrated have the centre of French blue with edge of mode. Shown by Millinery Commissioners, Ltd.

In the Wholesales

Descriptions of Some of the Advanced Models Shown in the Millinery Houses

THE majority of the models seen so far are chiefly small, though some of the latest sent in from Paris and New York are quite large, in fact almost of Merry Widow proportions. One of these was a shepherdess with the crown of black satin encircled with a sash of black velvet ribbon with loops and ends at the back. The brim was of Malines edged with satin, and applique sprays of flowers in dull blues and mauves were placed flat between the folds of Malines.

Another shepherdess of particularly graceful line was covered plain and smooth on the upper brim and side crown with black taffeta, the crown being a soft one. The under-brim was faced with Leghorn in the natural shade, and around the crown was a sash of piece silk, picot edged, ending in long loops and streamers at the back. In front was a bunch of hand-made field flowers, daisies, buttercups and anemones mixed with blue grass. These flowers were hand-made. They were cut out of piece silks and ribbons in rich colors and pasted together; the centres were button molds covered with contrasting silk. Hand-made flowers of this kind are very effective when well made and give an exclusive touch to the simplest model.

A high-crowned Victorian model was of tete de negre Milan tagel. The soft crown was of champagne taffeta, put in with five rows of piping. Laid flat on the crown and hanging down in a shower effect was a bird-like effect made of champagne ostrich flues.

A smart little sailor shape was of Russian green suede with the irregularly rolling brim faced with tagel in sand shade. There was a band of the suede around the crown passing through a slide of mother-o-pearl and tied in a flat

(Continued on page 37.)

STYLE QUALITY

Fiskhats and Fisk Millinery



Special Easter Display

during the entire week beginning

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D·B·FISK & COMPANY

NEW YORK — 225 NORTH WABASH AVE. CHICAGO — ST. LOUIS

Larger Shapes are Coming In

Military Suggestion Still Strong, But Shapes Are Not So Small—Many Sailors Shown at the Recent Openings—Flowers and Fruits Used in Profusion and Nearly All Hats Are Ribbon Trimmed

HATS seen at the openings are decidedly larger than those exploited for the mid-season. They are not large, however, and all are what may strictly be termed medium-sized. They are based upon the smart military modes: but while the military type is retained, certain changes are made that make the shapes more wearable for the time of the year that is coming on. For one thing, the models do not clasp the head so closely and they throw more of the becoming shadow over the eyes and forehead. The lines are decidedly bizarre and the brims show unexpected rolls and dents. The majority of the crowns are bowl-shaped and the brim may be flat on one side while on the other it is broken into sharply dented revers that flare high to the side or the back. Marquise and tricorne shapes show elongated points front and back with a blunter point at the side. Bicornes are showing with an elongated bowl crown and with the brim rolling back and following the outline of the crown with an odd square effect at the points. Toque shapes showing this odd brim touch are very prominent, but, after all, the sailor shape is the leader and there is no end to the variety of smart models.



A NEW TOQUE.
Toque of black Milan trimmed with Belgian blue ribbon, pink roses and bluettes.

Quite a number of variations of the high crowned Tipperary or Amazon hat are appearing, and there is a wealth of new ideas in shepherdess and Eugenie capeline shapes, Directoire pokes, and the Restoration cabriolet bonnets and saucy little poke shapes that are really oval crowned sailors with a sharp crease in the brim back and front to form the poke. Sometimes this last shape is varied by having the back brim rolling upward often higher than the low crown.

Paris for the time being seems to have dropped ostrich, paradise and handsome plumage effects for smart little trimming motifs developed in straight ostrich, and manipulated ostrich flues, and other plumage with various types of antennae finishes. These may be of osprey or of stripped quill feathers with a little of the feather left at the top and cut in diamond or other shapes. All these feather motifs are on the stand up or military cockade type and there is a clever mingling of color seen in the majority. Tassels are made of uncurled ostrich, and there are sunbursts, and even fruit made of ostrich feather. Wings and quills are used but they are all of the sword-like long pointed type.

Flowers are used in profusion by all the leading modistes, and modistes that in other seasons have featured feather trimmings are this year using flowers. This is quite a new touch and military models trimmed with flowers and fruits are certainly out of the ordinary. Not only are the hats larger but the trimming schemes are less severe, and flowers and fruits are often substituted for the trim pom-poms and busby motifs.

Such flowers as Russian and Palma violets, forget-me-nots, and lilies of the valley are used in great clusters and long bands for outlining the crown and the brim edgings. As a finish larger roses and clusters of mixed flowers are used. Small dainty flowers in pastel tints in soft delicate blends of color are used in profusion. These flowers come in all kinds of effects such as cabuchons, tight clusters, and in band and wreath effects. All kinds of flowers and flower effects are used together, and there is a mingling of mixed colors, and varied effects in fruits and flowers on the one model. Grapes come in green, gold, purple and deep grey blue produced in glass in chiffon, in chenille and in jet. Some are full size while others are in minature. Tiny bunches are produced in silk and are seen in vivid shades of pink, lavender and French blue. Then there are all manner of berries, and fruits, miniature strawberries, nuts, and tiny apples, lemons and oranges. These are made up into trails, garlands and mixed bunches with vari-colored flowers often with a small spring of orange blossom included.

Among the new things raisins may be quoted. They come in the natural color, and in all colors beside, including pistache green and are mingled with the other berry and fruit novelties.

Milliners should have no difficulty in keeping their stocks clean, as all kinds of mixed flowers and trimmings motifs are being used together. One flower that is looming large is the marguerite. It comes in the natural colors, and in yellow as well as in colors that nature never uses. Marguerites come in kid, and also in white silk backed by a color that is strong enough to shine through and tint the surface. This is one of the principal flowers for applying flat to the crowns and brims of the new hats.

Applique flowers are a feature this Spring and marguerite, begonia, and many other flat petalled and nondescript flowers are shown for this purpose. Many of these flowers are made of silk and plain and shot taffeta, and also plaid and fancy silks are used for this purpose.

There never yet was a flower season when roses did not work into prominence and roses are showing in all sizes from the long-stemmed single natural sized blooms in La France, American beauty, Jacqueminot and tea varieties..

Wheat is to be very much used on the later models, and roses and wheat form one of the most exclusive of the new floral combinations. Wheat comes in white and also in blonde and pinkish tan shades and golden tones.

The Use of Ribbons

Ribbon is combined with flowers in the leading trimming schemes and in all probability lace will be added to form the trio later on in the season. It looks as though it was going to be a big ribbon season. The models seen just at present show trimmings of very narrow grosgrain ribbons, but more models are appearing trimmed with wide ribbon. Narrow cord ribbons with a plain or fancy edge are used for ties, and are made up into all manner of set fancy motifs, trimming effects and cockades. Crowns are made of woven ribbons and twisted ribbons are used to encircle hat crowns. A new idea is to place the ribbon just under the top of the crown instead of at its base and pearl slides are often used to decorate ribbon that is so placed, and besides thre are dangling short ends behind. High crowned hats and the new pokes show velvet ribbons wound around the crown and tied with looped bows at the right side while a bridle of the same ribbon goes under the chin in front. A wide velvet ribbon is fastened down to the brim with a rose or a chou of mixed flowers. It then passes lengthwise over the crown and ends at the back with a looped bow and a long streamer which is drawn over the shoulder to the front. Very stunning bows with the loops placed downwards and wired ends standing high are set one on each side of some of the smaller hats. These high bows are often in two shades of the same color, and they form a most effective high trimming.

Mass Trimming at Back.

A new note shows all trimming massed at the back of the hat. A model seen was of voilet basket straw and the trimming consisted of a bow of lavender ribbon and a mass of velvet morning glory flowers in their natural tints.There was a streamer of the ribbon with the end cut slanting and edged with a narrow jetted fringe. Wide ribbons are made into flat large looped bows which are posed at the side of the large sailor and picture shapes.

Pleated ribbons in medium widths are used to face hat brims and to cover the outer brim also. Ribbon cut in sections and overlapping and with the pointed end spreading over the brim formed an effective trimming right around the crown of Breton sailor in rough straw. There was a pleated ribbon motif like the crest of a cockatoo as a finish placed to one side at the back. Under the raised side brim was placed a garniture of mixed flowers.



SMART BUT SIMPLE MODEL.
Medium large Tudor toque of dark brown hemp banded with ribbon velvet to match. The ends of the bow in front are thrust through a slash in the straw and appear above the crown.

IN THE WHOLESALES.

(Continued from page 34.)

bow on the side. Through the crown were thrust two stripped quills with a little feather on the ends which were very much curled, one pointing to the back and the other to the front.

A Scotch bonnet of suede and satin straw in sand shade was trimmed with a spider web of ostrich flues centred with a button covered with flues in sand and bright scarlet. Buttons covered with scarlet velvet fastened down the end of a suede band. Another Scotch bonnet also in sand shade had the crown in basket weave effect in faille silk and suede. The brim was of satin straw and in front were posed two military pom-poms made of pheasant feathers.

A high triangular turban was made of jet sequin cloth. An accordion pleating of faille ribbon separated the crown and the brim. At the side was placed a plaque of jet surrounded with pleated ribbon and holding in place a mount of pieces of uncurled ostrich.

A long, narrow torpedo-shaped toque had the crown of very brilliant finished rose pink satin and the very narrow, slightly rolling, brim of tagel exactly matching. Around the crown was a floral garniture made of satin piping.

A pretty small poke model was of Belgian blue suede faced with gold-colored tagel. A narrow black velvet ribbon passed over the crown, ending in long loops on each side. Tight little bunches of mixed fruits and foliage held down the band of velvet ribbon above the bows, and the long twig-like stem was trained around the crown.

A large box-shape toque of Royal blue ribbed velvet had a narrow turned-up brim of Leghorn and tilted plateau crown of the same straw draped so as to form creases on each side in which were placed tight little bunches of flowers, consisting of a blue marguerite and a pink half-blown rose and buds.

Keeping Track of Workroom Costs

System by Which Millinery Department Can Keep Exact Record of Costs of Stock and Ordered Hats—Cleaning Out Stocks—Reserving and Re-dyeing—Successful Methods.

"AT FIRST GLANCE people will tell me, 'Oh, your system must be a complicated one.' But they say this when they look at this book or that, filled up with a year's work. The daily work involved is very little. It takes only a portion of the time of one girl. And then what does it give me? It gives me an exact knowledge of what every stock hat and every ordered hat cost me and what I sold each for; of what is going on in my workroom; of the amount and value of the turnout each day, and the profits on it; of the work each day of each girl, both in the workroom and in the store. By 10 o'clock the next morning I know what my stock hat sales were the day before; how many hats I have left; what orders for trimmed hats were taken; how much was paid on these and on delivered hats. But best of all perhaps, I have a record always before me that enables me to rectify mistakes in buying for the new season."—Mr. Van Der Voort, proprietor of Van Der Voort's millinery, neckwear, smallwares, etc., College St., Toronto.

THIS interview with Mr. Van Der Voort naturally divides itself into two sections: his method of keeping track of his business—his bookkeeping system—the internal management; and secondly, the buying and selling end of it. In both of these his conclusions worked out after years of experimenting under a difficult situation, should prove of benefit to thousands of dry goods stores departments, and in separate millinery stores, in which this article may be read. A "difficult situation"—for this store is an up-town one, on a street that is a business one, it is true, but a business confronted by the competition of department and other down-town stores. Those who have tried to build up anything better than an odds-and-ends business under these conditions will understand.

First, as to stock hats. At the beginning, say, of the Spring season, if you follow out this system, you will present your workroom with a blank book—like an ordinary day book—and instruct the one in charge to enter the first stock hat made up as No. 1, giving the cost of the shape and of every piece of trimming going into it—at its selling price in the store. When complete, the record may stand something like this:

STOCK HAT NO .1.

Purple Plush Mount, Ribbon and Flowers.

1½ plush, $1.50	$2.25
Mount	1.95
1 yard ribbon	.75
Flower	.60
Work	3.00
$8.75	$8.55

Just what do these figures mean in relation to profits?

The plush, ribbon and flower are put in at the ordinary price charged the public—that is, one that will allow the regular store profit. The mount is in a similar position. And the work?

If you do as is done in the Van Der Voort store, that "work" will represent 100 per cent. profit. This is about the only safe margin on early season goods, for many of the late season sales must be at a loss in order to clear out your stock.

The selling price of $8.75 is the nearest approach to the total, $8.55, that is convenient. Often the hats are marked at the exact total.

Details Entered in Workroom Book.

Now, to keep track of this. As soon as it is ready it is entered by number in the office stock book, with the selling price. The girl who sells it enters the stock number on her sales slip, and the sale is checked off next morning in the office stock book. Later in the season, perhaps, it may be necessary to reduce the price: then the record in the office book shows the original price and the actual sale.

Each day, moreover, the proprietor knows just how many stock hats he has on hand—by deducting the number sold the day before. There is no need to enter many particulars in this office record, as the numbers 1, 37, 216, etc., can be turned up easily in the workroom book and all particulars as to cost, material, etc., appear there.

Keeping Track of Ordered Hats.

Next, as to ordered hats. A specimen slip is illustrated in this article. The blanks that are filled in are the usual ones. The "Estimate" is seldom required, as most people rely on the firm to make the hat up as reasonably as they



HIGHER CROWNS APPEARING.
Amazon model of deep purple English straw draped with the new lustrous satin. Pearl slide in front.

can without any advance figure. However, a deposit is usually made, particularly in the case of new customers.

What is the connection between the office and this ordered hat?

The workroom, as usual, keeps track of the shape and materials used, and when the hat is ready to be forwarded to the office, the original slip is pinned to it—reading something like this:

Name	
Address	
Shape	$4.50
2 quills at 50c	1.00
1½ yards ribbon, 50c.....	.75
Work	.75
	$7.00

In addition, this slip has information as to the amount deposited and the balance due.

The prices charged for materials and shape, of course, are regular ones, and allow for a good profit to the store.

As the stock hats, so the ordered hats are numbered. These records, workroom, etc., are started fresh twice each year, first for Spring and then for Fall.

Avoiding Loafing.

How does the proprietor see to it that there is no loafing in his workroom?

A daily record is sent in to the office: so many stock hats made; so many ordered ones; so many hats altered, etc.

If the number of stock hats made up is 15 one day and only 6 next day, he can see by the workroom book of details whether the work on the 6 would about equal that on the 15. If so, what was done to make up for the balance of the time?

Getting Rid of Slow Sellers.

What of slow sellers?

A careful watch is kept on these, for the public taste in millinery is a matter that no one can fathom or foretell. If a hat seems to be viewed by the public as freakish, it is soon made over into a more usual shape, or trimmed to conform with the more general styles. No reduction in price, however large, would result in a sale of such a hat.

Or a hat may be admired, but not sold; it also must be modified to some extent, and quite early in the season, if a sale is to result.

If, however, a hat is somewhat soiled in handling, it is reduced, and a sale is probable.

For some defect noticed by a customer a reduction in price is made at once: otherwise no marking down is permitted at the time of sale.

And what of clearing out stock—a point where so many millinery departments fall down by holding off too long until the seasonable demand is gone?



FRUIT NOVELTIES FOR SPRING.
Berry, cherry and mixed fruit, flower and foliage effects for millinery trimmings and corsage bouquets. Shown by Novelty Lace & Veiling Co.

Clear Out 24th of May.

"We go into this each Spring about the 24th of May," Mr. Van Der Voort said. "We make it a point, for example, to get rid of our bright colors, for in June and July taste runs more to white. On these big reductions are made, and we often run 'Specials' on Fridays and Saturdays to help out, marking them such in our window displays.

"In many cases where we must cut prices on stock hats we remove the ribbons, mounts, or flowers that are always ready sellers and trim the hats with something that is cheaper, and put them up for sale. In this way we lose less than we otherwise would.

Dyed and Re-Sewn.

"Then in the case of shapes that are not selling well we often have them dyed and re-sewn. This in fairly large lots we get done for 40 cents each; if they are to be re-sewn only we get it done at $3 a dozen, a first-class job.

"Wherever possible we have this remaking done while the season is young, so that we may get the best results in offering them for sale.

A Book of Addresses.

The chief method in this store for reaching customers is by means of special circulars in the form of folders that are sent out for Spring and Fall. These are addressed to a special list of customers whose names are kept in a special book for this purpose. A list such as this is made up, usually, of ladies who have already ordered hats from this store, and is a most valuable one.

Mr. Van Der Voort does not do any newspaper advertising: this, in a city the size of Toronto, he considers too expensive for the percentage of people reached in the district around his store.

The "system" of the store includes a daily record of each girl's sales, slip by slip, each one being given a book numbered up to 50. An account must be given of each slip, and this record must agree with that of the cash register.

Monthly News Letter.

For general sales purposes the firm gets a monthly "news letter," in four-page form, mentioning all their lines, including millinery, **and always with prices attached.**

NOVELTY MATERIALS.

(Continued from page 34.)

material. Malines is only beginning to be used, and as the season advances it is believed that more and more of this material will be used. Malines is also used for the transparent halo brims and these also are a Summer type. Lace is also spoken of to cover and drape the brims of the new capeline and cabriolet models.

The sale of tailored street hats is sure to be large and there is a wealth of ornaments and novelties for use in trimming this class of hat. Slides of pearl are good, and there are numerous pins—not hat pins but trimming pins with large elongated heads that give height to the pleated ribbon trimming effects. These pins come in pearl both natural and tinted, and also in jet. Some pins have heads of straw.

DGR HOUSEFURNISHINGS DGR

War and Draperies

New Art Designs and Colorings Give Place to French and English Period Patterns.

THE war has killed—perhaps completely, perhaps only for the time being—the new "Art" patterns that were so amazingly drawn and which showed such vivid colors heightened in effect by combination with black and white. These new art ideas were only beginning to influence the trend of popular taste when the war intervened and produced a complete turnover. The new art movement reached America by way of Vienna and Paris, and it is the Vienna connection that has killed it for the time being, but one-half suspects that the basic idea is Slavonic and therefore Russian, hence the idea that when the war is over, there is more than a possibility of a revival, though not perhaps in quite the same form.

Meanwhile old English and French chintzes reign supreme, and we are using chintzes and kindred fabrics more than ever. For quite a long period windows have been draped with lace and net curtains alone. Now we are going back to the Victorian idea of heavier curtains and valances as well, but instead of the rich damasks the window hangings are of chintzes, cretonnes and other printed fabrics, and with the revival of the old-time use has come a revival of the charming old-time patterns. Queen Anne, and Jacobean period patterns are reproduced in their entirety, and there is choice offered also from a wealth of dainty Marie Antoinette period patterns. There are also many striking patterns copied from the many Chinese designs that were in vogue in the eighteenth century. These designs come in beautiful color effects on black grounds, and rich red and deep dull blue grounds as well as pale tinted. Brilliant plumaged birds and bright hued flowers and foliage make up the balance of these designs.

When black backgrounds were introduced a few years ago, many people thought that they were entirely new, but now that there is a revival of old-time designs it is seen that black backgrounds were known long before the "New Art" movement had its inception and that they were the outcome of the Chinese taste and served to show up the brilliance of fantastic birds and flowers with a strong note of red.

Softer toned are the patterns that suggest toile de Jouy fabrics. The grounds used used are fawn colored or buffs, and the trees and branches, landscapes, etc., are in colors that leap up to fawn with, pinkish, blue and violet birds and flowers.

The designs used are accurate period reproductions and in expensive lines are printed on linen repp and heavy cotton materials. Whether printed on or woven in, the materials are intended to wash and wear. Old English verdure patterns are strong both in cretonnes and in tapestries, and some very rich effects are shown. Green is becoming a very prominent color in tapestries, and many new shades and new effects in which this color is prominently presented are on the market. Some of the most beautiful of these designs show a ground of old blue in dull tones with the green of the foliage forming the background, varicolored birds and floral effects showing dull reds and soft tones of rose. Mulberry and tan are colors that enter prominently into these patterns and form a new idea in tapestries.

The new shadows come in these dimmed soft shades and in quite dark tones with gray mulberry, dull blues and soft tones of pink and red especially prominent. Some of the new shadows have a jasper ground and many cloths carry also a jacquard pattern. This pattern is often worked out in black or dark leaden gray and the patterns follow those seen in leaded glass.

"COUNTRY IS VERY SOUND."

At a meeting of the directors of Montreal Cottons, S. H. Ewing, the president, said: "The country is very sound right through. The farmers are getting very high prices for their products, and this revenue must later on have a good effect on business in general."

John Northway, president of John Northway & Sons, Limited, was appointed one of three new directors of the Imperial Bank, the others being Hon. W. J. Hanna and Lt.-Col. Michie.

Showing People How

Displays in Department with Curtains, Draperies, etc., Combined Prove Best Selling Scheme.

IT is service that counts in selling drapery materials, and service, according to the modern idea, means showing how. The department which makes a practice of displaying drapery materials in such a manner as to suggest new ways of using them, and which also is not afraid to co-operate with the other sections of the house-furnishing department in building up combined displays showing drapery materials in connection with wallpaper, furniture, etc. The store showing draperies in this modern way will be visited for the sake of the ideas contained in these displays, and as is well known, the department that attracts visitors also does the biggest trade. It takes space to build up this kind of a trim in a department, but the modern tendency is to give plenty of room to this section.

Many departments have wall sections made of compo board finished with plate-rail or molding at the top and base-board at the bottom, and with a window-frame. Three of these sections are placed together to form a room and the walls are papered and the windows hung with curtains just as they would be in a modern house. A rug is placed on the floor and appropriate furniture is shown, over which are draped tapestries, chintzes or other materials suitable for upholstering purposes.

During the February sale period one store built a room in this manner with entrances on each side and with a number of different shaped windows. Each corner was papered differently, both on the outside and on the inside, and each window was draped with chintz or some cotton drapery fabric that went with the wallpaper. There were curtains and valances to each window, and net curtains as well, all made up just as they would be in actual use. In making up these curtains fancy cotton edgings were used.

The drapery fabrics used in making the curtains, the different edging and the curtain nets were carried on tables in-

(Continued on page 45.)



Thousands of Canadian homes will be furnished with CREX Grass Rugs this year—

they lend themselves to the furnishing of every room, from bath to living.

Several things to-day have brought about a very radical change in the furnishing requirements of the Canadian home, viz: household sanitation, economy and labor-saving. The result is the growing demand for

CREX
GRASS RUGS
TRADE MARK REG. U.S. PAT. OFF.

And now with much of the imports of wool and other fabric rugs cut off there is an unprecedented opportunity for every Canadian merchant to cash in on CREX.

The desire to try CREX has been created through our extensive national advertising.

CREX Rugs and Carpets are the most sanitary, economical, serviceable and sensible floor coverings on the market to-day. They're the most easily kept clean and fresh, may be used in almost every room in the home from the bath to the living room as well as on the porch and in the sun room.

There is absolutely no reason why you should not sell CREX whether you're in a small village or a large city—the CREX market is everywhere and in every home.

Our Salesmen are now in Canada. Write for color catalog, advertising suggestions and price list of the entire CREX line.

CREX CARPET COMPANY, Dept. 5, 212 Fifth Ave., N.Y.

Originators of Wire-Grass Floor Coverings

Selling Goods on a "Club" Plan

An Account of the Successful Operation of This Idea in a City Store—25 Per Cent. Cash; Rest Monthly—Picking the Members C arefully—Stimulates Buying—Few Losses.

THIS is an account of a club idea adopted successfully in the house furnishings department of the Robt. Simpson Co.'s store that may be worth the consideration of many other stores during the months of March and April when the housefurnishing season is in full swing. Many will object that this plan is virtually an adoption of the credit system: it is, with some important restrictions on the original evils. It is presented, however, without comment.

In brief, the plan is that customers whose credit is considered first class are allowed on payment of 25 per cent. cash to order goods for furnishing their homes with regular monthly payments extending over 10 or 12 months. The system has been in operation for several years but this year the "club" idea was advertised. At first the number of members was limited to 500, but late in February this was raised to 1,000, owing to the lively response. The store holds a lien on the goods until paid for.

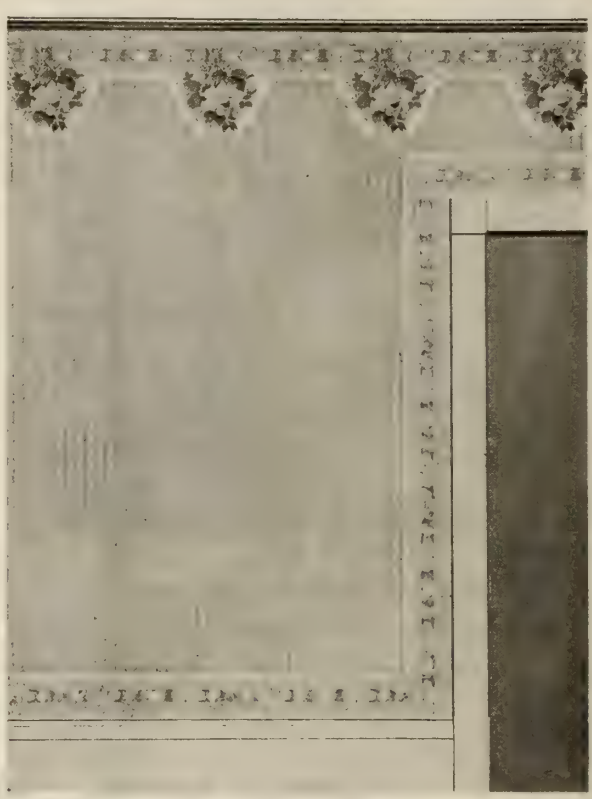
An advertising announcement will be of interest here: **"The Home Owners' Club is a new story for Home Furnishers of 1915. In the past, home owners have been on the horns of a dilemma; either they had to pay a long price for their furnishings on the old instalment plan, or they had to spend a lot of cash in one lump to get the benefit of close buying.**

"But the Home Owners' Club is solving this dilemma for hundreds of families these days by saying, "Come and choose your Home Furnishings now at our close cash prices. We know that affairs are somewhat dislocated at present—you may not want to diminish your cash on hand now, so we'll spread the payments over the rest of the year—not one cent for the accommodation, either."

Firm Believers in Ready Cash.

The following are among the announcements made by the firm in a booklet:

"By our club plan of grouping a large number of transactions and dealing with them together within a fortnight, members obtain the advantage of deferred payment. Adhering to the policy of one lowest price to all, we offer club members their goods at this store's close cash prices or at the special sale prices announced during this month of February in our department of furniture, drapery, curtains, carpets, rugs, linoleums, china, silverware, wallpaper and electric fixtures. So long as you make application for membership without delay you can take your time in choosing and selecting the groups required and arrange for payments on club plans.



An example of a new ready-cut, which has bright flowers attached at intervals to the band of ribbon and lace. The trimmer, 5½ inches in width, comes with the frieze which measures 11 inches wide. They are hung over a diminutive pattern introducing a stripe in a variety of dainty shades. Both hanging and decoration are embossed by the Intaglio method. Shown by Stauntons, Limited.

"This offer is particularly addressed to those who under usual conditions are in the habit of buying everything for cash. We are firm believers in the ready cash system. There are exceptional times and conditions and we believe home owners who contemplate furnishing or refurnishing this year will appreciate the convenience of making payments from time to time within the next twelve months, without one cent of interest or other charge for the accommodation."

"This is a continuation of the program inaugurated by our store at the outbreak of the war to give constant employment to our workpeople and to those employed in Canadian factories which supply us with furniture, carpets, rugs, window-shades etc,.

"The services of interior decoration experts will be at the disposal of club members without extra charge. Designs will be furnished by our own artists, or you may have your architect supervise any scheme you may decide upon."

The booklet announcing this plan is 4 in. by 6 in. is a sand-colored cover with gilt letters, "Home Owners' Furnishing Club," and the paper inside is cream-color, with dark brown ink. The flyleaf has this announcement at the corner: "We announce with pleasure the opening of the Home Owners' Furnishings Club with a limited membership of 500." Inside, in addition to the terms of membership, there are several illustrations showing rooms that have been designed by the firm; bed rooms, sitting rooms, dining rooms, etc.

Different From Ordinary Credit Plan.

An account of the scheme was supplied The Review by an official of the store. In reply to a question as to the difference between this plan and the ordinary credit system, he said:

"The usual credit accounts, of course, are for general merchandise orders from any department in the store. If the account is a general one the store has no hold upon the goods once they enter the home, for the simple reason that ordinary merchandise practically disappears as far as its value to the store is concerned shortly after it enters the home.

(Continued from page 45.)



$48,000.00 in Profits

Went to Canadian Merchants on sales of Electric Vacuum Cleaners during 1914. Did you get your share? If not, why not? It is up to you, get busy—select a cleaner that is reliable—durable—simple—complete—get the best.

The Baby Invincible

has more exclusive features than any cleaner made: Swivel handle—wider tool used with hose—more suction—fewer parts to carry—most complete set of tools. Investigate these. No trouble for us—no expense to you.

Write

The Invincible Renovator Mfg. Co.
LIMITED
81 PETER STREET TORONTO, ONT.



Don't Buy Brassware from Germany!

Write or Call on
Perry, Bevan & Co. Limited
Birmingham, England
London Show-Room
62 Holborn Viaduct, E.C.

Also Makers of Fern Pots, Screens, Coal Vases, etc.

12, 10, 8, 6 in. high. Oxidised Brass.

Curtain Department

NEW STOCKS
NEW IDEAS
NEW ACHIEVEMENTS
under new and improved conditions.

LOEB & SCHOENFELD
27-33 West 23rd Street, New York
CANADIAN REPRESENTATIVE:
H. A. FRANK, P.O. Box 201, TORONTO, ONT.

Attention, Manufacturers' Agents!

We are being continually approached by manufacturers in Great Britain and United States who require representatives in this country, asking us if we can recommend suitable representatives.

We would appreciate it if you would drop us a line and state whether you can handle another good line in Canada, giving full particulars so we can refer these enquiries to you.

The Dry Goods Review
Publication Office, 143 University Ave., Toronto, Ontario

WE frequently have requests from Merchants asking if they can secure cuts shown in the Editorial section of "The Review."

These cuts can be secured at less than actual cost if applied for immediately after each issue to

Engraving Dept.
DRY GOODS REVIEW
Toronto

SPRING 1915

The Line of Quality and large profit-making possibility for the Retail Merchant.

STAUNTON SUPERIOR WALL PAPERS

¶ Say the word and we will make arrangements for you to see our samples.

New Specialties
New Manufacturing Processes
New Designs and Colorings

Buy goods Made in Canada and keep your money at home.

STAUNTONS Limited

Wall Paper Manufacturers

941 Yonge Street
TORONTO

SELLING GOODS ON A "CLUB" PLAN.

(Continued from page 42.)

This is, of course, the case in dress goods, ready-to-wear, boots and shoes, groceries, and so forth. But the Furnishing Club is limited to goods for the furnishing of the home, such as rugs, furniture and so forth.

"Another difference of course is that in the case of general account no provision is made for payments, the bills are sent in usually every month but, often the account runs on without being cut down in any way. In the case of this Club, the accounts are all picked by ourselves and gone over carefully. As soon as anyone applies we get certain information which makes us feel sure they are good accounts and an agreement is signed by the person who gives the order by which we have a lien on the goods until they are paid for.

Lien on the Goods.

"Now, you may say that the goods are depreciating in value after they enter the house and could not be sold for as much as formerly. This is quite true, but you must remember that in the first place we receive an initial payment covering 25 per cent. of the value of the goods, and probably 10 or 15 per cent. more month by month, so that the value of the lien to us increases each month much more than the goods depreciate.

"There is another difference. For the most part these are goods that are not absolutely necessary, and where the customer could postpone purchase. For instance, a lady may want a bedroom set and may only have enough money or feel that she has only enough, to spend on a bed. Now, under this system, she takes the whole set and pays for the bed or even less and gradually pays off the rest. In other words, we get the orders now and payments are spread over a considerable period. Again, it must be remembered that as the majority of our accounts are special and we pick them carefully, the great majority are eager to pay the bill as soon as possible. This is not like the ordinary line of credit that would be asked for in the case of general merchandise. In other words, where in the ordinary case it is a matter of the creditor seeking credit from the store, in this case it is rather a matter of our advising and pressing upon our customers to take credit on terms which are quite satisfactory to ourselves."

The Home Owners' Furnishing Club has now a large number of members. It was started some seven or eight or more years ago when the club was advertised under similar conditions to what it is to-day, except that in the former case the terms were usually limited to 4 or 6 months at most, whereas to-day it is extended to 10 or 12 months. Those who belonged to the Club in the first case came back the following year or a few months afterwards when they had settled up and many asked for a similar arrangement later and in this way the original club was continued year after year until it has grown to thousands of members. It is only natural for one member to bring a friend, in fact, this is in many cases the safest way for the store as the introduction of friends is generally a guarantee of their soundness as creditors by the person who made the introduction.

Monthly Notice Due on 15th

With regard to the matter of payment, it was explained that notices were sent out at the beginning of each month containing a full list of the indebtedness and the payments which had been made to each member of the Club, and a notice attached stating that payment was expected by the 15th of the month. The majority of accounts would be paid in between the 15th and 22nd. At the latter date if the account was still allowed to run a second notice was sent out containing a reminder that the payment was now overdue. In very few cases this failed to bring the desired result. Of the majority of those who belonged, 80 per cent. came to the store and made the payment personally, while the rest sent cheques. The store in no case acts as a collection agency and thus avoids one of the more disagreeable features of what is known as the "instalment" business.

Terms of Payment.

The terms of payment are 25 per cent. of the total amount in cash when the order is given. It depends on the amount usually of the balance when it is expected. For instance, for a small amount, 6 or 8 months probably would be allowed, whereas in the case of figures running into five, six, seven or ten thousand dollars, a year has been given in this last proposition, although in previous years this was limited to 6 months.

In the case of a $50 amount, $12.50 would be paid in cash and the balance paid at $5 or $6 a month. In the case of $100, $25 would be paid in cash and the balance paid at $10 or $12 a month.

The system is an interesting experiment but of course the successful carrying out depends almost entirely upon the care which is taken at the outset to see that only reliable householders are accepted as members. Certain difficulties would arise in smaller places where everyone is known to the proprietor of a store, as would not be the case in the department of a large city store where the personal element enters very little into the relation the head of a department and the customers. A refusal to allow a man to become a member of the Club would be taken as an affront on the part of many. But this is apt to happen at any time.

GOOD MARKET MEANS INCREASED BUSINESS.

(Continued from page 22.)

until 3 p.m. there is hardly any "let up." Every store is crowded and every merchant rushed to the limit. Most of the stores put on extra sales help for this one day. One store in particular doubles the number of clerks employed.

A splendid feature of this market is the fact that all the buyers pay cash for all produce bought. There is no attempt to "trade" it out, and thus corner the consequent sales which would arise from this transaction. While this idea may work out all right for the merchant who does it, the cash payment plan gives a great deal more satisfaction to everyone concerned.

With the exception of the large number of Indians who are quartered in the district, the farming community is a wealthy one. A drive through the section outlying from Hagersville convinces one of this.

Thus it is that bad debts are the exception rather than the rule for the merchants.

Norfolk County is generally accepted to be one of the most wealthy in Ontario.

The Christmas market as it is called is the large market of the year. It is more of a festive gathering although a large amount of business is done on that day. This is always attended by practically every farmer within a driving radius. Then they have a great reunion and of course a farmers' reunion is an occasion for much jollification indeed.

It has been estimated that at the Christmas market there is usually in the vicinity of 250 farm vehicles each with its quota of passengers assembled in Hagersville. This market is the one great Christmas harvest for the merchants, who prepare long in advance for this large day's business.

Buyers from the surrounding cities frequent this market regularly. Hamilton, London, Simcoe, etc., compete with the local firms. The goods purchased by local firms, as a general rule are crated and shipped out of town the same day.

SHOWING PEOPLE HOW.

(Continued from page 40.)

side the room. Every two or three days, both wallpaper and curtains were changed. In connection with this showing and during the period of the February sale, curtains were made up free of charge.

DRESS FABRICS AND SILKS

Firmer Weave Silks

Due to Wider Skirts — Faille, Grosgrain, Bengaline, Gabardine and Cord Effects are in the Novelty Class—Taffeta Gaining in Favor.

SILKS are bound to be a big factor both in the present season and in the coming Fall. Wool goods are advancing by leaps and bounds and compared with the excellent values that promise to be obtainable in silk fabrics, wool goods will seem doubly dear. Even when the additional cost of laying down silk materials is considered, silks are cheap to-day, and though the raw silk market is firmer, prices for some time will be much about the present figure. The bulk of the silk materials also escape the advance of the recent additional tariff charges. In 1907 a treaty was negotiated with France under which silk fabrics and fabrics chiefly made of silk came in at certain fixed rates, and because of other treaties Switzerland and Japan also pay the same rate of duty as France on silk fabrics. This means that the three countries from which Canada draws the greater proportion of her supply of silken materials are so protected that their goods pay just the same rate of duty as they did before the war tax was put on. This fact should benefit the trade, as silk fabrics are still enjoying the same favor that they have done for several seasons past.

Nearly every woman has a silk garment in her wardrobe, and with silks moderately priced she is going to continue to do so. The only difference is occasioned by the fashion changes that are coming about. Skirts are certainly wider, though they most probably will not attain the voluminous widths some of the fashion journals are talking about. The yardage, however, will increase, due to the fact that skirts are fuller. The goods must fit the style and because skirts are wider, the demand is changing. The trade is asking for soft, firm weaves with more body to them in place of the very clinging weaves. Moreover, in spite of hard times the demand for better quality keeps up.

The trade is still cautious about taffeta silk for its record is against it, though taffetas are certainly improving their position. This does not seem to be a passing fad, for taffeta has been gradually growing stronger for the past two or three seasons. It was a prominent fabric in Paris last season, and therefore it should be one of the leaders on this side of the Atlantic this year. Taffeta is also the accepted petticoat silk, and the fact that the underskirt is coming back should have an influence on its future sale.

Satin-faced goods are still favored, and satins, crepes, crepe meteor, peau de soie, and failles and grosgrains are the leading weaves. Cord weaves are very strong and bengalines, poplins and faille Francaise are the silks showing in black and in the leading street shades.

There is very little call for novelty shades at present, while the sale of black is on the increase. Black is no longer looked upon as for matrons' wear exclusively; quite young girls are now wearing black. The colors favored are gray, with leaden and battleship shades in first place. Sand and tan shades are

(Continued on page 50.)

TARIFF ADVANCES PRICES.

Contrary to the course followed during normal seasons the trade will feel the full influence of the tariff advance put on as a war tax immediately. This is because of the difficulties and delays in deliveries. Lines that should have been in the country long ago, are not yet to hand and these goods will of course have to pay the advance in the duty. Moreover, many of these goods have been sold by the wholesale trade at prices based upon the old rate of duty, and the buyer of these materials will get the benefit while the wholesale house will have to pay the added duty. Therefore the advance will come into force directly on all-wool materials still on hand to make up for this loss.

Woolens Rising

Previous Advances Increased by the Tariff Change—Tweeds and Mannish Mixtures—Sand Shades Not so Strong.

THE question of what will be worn for the coming season promises to be dominated by what is obtainable, and both manufacturers and buyers are finding that there are many problems before the trade, the chief of which are connected with wool, and also, and in only a lesser degree, with that of obtaining dyestuffs. Advance orders now need confirmation from the firm taking them, and prices show but one tendency and that is to advance. Some wholesale houses complain that many merchants seem to be totally unable to grasp the fact that the condition is so serious, and seem to think that when the goods are needed they will be forthcoming from some source. These merchants, they fear, will receive a complete surprise when they come into the market. Many lines of cheap dress fabrics are almost off the market, because there is no raw stock from which they can be made. These goods are made from shoddy, either with or without an admixture of low-grade wool. German rags entered largely into the making of shoddy, and are, of course, unobtainable, therefore cotton goods will have to fill the place of wool fabrics selling around 25c and 35c per yard. The man who has cultivated the better trade and has educated his customers up to buying better goods is in much the stronger position, as manufacturers making the better grade fabrics are not so badly tied up with army contracts. In all cases where there are advances they always show most in the cheaper lines. The same applies to the working of the new war tax, for the extra 5 per cent. or 7½ per cent. will barely be noticed on materials selling at $1 and over, while it forms a serious advance on fabrics that are lower priced.

Because of the high price of the raw materials, and the other problems, novelties will be scarce in the coming Fall and plain and semi-plain fabrics will prevail. Broadcloths are in high favor. Tweeds

(Continued on page 50.)

NEW STYLES

Serpentine Crêpe

FOR 1915

WE desire to inform retailers and the ready-to-wear trade that all the leading Jobbers are now prepared to show the Spring and Summer patterns and colorings of this world-famed fabric, and make prompt deliveries of both the plain-dyed and printed patterns.

The regular line include some striking Japanese and floral designs, several dainty small figures, a number of medium size patterns suitable for dresses; also effects in the new shadow work.

Among the many beautiful patterns for 1915 are

Roman Stripes

in several patterns and many colorings.

We especially commend these as they are proving to be ready sellers wherever shown.

ADVERTISING MATTER

Our advertising department is prepared to furnish, free of charge, a large variety of circulars, cards and cuts for customers' distribution.

WRITE FOR SWATCH BOOK AND FURTHER INFORMATION

PACIFIC MILLS

Lawrence, Massachusetts

LAWRENCE & CO., Selling Agents

Boston New York Philadelphia Chicago St. Louis San Francisco

Cotton Fabrics for Spring

Crepes and Voiles the Best Sellers, With Latter Gaining—Improvement in Finish—Black and White Effects Prominent—Cotton Fabrics Promise to Replace the Very Cheap Wool Fabrics That Are Becoming Unobtainable.

COLORS AND FABRICS FOR SPRING AS PARIS SEES THEM.

Materials and colors used by the leading French model houses in the development of their Spring lines:

Callot—Taffeta the leading fabric; shangtung, broadcloth for wraps and one-piece dresses. Cachemire des Indes for suits, organdie and valinette for Summer wear. Valinette is intended to take the place of lace as a trimming. It is a leno weave in cotton with light trailing designs in swivel motion in imitation of lace. It is 42 inches wide. Cachemire des Indes is a very soft all-wool material, woven in two and one weft face twill and finished with a slight nap. It is 48 inches wide. Colors are: Royal blue, grey, navy, golden tan, and a new red named Callot red.

Drecoll—Taffeta, faille, satin, charmeuse, checks and stripes. Colors are bleu soldat, beige, sand, navy, khaki, maroon, green, black.

Cheruit—Taffeta and shantung, serge and cachemire des Indes. The colors here are light grey, navy and military tones of blue.

Beer — Gabardine, small checks, faille, taffeta, satin, poplin, batiste and organdie. Colors are: greyish blue, navy and khaki.

Lauvin—Taffeta, three-piece suits of Rodier's fosfora. This material is a very soft gabardine, the warp being soft spun double twist yarn, one strand of which is silver grey and the other some solid color.

Doucet — Tailored suits in khaki, and bleu soldat cheviot, taffeta, charmeuse and liberty satin. Colors: khaki, pale grey, navy, black and white.

Paquin—Changeable taffeta, changeable moire, serge de soie, gabardine, satin and a few striped materials. Colors are blue in all tones, including navy and bleu soldat.

THE season is not yet fairly opened in wash fabrics in the retail stores, and representative displays of novelty cotton dress fabrics have yet to be made. Staples have sold steadily and the majority of lines have advanced and further advances are expected. More prints than usual have sold, and piques, reps, cotton suitings, ratines and the heavier cotton materials have sold freely up to date. There is a better inquiry for ginghams, chiefly of the higher quality. Stripes are favored, and but few checks are shown. Black and white, blue and white, green and white, and white and tan, in even and in fancy stripes, are the sellers.

Voiles are the leaders in novelty colors, and the new voiles are remarkable for the sheerness and firmness of the cloth, and the beauty of the new patterns and finish. Prices also are attractive, and the range to sell around 25c is an attractive one.

Stripes are strong, particularly in black and white, and in many new ideas showing the ground stripes broken with floral printings, just a single flower or a tight little bunch; also in black or in delicate shades.

In the high-priced goods embroidered voiles are strong. The patterns are well spaced and consist of dots in color combinations, and tiny sprigs and set floral patterns. Cord stripes and stripes formed of nub yarn are very much in favor. Openwork and lace stripes are used to break up the ground that is further decorated with floral patterns either printed or embroidered Printed voiles rank high, and the new patterns are wonderfully attractive. The colors are more delicate than those seen for a number of years, and with the return of soft colorings has come a return also to dainty small patterns. Lace cloths printed in the same class of patterns appearing on voiles come among the novelties, and combinations of lace and plain grounds with floral over-printings come among the list of new things.

Crepes in many lines are staple, and in novelties they still retain a high place. Crepes come in many weaves, and are selling in plain colors, and with white and colored grounds decorated with printed, embroidered, and striped patterns. Crepes have been ordered very freely and the season in these materials promises to be a good one.

Cotton gabardines, both on the voile order and in the heavier weights, promise to be good. These materials exactly reproduce the popular gabardines that are selling so well in woolen materials. Cotton coverts are also on the market and are favorably thought of, as they can be used to take the place of linens, which are in short supply and very high priced. For the same reason poplins and reps are also expected to sell freely.

The shortage in cheap woolen materials made from shoddy and waste, which are almost out of the market because of the stoppage in the importation of German rags, promises to swing a lot of business into the cotton fabrics department. These goods sell around 25c and 35c, and users of this class of goods are expected to take cotton suitings and heavy printed flannelettes and eiderdown fabrics in their place in the coming Fall.

Organdies rank high in the novelty class, and there are some beautiful effects showing in printed organdies. Dainty patterns in exquisite colorings are showing. The majority of the patterns come in delicate soft tones, though there are some patterns showing stronger color effects.

In white goods, organdies rank as the first novelty, but voiles and crepes are the big sellers. Organdies come both plain and embroidered, and a few buyers have taken this fabric in a slightly stiff as well as in the usual finish. The embroidered organdies come in small patterns widely spaced, and are selling for trimming as well as dress purposes. Swiss muslins and lawns are also coming into vogue and a further development is expected to come when the season for Summer selling arrives.

The big selling will come, however, in voiles and crepes, but before the season is over voile is expected to outrank crepe. Voiles retail at all prices, and it is noticeable that the cheaper grades show a wonderful improvement in finish over those shown last year. A new voile is on the market that is finished so that it will not crush, and this alone gives it a big selling advantage. Novelty voiles come in many effects, such as in corded stripes and lace stripes, and stripes that appear like hemstitching. Silk striped voiles are also favored. Besides voiles come novelties in lace cloths, and in rice and seed effects.

Crepes are for another good season, and come in much the same class of patterns as are used to decorate voiles.

Silks

Yes, Startling Stripes

that's what New York is calling them—the pronounced, even glaring, stripe effects in black and white, and other striking combinations of the season's best colors, included in which are Belgium blues and Battleship greys, etc.

Easter and Easter requirements are hard upon our heels, but we're ready for it with as fine a vogue of silks as we have ever shown—the really different kind.

If a representative has not called on you yet, it will be worth your while to drop a line asking for an early call or for samples.

Don't miss "The Silks Company" range

The Silks Company, Ltd.
55 BAY ST. TORONTO, ONT.
Thomas Block Calgary, Alta.

FEATURING HOME DRESSMAKING IN THE WINDOW



This window display carries out the idea of dressmaking supplies to a greater extent than any other The Review has yet seen,—it is more realistic. What could suggest sewing better than a sewing machine, set up in the centre of the window? It was a bright bit of planning. Perhaps the idea that approaches it in suggestiveness is the use of scissors, stuck up in the top of the bolts; and next to this the tape lines. Fourthly could come, probably, the papers of pins. Surely the atmosphere of the sewing room is secured with these four elements. Other aids are patterns, fashion pesters, buttons, hooks and eyes, fasteners, spools, and other notions. The materials are piques and other wash fabrics. This kind of window should be of great assistance to the store in working out a Dressmaking Week sale this Spring. This window was another of the ideas of E. P. Burns.

FIRMER WEAVE SILKS.

(Continued from page 46.)

taking better with the popular than the better trade, and all shades of dull blues and medium shades of green are growing in favor. There is some call for reseda. The new soldat blue is used by nearly all the leading model houses in their Spring line, both in silk and wool fabrics. The bright-toned Panama colors are regarded more as trimming and novelty colors. Silk crepes are selling in such colors as champagne, old gold, taupe, mauve, nile, peach, Belgian blue, rose and reseda. Printed crepes are good at the present time, the patterns being presented in small floral designs.

Stripes are very strong in fancy silks and the new "startling stripe" in black and white promises to lead in favor. Even stripes in black and white in various sizes are very much in evidence. Black and white checks and checkerboard and block plaids in diamond and other effects are among the novelties. Some of these patterns have an overprinting of floral patterns in natural colors.

New York is taking foulards for Spring in staple effects and in floral patterns showing tiny prim bunches of flowers in dull soft tones. There is a growing demand for Habutai in black and white, but only in the better grades. Tussahs and pongees are growing in favor. These silks come in the popular sand shades, and appeal to the economical woman, as they wash and wear so well. Tub silks are expected to sell for Summer waists and dresses in various lines and stripe patterns in black and white and in staple colors.

WOOLENS RISING.

(Continued from page 46.)

and mannish mixtures, as well as cheviots, are also suggested for Fall. Goods of this class in expensive worsteds are selling well in the larger centres for the present season. In these materials the sand shades are being passed over, and mode shades and leaden greys are taking the first place. Many of these cloths come in men's wear designs in stripes, checks and mixtures. Brown is coming to the front here, chiefly in a cinnamon shade.

Serge weaves are selling with gabardines at their head. Serges are staple and are in evidence in all weights and finishes, from fine French serges to stone and pebble effects. Such materials as poplins, melrose, wool taffetas and satins are also showing.

A NEW EDMONTON STORE.

Beautiful new quarters have been opened up by Messrs. Hill & Deverell, at 10628 Jasper Ave., Edmonton. In the new store generous space will be given among other departments, to a Baby Shop. A rest room for mothers will be another feature.

The real profit on *"Everlast"* Coat Foundations comes with the resulting increase in your suiting sales

75% profit on a sale of "Everlast" is not to be overlooked, but this is only the beginning, for the use of the easily handled "**Everlast**" **forms** makes it possible for any woman to tailor her own suits and assures her a perfect, permanent fit every time.

Get business that you would not get during this year of economies by introducing and selling "**Everlast**" **Coat Foundations** at your dress goods and pattern centres and incidentally increase your suiting sales. Send to-day for full **particulars and our handsome two-color display card. It will attract attention and help close sales.**

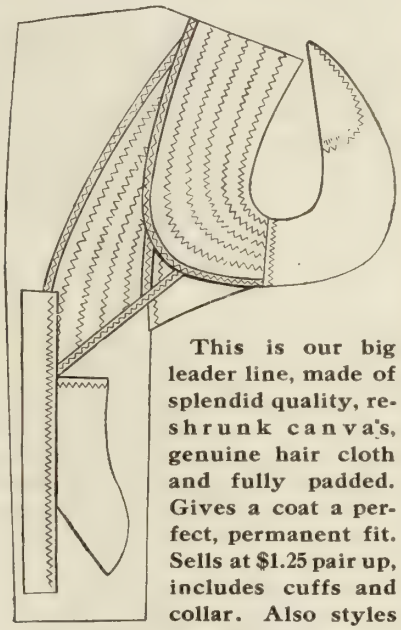
Toronto Pad Co., Limited

333 Adelaide Street W. **Toronto**

Eastern Representative:
A. J. COULL, 243 Bleury St., Montreal, Que.

Western Representative:
J. W. LEATHORN, 603 Mercantile Bldg., Vancouver

MADE-IN-CANADA



No. 500

This is our big leader line, made of splendid quality, reshrunk canvas, genuine hair cloth and fully padded. Gives a coat a perfect, permanent fit. Sells at $1.25 pair up, includes cuffs and collar. Also styles to sell at 50c. up.

Spring Fashions —like our Soldiers

are under strict military rule. The more evidences of the military madame has on her garments the more correct they are. Our Spring range of

BUTTONS

consists of the newest styles, including the "dum-dum bullet," the "bomb," the "ball" — all strictly military. Crochet, cloth-covered, glass and celluloid buttons are also well represented in our Spring line.

Stock up now for the Spring dress-making campaign.

A. Weyerstall &Co.

Button Manufacturers

Head Office **Branches**
TORONTO **Montreal** **Winnipeg**
145 Wellington St. W.

KING'S
Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and salable shading made.

FAMOUS
Sold by leading jobbers

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
Every piece perfect

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON

GLASGOW, SCOTLAND

Canadian Representatives:
CAMPBELL, SMIBERT & CO.,
Montreal and Toronto

Out of One Hundred Men who Essay to Run Retail Stores, Ninety-five Fail

Fewer men succeed at keeping store than at any other occupation. It seems easy to make a living by selling goods at a profit. To the outsider a retail store looks like an El Dorado of Easy Gains. But only five per cent. of the men who attempt to grasp these easy gains achieve a permanent success.

Why?

This is a question that affects not only retailing, but every branch of business. The manufacturer, the wholesaler, the banker, are all directly concerned. Conditions which affect the merchant reflect their influence on all branches of industry and commerce. If a man starts a retail store and fails, the manufacturers and wholesalers who supplied him with goods share in the loss. The banker may also figure in the liability. On the other hand when a merchant, by force of good merchandising and sound business methods, works up a profitable and permanent business, the manufacturer, the wholesaler and the banker all share in his prosperity.

AND SO THE REASONS FOR THE LARGE PERCENTAGE OF FAILURES IN THE RETAILING WORLD ARE OF DEEPEST INTEREST TO MEN IN ALL BRANCHES OF BUSINESS.

Under the title "Service and Super-Service," William Byron tells in the February issue of MacLean's Magazine why the few succeed and the many fail. Briefly, it simmers down to this: The man who goes into business to sell goods cannot win his way to the top—and stay there. In order to succeed it is necessary to sell service—even super-service—to the public; the best possible service compatible with a reasonable profit. Too much service is as bad as too little, for after all a man cannot stay in business unless he is making a profit.

You will be interested in seeing the development of this theme, in reading the article through. It contains a wealth of valuable information.



Buy
Maclean's
Magazine

MACLEAN PUB. CO.

20c. a copy. $2.00 a year

Velvet for Fall

Some Houses Buying Along This Line — Black, With Limited Range of Colors

ONE of the largest import houses in Montreal state that they will bank on velvet for next Fall, simply because they do not see anything else to take its place. Felts were no good this year, and it is not expected they will be. Velour hats are also expected to be worn. These are now being made in France and England to take the place of those which formerly came from Austria. English manufacturers have never made them before, and considering this, they are putting out some nice goods.

Velvet hats being bought for Fall will be mostly black, with a limited range of colors. Scarcity of dyes is having a marked effect on fashions, and is being felt this Spring, the color card being very limited. There are only seven or eight, consisting of sand or putty, army blue, brown, battleship gray, navy and black. The last, however, will be the predominate shade.

Another shade being shown this Spring is King George red—an old scarlet tunic red—which may not be worn much by itself, but looks nice when blended with sand or white, or with almost any color. The sand color being shown is the color of the Belgian dunes, illustrating what an effect the war is having on fashions. It will be remembered that following the Balkan war there was a riot of colors worn, having Bulgaria and Servia as their origin.

Another direction in which the war is affecting millinery is seen in the cocades, which are now arriving from France. These are being shown in military effects, the colors of the allies being used. These look very pretty in straw hats.

CHECKS AND STRIPES.

There is a decided feeling for checks and stripes. Black and white is strong here and check novelties run from the popular shepherd's checks to numerous novelty check designs. Stripes are more popular when the black predominates.

Coverts are showing in all the various shades of sand and putty, and should be popular with the popular-priced section of the trade. In the better trade grays are selling and are particularly strong in all cord fabrics, such as gabardines and other twill weaves. Whipcords are showing in herringbone effects and are very good in gray. Blue is the popular color, with navy in the lead. The new color is Belgian blue, which is really Copenhagen. Greens are growing in favor, and Russian green is spoken of as a coming color.



When you buy Cotton Prints

Make certain that you get the biggest value possible for your money—to make this doubly certain insist on Dominion Textile Company's

No. "C" Print

31" — 32"

This Canadian-Made line at 10 cents a yard is absolutely guaranteed to stand washing or sunlight in a manner unequalled by the best quality of imported cloths.

The proportion of duty added to imported prints is put into the quality of our No. "C" Prints, as is evidenced in the clear designs, fine texture, fast colors and superior finish.

This line is made in hundreds of designs and color combinations—complete sample book upon request.

Your wholesaler has a full line of No. "C" Print.

Dominion Textile Company, Limited

110 St. James Street
Montreal, Canada

DOMINION GUARANTEED TEXTILE CO. COTTON FABRICS LIMITED

FOOTWEAR DEPT.

Cloth Tops Galore: Lace or Button?

Still a Toss-Up in New York as to Whether Lace Will Drive Button Out—Low Shoes Slow in Being Shown—Blind Eyelet Weaker in Men's.

5 Per Cent. Advance

When the travellers for the manufacturers start on the road with their Fall lines in a few days, it is believed that prices will be advanced about 5 per cent. on the average all round. Shoes in reality have not been advanced to the retailer since the war began, as trade scarcely permitted even of so legitimate an advance as this, but leather's high price and the extra tariff would seem to compel some action towards meeting the higher cost of production.

NEW YORK, Feb. 26.—You have heard probably about the agitation which there is in some quarters here against the use of so much patent leather in shoes. One of the shoe journals is going hard after shoemen about this recommending that they point out by means of a card in every pair of patent shoes that patent is not a good-wearing leather. For all that—whether patent is a good thing from an economic point of view or no—there is a lot of it being sold, and all the new stuff for Spring and Summer features it.

The Inevitable Cloth Top.

Cloth tops have certainly come to stay. There seems to be no let-up to them. Of course, as I wrote in my last letter, the shortage in leather makes this predilection in favor of cloth-topped boots a thing very much to be desired, and is not at all displeasing to shoe men, nor apparently to the general public. From all over the States I hear that there is a big demand for cloth tops. These are for men as well as women.

By-the-by, some of the colors are decidedly interesting, particularly those used in women's shoes. Tans and greys are leaders, of course. I understand that there is going to be a boom in blue this year in women's dresses, and tans make a mighty nice shade as a match. There



COMPETING FOR THE LEAD.

Two types of women's shoes, lace and button, both cloth tops and each a beautiful model.

are some samples with blue cloth tops called "Rocky Mountain" blue. The names given to some of these cloth tops are amusing: Palm Beach Sand, Piping Rock Gray, Delaware Peach, Pussy Willow Gray, Tuxedo Brown, and so on.

A special feature of some of the Fall samples which have these vari-colored cloth toppings is that the tongues of the shoes—in the case of laced shoes—are made of the same material as the tops of the shoes. This is really an improvement upon the old tongue. This was made of leather, but very often not as good leather as the rest of the shoe was made of.

Button or Lace?

In connection with the question of cloth tops we come to the question of button or lace fastenings. This is a point which applies equally to women's and men's shoes. Lace shoes are certainly coming back again. Everybody is featuring them for Spring and Summer wear. The demand for lace Oxfords, particularly in the East, is exceedingly strong. Buttons are not so strong. Now whether this state of affairs will be duplicated your side of the line or not I don't know, though I understand that several stores in Toronto and Montreal have bought heavily on the lace shoes.

It is, I think, due to the military tendency. They are strong for women in tan as well as black. One tan shoe I saw—it was a woman's—was a military lace style, made with tan leather vamp and foxing and a top of tan cloth or tan glazed kid. The trimmings were very military.

Silk Cord and Laces to Match.

Now that we are on the subject of women's shoes I might mention that it is urged here that the lace shoe is neater with the cloth top and the long, almost elongated models—as to toe and top alike—that are so popular now, than is the button. Laces are often of the same color as the cloth top, done in some silk cord. This contrasts well with the leather facing against which the blind or colored eyelet stands out.

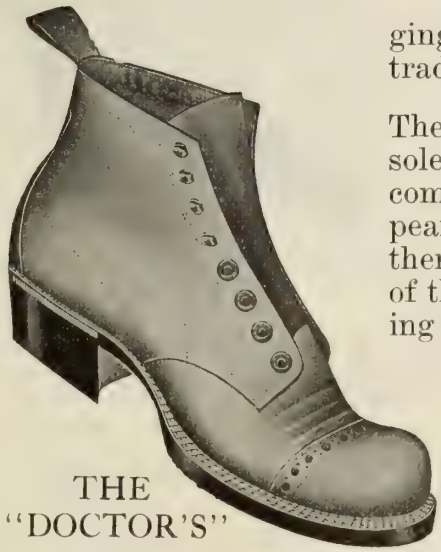
I saw a very natty model here the other day. It had a very high heel and a very receding toe. The top was of gray ooze. There was a black patent leather facing—the shoe itself was of

(Continued on page 57.)

Do you want a *real* sales-producer in your shoe dept.?

If so, why not try the "Doctor," whose sales-getting qualities will do wonders towards building up your shoe business in 1915?

Quick-selling goods are what you require this year more than ever before, and "Doctor's" shoes being adapted to city or country wear, because of their neat appearance, and comfortable waterproof qualities, will be a big means of gingering up your summer trade.



THE "DOCTOR'S"

The Antiseptic waterproof soles of "Doctor's" shoes, combined with their smart appearance, have popularized them among the more educated of the public—those appreciating foot ease in a neat-looking, serviceable shoe.

Ask your jobber to send you full particulars and a few samples.

Tebbutt Shoe and Leather Co., Ltd., Three Rivers, Que.

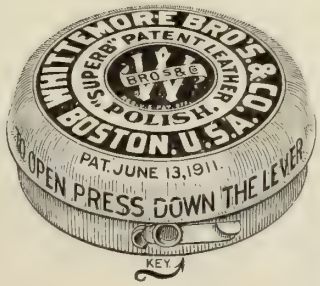
Finest Quality

Whittemore's Shoe Polishes

Largest Variety











Oldest and Largest Manufacturers of Shoe Polishes in the World

"GILT EDGE" Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retails 25c.

"QUICK WHITE" (Liquid) makes dirty Canvas shoes clean and white. A sponge in every package, so always ready to use. Retails for 10c. and 25c.

"SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Cover remover attached to each box. (See cut.) Retails 10c.

"DANDY" COMBINATION. For cleaning and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retails 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color).

"ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retails 25c. **"BABY ELITE" COMBINATION** (10c size). **"ELITE" PASTE** in 5 sizes.

"ROYAL GLOSS" self-shining dressing, for ladies' and children's black shoes. (See cut.) Retails for 10c.

Send for circulars giving full particulars of our other Polishes to WHITTEMORE BROS. CORP., Boston, Mass., U.S.A. For sale by the Wholesale Dry Goods Houses in all Canada.

Department Buyer Starts in for Himself

Principles That Rule in J. H. Porter Stores—Bargain Sales All the Time—Then Novelty Lines as Next Division of Stock—Have Customer Pay for Damaging Stock.

GRADUATING from the position of buyer and manager of a large department store after 14 years' experience in shoe sections of dry goods stores, Mr. J. H. Porter has opened on Yonge street, Toronto, at the corner of Shuter street, in the new Ryrie Building, a shoe store which, it is claimed, has the most window display of any shoe store in Canada—25 feet in front and 95 feet along the side, a total of 120 feet. And every foot of this space is a silent invitation to buy goods in that store.

This is really the third of Mr. Porter's ventures, as he had established within the last couple of months two other stores at strategic points in the city, in Parkdale and the Northwest section.

"What will be your selling policy?" The Review enquired.

"It will be along the same lines as in the store I left: the great bulk of the sales there are due to big lots put on sale at reasonable prices. So here I aim to sell $4 shoes for $2.95. $5 shoes for $3.95 and $6 shoes for $4.95. With cash you can always buy lots of 500 or 1,000 shoes at less than they cost the manufacturer; perhaps they are goods ordered at first but later refused, or goods he himself is afraid to let go as the credit might be none too good. These I will advertise extensively at the reduced prices."

There are two lines Mr. Porter, however, will not touch, no matter at how great a bargain they are offered him: seconds and obselete styles.

"There was a firm in Toronto offered shoes at $1—originally $5 shoes all right, but out of fashion now. That I never will do."

Apart from these bargain lots, Mr. Porter's policy will be to carry novelty lines. "We will play them up for all they are worth as soon as they come in and then drop them quick. Make the most out of them when they are the rage."

Tell a Woman She Wears 5's.

Mr. Porter has a decided opinion on the question of humoring a woman by letting her think she is getting 4's instead of 5's.

"I know it's done a great deal—when a woman comes in and says she takes 4's, and you either measure her foot or look at her old shoe and it's size 5. You're afraid to offend her by telling her so! That's all nonsense. My clerks would simply remark that the shoe she was wearing was a 5, and go and get her one. As a matter of fact, many women do not know really what size they do take, and do not resent being told, nowadays, anyway."



Colonial pump, high front, panel quarter of white kid, heel boxing of patent kid. Tongue cut out and patent stitched in panels.

A broad policy of accepting returns is being carried out.

"Our aim is to satisfy our customers. If a shoe shows signs of slight wear or is scratched somewhat on the sole—that is a little more than our ordinary trying-on would cause—we send it to the factory and charge the customer what it costs to clean it."

Lace or Button?

"What about lace and button shoes for women?"

Mr. Porter has not yet been won over to the lace side by any means. He recognizes that lace boots are coming in again, but does not believe they will oust button by any means. He has no belief at all in leather tops, but thinks cloth tops will be in fair demand. But not for the average trade—only novelty lines—the former will, he thinks, stand by button boots as for several years past.

"Lace boots are likely to be stronger for Fall than for Spring. I do not look for them to make much headway this season. At the same time they promise to go on later than high boots usually do, and will delay many pumps being sold until Summer has actually arrived."

Selling Dressing to Every Customer and Better Class Shoes

THIS is a statement from one of the best of Mr. Porter's experienced, down-town clerks:

"Yes"—as we stood beside the showcase of findings facing the front door—"there's a big sale for these, but we have to do more than display them here, though that helps. We have to draw people's attention to them. I think I could sell every customer some dressing, and I think I do to nearly everyone to whom I sell a pair of shoes. Not by saying, 'Do you want any shoe polish?' for nine chances to one he would say, No, but I say, 'You'll need some polish for those shoes; you can't find a shoe-shine place open on Sunday'; or if he gets a tan pair I would remark, 'Now here's some polish that will suit that shade exactly.'



Made of sand-colored buckskin, diamond-shaped tip, vamp and lace stay piped with patent—a popular form of lace shoe.

"Some people say it wastes a lot of time selling polish for all there's in it: why, you can sell the polish and shoes at the same time; just mention it when you are having the shoes done up, or the man is leaving you. You sell it in a minute."

He has firm convictions also, this salesman, on the advisability of selling a customer a higher-priced shoes than he intended, perhaps, to buy at first. In the Porter stores there are tables in the centre between the double sets of benches for trying on the shoes.

"If they get to these bargain ($2.95)

tables they are apt to waste a lot of time there, so whenever I can I steer them away and get them seated. Then they are at your mercy, or more under your control, anyway. You will show them the $2.95, of course, but also the higher-priced goods, and often I can get them to take the $4.95 line when they see the two together.''

It looks and sounds simple, but it isn't so easy as it looks.

CLOTH TOPS GALORE.

(Continued from page 54.)

patent—and against this the silk cord of grey, running through grey, slightly raised eyelets, showed up attractively. It was possible rather a stagey model, but as to footwear this year, Mademoiselle and Madame New York are going ''the limit.''

Many models are made to fasten at the side, and present a front appearance absolutely plain and unbroken, again in cloth. I should not wonder if these became popular, particularly with the greys and tans in tops. With the black, the front lace is likely to be the thing, I think.

So far as those models which will button are concerned, the cloth top affords all sorts of opportunities for freakish and novel buttons. Buttons are made to match or else to contrast with the color of the cloth top. I saw some blue buttons for instance, on a shoe which had a Palm Beach Sand top.

* * *

MEN'S EYELETS GOING BACK.

The chief thing about men's shoes that is new is that they are going back, so far as eyelets are concerned, to a couple of years ago. The blind eyelet is not featured so much as the raised style. I find this in samples which have come from all over the country. This is possibly due to the cloth tops which I have been talking about. The blind eyelet does not furnish so good a finish as the fashioned one.

Shapes in men's shoes show little change. Patent is having a better run than we supposed a couple of weeks ago, and all the manufacturers are figuring that this will go well for Spring and Summer too. This last item is somewhat significant. Patent isn't the best thing for the hot weather.

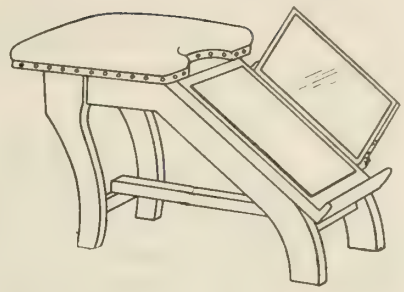
What of Low Shoes?

That leads me to say that so far as I can learn there are no samples yet of low shoes—other than whites—for Summer wear. This, by the by, applies to women's shoes, as well as men's. Why it is I don't know. But all the samples shown are high shoes. Pumps and low Colonials have as yet not been showing. In the hot months, however, surely the public will want shoes—low shoes, I mean. Possibly by the next time I write, I shall have something to say along this line, having seen the new models of low shoes in the meantime.

Dealers report excellent orders for their white stuff for Summer wear, alike in men's and women's shoes. The rubber sole is the big thing. Calf and canvas are well represented.

FASTENING AT THE BACK!

The funniest thing apropos the lace boot is the one that laces at the back. This is surely going ''the limit,'' as I said. This is a patent shoe made to lace right at the back of the shoe. Of course, it is only a freak, and I am not surprised to hear that orders for it are few and far between, for no retailer is so un-Christian as to wish a woman to contortionize and fasten it herself, and the average retailer does not sell a lady's maid to fasten each pair of women's shoes he sells.



The above figure illustrates an improved fitting stool having fitted at one side an oblong mirror inclined so that customers can see a full side view of the shoe tried on. The mirror folds flat when not in use. The inventor is Mr. C. Fells Stacey, of 31 Crescent Grove, Clapham, London, England. Courtesy of "Modern Shoemaking."

Cost of Doing Business

FIGURES that should prove valuable to the footwear department as a means of comparison have been compiled by the National Dry Goods Association. They are based on stores similar in size, 38 in 24 States, ranging in population from 7,500 to 300,000 or over. The average cost of doing business figures out at 23.8 per cent. of the sales. Figures covering 72 stores in 29 States show the average cost of doing business as 25.17 per cent. of the sales. Extracts from the report show:

Average gross profit	30.45%
Average net cost	6.45%
Average cost of doing business	23.80%

Average Gross Profit (by Population and Locality.)

75,000-100,000 population	33.23%
15,000-25,000 population	31.29%
100,000 and over population	31.07%
50,000-75,000 population	30.20%
25,000-50,000 population	30.00%
Farming districts	31.80%
Man'f'g. farming localities	30.00%
Resorts	29.95%
Manufacturing centres	29.88%

Average Costs of Doing Business (by Population and Locality.)

300,000 and over population (lowest)	21.25%
75,000-100,000 pop. (highest)	27.03%
Shipping centres	24.88%
Farming districts	24.52%
Resorts	24.00%
Manufacturing centres	23.22%

Average Net Profits (by Population and Locality)

Average Net Profits (by Population 100,000 and over pop. (lowest)	5.91%
Farming districts	7.28%
Manufacturing centres	6.66%
Man'f'g, farming localities	6.25%
Resorts	5.95%
Shipping centres	5.50%

Reasonable Returns

Big Boston Store Decides to go on Strike at Last Against Abuses of Privileges.

THE R. M. White Co., a department store of Boston, has issued the following statement:

It has always been our aim and one of the cardinal rules of our business to be more than liberal as well as absolutely fair in all dealings with our customers.

But a great abuse has gradually crept into the Retail Business, until now it has reached alarming proportions. This is the abuse of the privilege of returning purchases even when no fault can be found with the goods.

Hence we find it necessary to establish

A New Rule.

Hereafter, goods once purchased will not be accepted for credit or exchange unless the demand for return is A REASONABLE ONE. In such cases the request to take back the goods must be made to us within ONE WEEK from date of purchase.

We know that our friends cannot appreciate how fast the abuse mentioned has grown, or what it means to them as well as to us.

EQUIPMENT & DISPLAY

Interior Drapes

Full Form Drapes Being Used in Dress Goods Departments in Addition to Loose Ledge Drapes — Waists Also With Accessories.

EXTRA work is being set upon the display men this Spring in some of the Canadian stores in connection with the dress goods department. In a few The Review has visited there was close resemblance to a ready-to-wear department. That is, an effort is being made to show goods along the line of full-form drapes to an extent that was never attempted before. The loose drapes of last Spring are there on the ledges, but every here and there is the full-form figure draped with uncut dress fabrics looking like a ready-to-wear model.

It would almost appear as if the dress goods man were invading the field of ready-to-wear; but all he is doing is following the lines of public sentiment in favor of home dressmaking. Or to express it more exactly, the popularity of the home dressmaking movement has become so strong that it has impressed the dress goods managers more and more with the desirability of showing these complete products in their departments.

The window trimmers, of course, were in the vanguard. For years they have shown full-form drapes of uncut materials—shown the latest fashions to the public; drawn them in to buy the dress goods that they saw made up—by the window trimmers' skill. But seldom has the dress goods buyer thought it worth while to feature these in the department in the midst of the dress fabrics and silks. But it is all the best kind of an inducement towards buying.

One Canadian firm had shown these in a small way before: this Spring they have branched out very extensively. Instead of an occasional figure on a ledge, they have set up three large platforms, each about five by fifteen feet or more in length, running along the centre of the department. On each are a dozen or so full-form models, draped with uncut dress goods.

Another store, which hitherto had not used this device at all in their department, made use of the newly-discovered skill of a salesman in the department, without lessening the amount of window display, that was available from their regular trimmers. He is doing it well, so well that there has been a plot formed to draw him off to do draping in the windows.

All this is apart from the loose drapes that have been a feature of the ledges for several years past. But again here, there is an advance: nearly every counter as well is being utilized. There is a feeling that something extra must be done to stimulate buying, and DISPLAY is one of the devices that are being depended on.

One store has taken to using certain waist materials for draping waists, finishing them off with collars, buttons, etc. These are used on the ends of each counter on bust forms, and are, therefore, not high enough to detract from a clear view along the department.

Throughout it all runs the idea of Service to the public.

KEEP UP FASHION SHOW.

Some display men are fearful that their proprietors will decide against the fashion show this year on the ground of economy. This would appear to be a backward movement. There are many ways in which previous years' expenses in treatment may be cut down if it is felt to be imperative but that the Show should take place this year above all others would seem to be the best judgment on the matter. There is a widespread opinion among women that as a result of the war there will be little new in women's garments; that Paris has turned out little or nothing; that the best that is coming is a conglomeration of made-over styles that the Parisian of olden times would scorn.

But, as a matter of fact, the stock on hand is surprisingly attractive and the dainty new shades have filled in the style gap in a manner that has delighted the anxious buyers of a few months ago. This year with any kind of skilful handling the Fashion Show should be the last argument if any were required to convince women that last year's styles are quite out of date and, if so, that a new coat, suit, and dress, waist, and skirt are some of those absolute necessities that no war can render a matter of an alternative.

New Spring Ideas

Carrying Suggestion Still Further With Hats on Full-Form Drapes, Piece Goods, etc.—Mondone Backgrounds.

THE tendency this year, more than ever, is away from the trim featuring just one class of merchandise, and many of the larger stores in their opening windows are featuring mixed displays. Take for instance the millinery opening windows. No longer are there, usually, a number of hats shown on large stands, but the hats are being shown on wax figures wearing suits and gowns. This means that the hat is seen as it will appear when worn, and that the customer is shown the type of gown that looks best with that particular model.

Windows are not permitted to be crowded, but a millinery window, according to the new idea in display effects, contains even drapes of silks and dress material as well as the accessories, such as bags, gloves, shoes, hosiery, etc., that have been used so long.

This new idea in window displays means that the store is carrying out the idea of service just a little farther, and besides merely showing the hat, is showing it in connection with the gown and, therefore, is carrying the educational idea one step in advance. Moreover, the hats are posed on the head of the model just as they ought to be worn, and this fact alone should greatly help the saleswoman in the millinery department.

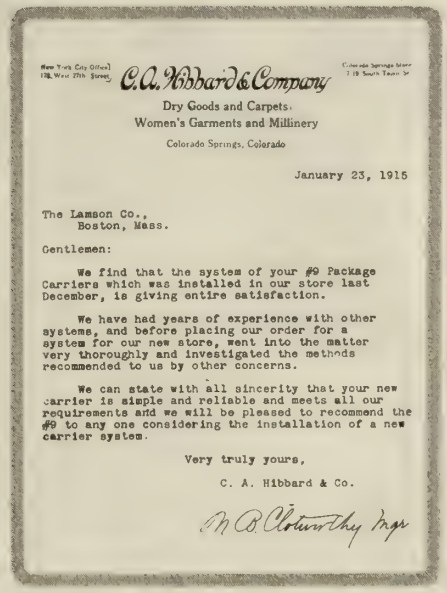
Besides a change in the method of making the display of goods, there is a new note struck in backgrounds. The new idea is the use of painted panels or drop scenes in monotone, particularly in very striking effects in black and white. A black and white background fits in wonderfully well with a display of nearly all the colors, but to gain the best advantage the articles shown must be in monotone also.

Black and white appears to great advantage when combined with the rose shades so prominent this Spring. One window had the black and white painted drop showing pine trees sharply outlined against the dead white of the foreground, and with the trees in the middle

(Continued on page 68.)

LAMSON

What Lamson Service is Doing



C. A. Hibbard & Company

Dry Goods and Carpets
Women's Garments and Millinery

Colorado Springs, Colorado

January 23, 1915

The Lamson Co.,
Boston, Mass.

Gentlemen:

We find that the system of your #9 Package Carriers which was installed in our store last December, is giving entire satisfaction.

We have had years of experience with other systems, and before placing our order for a system for our new store, went into the matter very thoroughly and investigated the methods recommended to us by other concerns.

We can state with all sincerity that your new carrier is simple and reliable and meets all our requirements and we will be pleased to recommend the #9 to any one considering the installation of a new carrier system.

Very truly yours,

C. A. Hibbard & Co.

M B Clotworthy Mgr

Lamson Carriers are made to meet the requirements of the store employing thousands of people or of the small retail establishment. No matter what your line of business, some form of Lamson Service can be installed that will pay for itself in the *time, help* and *money it will save.*



Showing a few of the 32 Lamson No. 9 Parcel and other Carriers used in this store.

for the C. A. Hibbard & Co., it will do for every store that wants a *simple, reliable, rapid* and *economical* system for handling Cash, Saleslips and Parcels.



Lamson Equipment—for Clerk Wrap and Department Wrap Stores—includes *Wire Line Cash* and *Parcel Carriers,—Electric Cable* and *Pneumatic Tube Systems*—for centralizing control over money, saleslips and goods;—*Belt Conveyors* for carrying packages from sales counters to Delivery Bins;—*Light Elevators* for merchandise between floors. Lamson systems assure *positive protection* and *most reliable* and *speedy service* on all sales—whether Cash, Charge, C.O.D., Take, Send, Transfer, etc.

The Lamson Company, Boston, Mass.

Toronto Office: 126 Wellington St., W.

SERVICE

PATRIOTIC WINDOW IN CHILLIWACK, B.C., HELPED THE WHOLE STORE

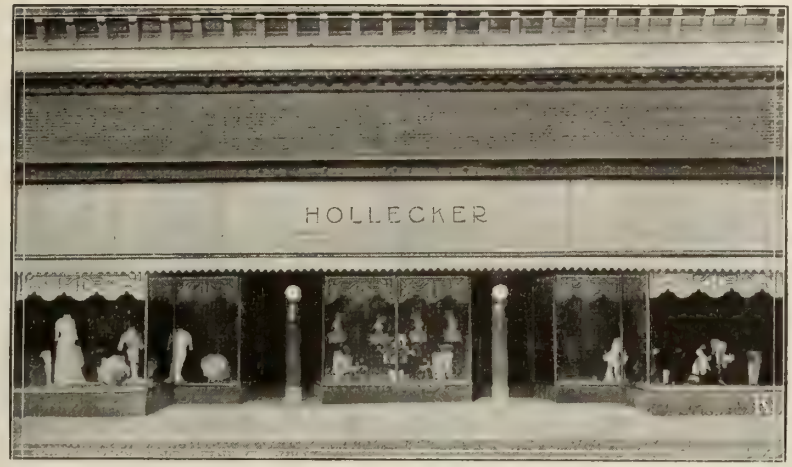


THIS is a view of a patriotic window in the store of Ashwell, Limited, British Columbia, quite out of the ordinary in its composition. This window the proprietors state: "Was a great success, and we felt its influence all through our big store in all departments."

The store on this occasion met a local situation that had taken a strong hold on the people —the preparation by the ladies of the Chilliwack Patriotic Relief Society of goods for the members of the First Canadian Contingent who had gone from Chilliwack: sweater coats, socks, sleeping helmets and hospital supplies for the nurses going to the front. Through arrangements with the store the ladies of the Society held a patriotic tea on the premises.

The section of the window shown does not do justice to the display, owing to the indistinctiveness of the photograph. The display occupied about 10 feet of space. In some respects it cannot be called artistic; the subject is a most difficult one for a "classy" window, but this hardly detracts from its effectiveness. The main point is the carrying out of the idea and this is skilfully done and must have carried a strong appeal. Perhaps the most effective touch was a case with goods piled on top and addressed "The Chilliwack Company, Salisbury Plains, England." A very concrete illustration surely, and one that catches and fixes attention. The bunting and flags were also well arranged, and the photographs and engravings. Possibly the two large "reading notices" in the centre were too close for the best effect. But in their make-up struck a stirring note. "To those who wish to help—the boys of the Chilliwack Contingent are giving themselves for our Empire. Many ladies of Chilliwack are giving time and money. You may not have time to give for sewing, but you may be able to give materials." Then followed a list that resulted in sales in several departments. The other placard was a notice of the goods in the window itself and contained a summary of those that had been sent already

The selling strength of this window lies in the striking character of the pictorial representation of a local situation into which public sentiment entered to a considerable degree. This display caught the imagination and focused it on the store as the institution behind the display and one that reflected the life of the community in a fitting manner. Even without the call to supply goods for which the store carried the raw materials, the display would have resulted in valuable publicity: as it was, it carried a two-fold influence.



The Modern Store Front Era

If You Need a Store Front---You Need the Best

—not necessarily the most elaborate or most expensive but the one Store Front that ***will do*** the work intended—the one that will ***boost*** your business.

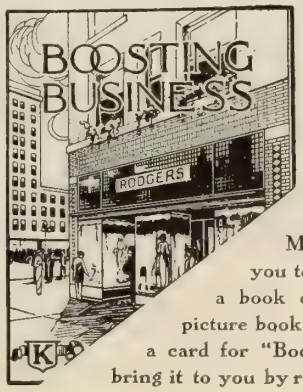
For years and years retailers have used show windows —some earnestly, others by custom. Good Store Fronts—good show windows—have always been a necessity to successful Stores, but today, even more so than yesterday, you need the very best Store Front you can have. Not because of its "stylishness" as much as its efficiency as a business builder.

Kawneer STORE FRONTS

Just think what you could do if you could back up your advertising — your sales force—your stock and yourself with a modern KAWNEER STORE FRONT. Think what those inviting displays would mean to you in dollars and cents. The A. Grube Company of Logansport, Indiana, paid for their new KAWNEER STORE FRONT in five months. Appeldoorn's Shoe Store, Kalamazoo, Michigan, paid for their new KAWNEER FRONT in eight months —and within two doors of that Store, Max Livingston put in a KAWNEER STORE FRONT and in a letter said, "We are very much pleased with our new Front just installed for us and are only sorry that we did not have it done years ago."

40,000 KAWNEER FRONTS are daily increasing the sales of retailers—why not let their experience guide you when you put in your new Front?

Ever inspect a KAWNEER FRONT? Just stop and look one over. See the clean-cut, the ***business*** appearance —the all-glass effect—the permanent look that only solid copper, brass, bronze or aluminum can possess—the ventilation and drainage system and the completeness. Don't mistake an old-fashioned Front with metal corner bars for a KAWNEER FRONT. KAWNEER is made complete from sidewalk to I-Beam to give you ***complete*** success. Then when you're all through looking at the Front from the mechanical standpoint, step inside and say to the proprietor, "Does it pay —have your sales increased?" He will be glad to tell you —he is proud of his KAWNEER FRONT. Recommendations from KAWNEER users have helped us to wonderfully increase the sale of KAWNEER STORE FRONTS from year to year.



Complete information together with actual photographs and drawings of many of the most successful big and little Store Fronts in the country are contained in "Boosting Business No. 21"—it's a Merchants' book printed for you to read and profit by. It's not a book on window trimming or a picture book for your errand boy. Just a card for "Boosting Business No. 21" will bring it to you by return mail without obligation.

Kawneer
Manufacturing Company
Limited
Francis J. Plym, President
Dept. Q
GUELPH, ONT.

550

Trimming the Window With Laces

Simplicity and Airiness, Linked With Artistic Arrangement and Proper Settings, Called for in Good Lace Showings—Filled Window vs. Window Display — Creating the Desire to Buy.

WRITTEN FOR THE REVIEW BY G. A. SMITH.

THE first impression created by the display in the show window, is the one that counts. If it catches the eye, it has a chance to do more—to sell the goods. If it fails to catch the eye, it loses the opportunity to make a buyer of the passerby. This is the thing merchants fail so often to recognize, and in fact is the thing that has given rise to the question, "Shall it be a window junked, or a window display?"

Some merchants seem to think that a window must be filled with merchandise in order to bring results. They seem to have the impression that every pattern, style and price must be shown. Others have the idea that if a window is stacked full of goods it leads the public to believe that they have a tremendous stock.

The show window like the advertisement accomplishes four successive things with the passer-by. It must make him **look, like, learn,** and **buy.**

A window commonly known as stocky may attract, if the passer-by has need of the merchandise. Or it may attract at sale time when price is the inducement. But such a window under ordinary circumstances is not desirable, because it misses its function. It fails to be attractive to the passer-by who is not already interested in the goods, it fails to awaken the desire to own the goods in the window.

Window Creates Desire to Buy.

The reason for this is simple. People are not interested in merchandise, as such. They do not **want** to buy—no one does. That desire must be awakened, fostered, nurtured, developed until the desire to own the goods leads the looker-on from the front of the show window to the inside of the store. The selling then becomes easy.

This is exactly the purpose of the "display"—the difference, in fact, between the window display and the window that is merely filled.

Decorations and general arrangement are the means by which this end is accomplished.

The decorations are not used for the purpose of making the window gaudy, but rather to lend "atmosphere" to the merchandise shown.

Showing How Lace Can be Used.

To illustrate:—A window full of laces thrown over T stands in a hap-hazard sort of way would not be inviting to the ordinary woman under ordinary circumstances. But put a vine-covered trellis in the background, an urn of flowers in the centre, and there is, immediately, a display that attacts because it pictures the environment in which laces are most often seen. There's an "atmosphere of summer" in that little touch of nature that unconsciously suggests laces.

Taking a step further; suppose that you utilize the full form, showing material draped thereon, with the necessary lace trimming, etc. In this way you show just how the lace can be used and the window is made just that much more forceful.

Value of Flowers.

Flowers as decorations are too often regarded as an expense. So are good features. The reason is, perhaps, that their part in the success of a display cannot be measured definitely. If it could there would be no question as to the wisdom of using them at all times.

One needs only to look to the big cities for substantiation of these things. Some of the foremost stores in the world go to great expense in making window displays. Is it for show merely? Not at all! It is for the purpose of helping create a desire to own the goods. It is for the purpose of lending the right environment to the merchandise.

A beautiful bower of vines overhanging rustic benches furnishes a background for pretty summer frocks or for children's wash suits. Why? Because it gives at once the idea of how desirable such garments are for outdoor wear. The setting furnishes the environment. Without it the window would contain merely merchandise.

Another window featuring new styles in parasols along with dresses of fine silks, has a very admirable Japanese setting. There is an unmistakable link between the setting and merchandise. It attracts—it is out of the ordinary.

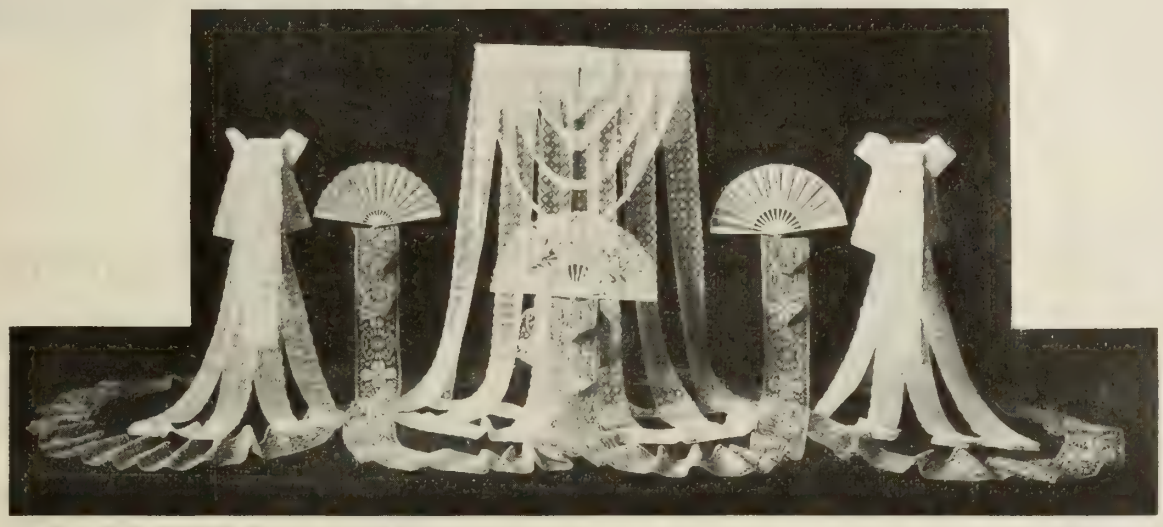
Difference in Setting and Display.

And that is a vital thing. Having a window very much different from the one up the street furnishes the customer with a very good reason for coming to see the window. And since the merchandise up the street may be very similar to that in your window, the difference must be worked out in the setting and the manner of display.

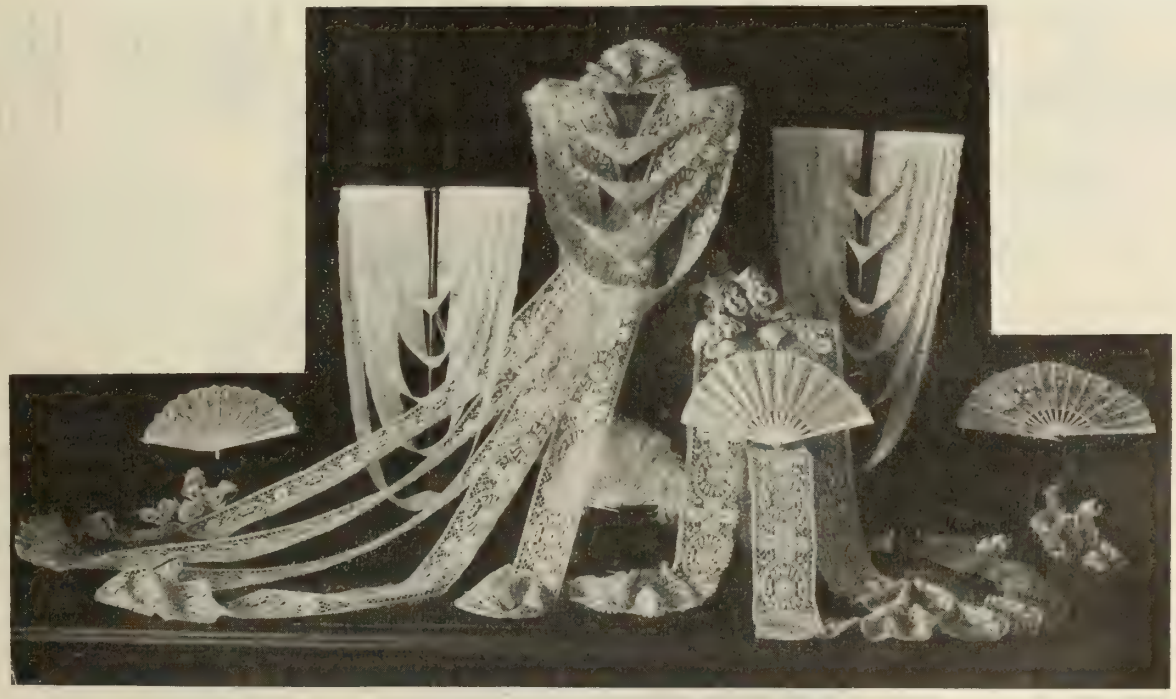
The thought behind window displays can be crystalized thus: A window cannot sell goods, it can arouse the desire to buy. And this is the function of display.

The accompanying illustrations portray two very simple and striking treatments for arranging laces over T stands of various heights. Through the use of dark materials such as silks, linings, etc., as a backing the patterns can be brought out more pronounced. Always bear this in mind when installing lace windows.

BEAUTIFUL LACE TRIMS FOR SPRING



The centre unit in this trim is on a T stand, while the end ones are on cone stands. Ordinary haberdasher stands are used under the fans.



The centre unit in this display is a wooden stand the height of which is 39 inches, with T stands on either end. Haberdasher stands are used for the fans.



FROM dusk to midnight—from the time your last clerk passes out of the doors till the town is asleep, your window says that you have goods to sell.

Whether it tells the story well or poorly, pleasingly or unattractively, distinctively or indifferently—it is up to you.

Your merchandise may be the equal of any—even superior.

But unless it is displayed right, unless your window is attractive and inviting—your store will not get its share of business!

Frink and J-M Linolite Systems of Lighting

Illuminate your windows in a way that shows your merchandise to the very best advantage—thereby attracting trade, increasing sales, and adding to your profits.

These systems eliminate glare. The light illuminates the goods—not the street.

Even if these systems were expensive you couldn't afford to be without them—but you will be surprised to learn **how little it will cost** to remodel your present lighting system. Either J-M Linolite or Standard base lamps used.

Write to our nearest branch for catalog 410.

THE CANADIAN H. W. JOHNS-MANVILLE COMPANY, LIMITED

Sole Selling Agents for Frink Products

Manufacturers of Show-Case, Show-Window and General Illuminating Systems; Asbestos Table Covers and Mats; Pipe Coverings; Dry Batteries; Fire Extinguishers; Etc.

TORONTO MONTREAL WINNIPEG VANCOUVER (2439)

JOHNS-MANVILLE SERVICE COVERS THE CONTINENT

The Power of Displays

can be very accurately measured by the amount of attention they attract—the size of the audience — the number of prospective buyers. Are your displays getting the maximum amount of attention or is your competitor attracting most of the trade to his store?

Here is just where our services can be of benefit to you. Our business is to turn out the most attractive, life-like wax models that can be made. Your gowns displayed on charming Richardson forms, so true to life, so dignified, will make a display so full of interest to women that they simply cannot resist looking at your merchandise. Truly, goods well displayed are half sold.

Our special proposition is being taken up by a great many—it's a money saver. Write to-day asking about it and requesting our latest booklet.



47E. Price $30.00
With Short Hands, $27 00

A. S. RICHARDSON & COMPANY

Old and Tested

Showrooms - 99 Ontario Street,
Factory - - 101 Ontario Street, TORONTO

Don't Burn It—
Bale Your Waste Paper



Patent applied for

in a Climax Steel Baler and turn it into money. A saving of only 5c a day pays an annual dividend of over 50%, on this machine, besides it reduces your fire risks and keeps your premises clean.

"Made in Canada"—No duty to pay.

Write for prices on Hand, Belt or Electric Power Balers.

The Climax Good Roads Machinery Company, Limited

HAMILTON ONTARIO

—that easy sitting-pose is now realized in the New

Dale Wax Figure



How often you have tried to obtain this pose by using the regulation adjustable form; the effect to say the least was not human.

This figure has the graceful, well-rounded form of the human body — requires no padding, no adjusting—the pose is easy and graceful. Every line is perfectly natural.

The wax head and bust is of the usual high Dale standard—life-like and beautiful—a real winner for your window and showroom displays.

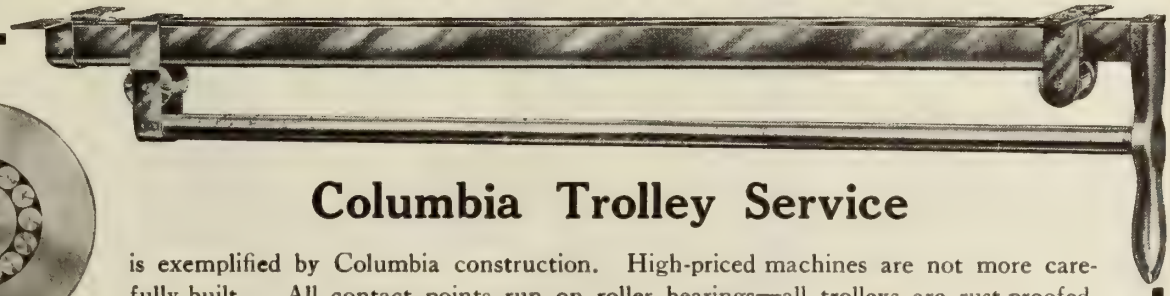
Money spent in Dale wax figures is money well invested—it brings quick returns and big profits.

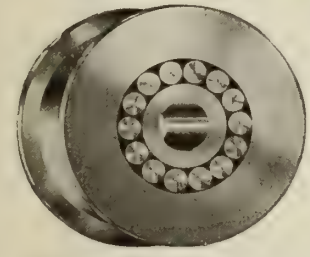
Send for our fully illustrated catalog of Dale Wax Figures, Forms and Fixtures.



Dale Wax Figure Co., Limited, 106 Front Street East, TORONTO

Manufacturers of High-Class Forms and Figures.





Showing construction of our

Roller Bearings

Columbia Trolley Service

is exemplified by Columbia construction. High-priced machines are not more carefully built. All contact points run on roller bearings—all trolleys are rust-proofed. Your pleasure is guaranteed by attention to details.

Cabinet construction drawings sent free with your order if requested.

HARDWARE SUPPLY CO., 337 Commerce St., Grand Rapids, Mich.

FACTS

A Gipe-Hazard Cash and Package System will centralize your business.

Guarantees that every cent taken in will find its way to your cash drawer. Gives a double check on the making of change.

Assures you that every transaction is correct in count, measure and price.

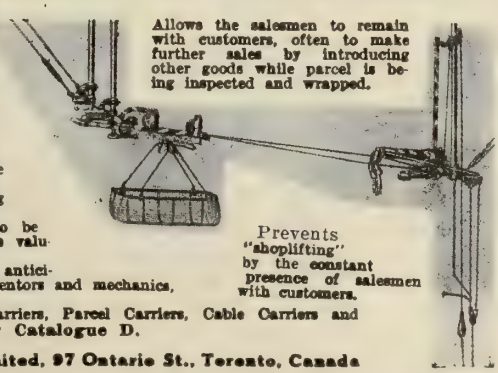
Increases the value of salesmen's services, because of their ability to give their full time to the selling of goods.

Assures order and better system by eliminating needless crowding through the store.

Permits the wrapping counter and cash office to be taken from the main floor and elevated into less valuable space.

Many years of experience enable us, not alone to anticipate your requirements, but with our skilled inventors and mechanics, to produce a machine unequalled for its purpose.

Level, Grade and Perpendicular Wire Cash Carriers, Parcel Carriers, Cable Carriers and Pneumatic Tubes. **Write for our new Catalogue D.**



Allows the salesmen to remain with customers, often to make further sales by introducing other goods while parcel is being inspected and wrapped.

Prevents "shoplifting" by the constant presence of salesmen with customers.

GIPE-HAZARD STORE SERVICE CO., Limited, 97 Ontario St., Toronto, Canada

Advertising

"Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service."—*Elbert Hubbard.*



EASTER TRIM IN STORE OF FIELD & BRO., COBOURG.

FULL FORM DRAPE OF UNCUT MATERIAL FOR SPRING OPENING

by

C. J. Nowak



THIS ILLUSTRATION SHOWS A DRAPE OF THE NEW PUSSY-WILLOW SILK OVER A POSED WAX FIGURE. THIS MATERIAL WAS 42 INCHES WIDE, WHICH LENDS ITSELF ADMIRABLY TO THIS STYLE. THE SKIRT IS DRAPED BY PLACING ONE SELVAGE AT THE WAIST AND THE OTHER AT THE DESIRED HEIGHT FROM THE FLOOR. TWO DEEP BOX PLEATS ARE FORMED OVER THE HIP WHICH GIVES THE WIDE FLARE AT THE BASE. WITH OUR SECOND LENGTH OF SILK EACH ARM IS COVERED WITH AN END. THE VEST IS MADE FROM A SHORT PIECE OF CORDED SILK. NEXT FORM AN END BACK OF EACH SLEEVE AT SHOULDER, BRING OVER EACH SHOULDER, FORMING A WIDE LAPEL UNDER PART OF MATERIAL BEING BROUGHT AROUND THE SIDES, WHICH FINISHES THE WAIST. FROM ONE END OF YOUR MATERIAL CUT OFF ABOUT THREE INCHES, WHICH IS DOUBLED AND ARRANGED OVER THE HIPS AND FRONT OF FORM BELOW THE WAIST LINE. THIS CAN BE UTILIZED FOR SAMPLES LATER. THE COLLAR CAN BE FASHIONED FRO MA PIECE OF PAPER AND CAN BE ATTACHED TO THE FORM IN THAT MANNER, OR YOUR CORDED SILK CAN BE GLUED TO YOUR PAPER AND THEN CUT, OR IF A COLLAR OF THIS NATURE IS IN STOCK IT CAN BE USED FOR FINISHING THE DRAPE.

THE BACKGROUND SETTING IS A SIMPLE MUSLIN PAINTING IN BLACK AND GREY, THE FRAME BEING MADE OF ⅞-INCH LUMBER, FIVE INCHES WIDE AT SIDE AND TOP AND EIGHT INCHES WIDE AT BASE. SUITABLE FOLIAGE IS USED FOR DECORATING.

NEW SPRING IDEAS.

(Continued from page 58.)

and far distance in shadow effect, fading into the white of the background. Against this background were grouped two figures in rose-colored gowns and with hats of rose straw trimmed with vari-colored flowers. Other hats were grouped around on high-glass stands, and were all in the dull shades of rose so prominent this Spring. Bags and other accessories in black and white were grouped around, and besides, several drapes of striking black and white striped silk were introduced, and several parasols in odd shapes and in various combinations of black and white stripe and plain black were shown.

Some of the hats were set on wax figures draped with uncut material so as to show a suit or gown. One of these suits was of black and white check trimmed with touches of the new pistache green which is not quite emerald in solving, as it is not so vivid and a little bluer.

It should be noted also that the floor of the window was covered with cardboard, marked off into squares like a tiled pavement in black and white, and that a high square stand of lattice work with a jardiniere on the top framed the painted background. This jardiniere was filled with pink roses and foliage, and pink ramblers were twining up the lattice.

A window showing the popular military and Belgian blues had the painted background in shades of blue and the floor of the window done in tiled effect in blue and white. This was a smaller window, and the display consisted of a group of figures in blue gowns, each wearing an appropriate hat, a drape of material and fancy silk and accessories.

Similar windows were shown in grey, violet and Russian green.

Brampton held a Dollar Day on Saturday, Feb. 27.

Mr. Charles King, a well-known leather manufacturer of Whitby and Toronto, died on Feb. 22, aged 77.

CARD WRITING MADE EASY.

(Continued from page 19.)

The collection of cards shown this month indicates the use of the first three that are quite good enough for any store. These cards are not in the least of a fancy nature, but are plain and neat and suitable for any kind of display.



This card is an excellent one for a millinery display. Different wordings can be substituted, using the same layout. The underlining adds strength to the small lettering. The size of this card is 7 x 14 inches, but it can be made larger or smaller in the same proportion as the display may demand.

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NEW YORK



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If you are interested in improving your store equipment get our prices on Show Cases and all kinds of Store Fixtures.

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H. L. WOOD & CO.

COR. NOBLE AND STRICKLAND STS.

TORONTO

¶ Try a condensed advertisement in the DRY GOODS REVIEW. It will carry your message into the dry goods and departmental stores from coast to coast for only two cents per word for each insertion.

READY-TO-WEAR

The Easter Suit

Very Few Dressy Models Shown—The Straight Pony Coat the Latest Revival—Extremely Wide Skirts Weakening.

SUITS always take the first place in Easter selling. There are very few dressy suits shown for the coming season, the majority being designed upon military and plain tailored lines. By military is meant not the high-colored befrogged type, but the dress that is worn by "Tommy Atkins" and his officers in the trenches. The suit coats are cut like the officers' coats, semi-fitting to an inch or so above the waist and with a flaring basque below. This flare is both modified and extreme. The front is buttoned up the front in a straight line, and there are pleats and button-trimmed patch pockets. Modifications show the back cut in one piece and pleated in from the shoulders and belted from the sides. More fanciful models are still very plainly tailored. Some new models show a straight line hip-length coat, somewhat on the pony model, reaching to about the hip-line. Some of these coats have very large imitation pockets at the side. Popular-priced models show a preponderance of the suits made with the coat cut to just below the waist-line in front, and with the long back.

The kimono cut has practically disappeared, and all the new coats show the sleeve set in at the regular armhole. The useful suit has the coat sleeve set in at the regular armhole and finished off with a flare cuff or one trimmed with buttons and buttonholes in mannish effect. Collars are mostly high at the back, with a wing front. Military suits have high stock collars, but the majority of them are convertible and can be opened in a more or elongated V.

Suit skirts show a tendency towards modification in the width of the skirts, as the full circular effects are not taking with customers. The skirts that promise to win out are from 1¾ to 2¼ yards around the hem. More gored skirts are showing now than at the beginning of the season. Two or three-piece circular models are well liked, and yoke effects with the circular cut below are highly thought of. Pleated models are interesting buyers, and the models are taking best that have the pleats set in at the sides.

Blue is decidedly the leading color. Navy leads, but the darker shades of novelty blues are a big feature. Shepherds' checks and novelty checks in black and white are among the big sellers, and in the better grades of suits

(Continued on page 76.)

A SMART EASTER SUIT.



Coats on the pony lines, only with features that bring them up to date are being shown in New York. The suit shown here of military blue gabardine illustrates this feature. A new touch is the pocket at the side decorated with large crochet buttons. The military collar is a double one of gabardine and printed novelty silk.

Change in Corsets

New Models Show a Defined Waist Line and are Higher in the Bust—Work of Introduction.

THE ideal for some time past has been the corsetless figure, and the models have been made of softer and more flexible materials and there has been literally nothing above the waist line. This kind of corset answers very well for the woman of slender figure, and for the few women who take care to keep their figure in trim by means of careful dieting and the proper exercises. This does not apply to the million, to the general public that furnishes the customers for the dry goods store. The average woman requires a corset that will be comfortable to wear and will give her a good line, a corset that will not permit the figure to spread along ungainly lines. Corsets must be flexible, but to do their work they must be boned enough to hold in and to train the figure. Also for all but the very slender woman there must be enough corset above the waist line to support the diaphragm and the flesh below the shoulder blades. Manufacturers strive first to put on the market corsets that do not compress the figure unduly over certain organs, and that also give support where support is needed, and what is equally important they plan their models so as to mould each individual figure into the nearest accord possible with the ideals nature has in forming a well proportioned figure. Women should never, both from the viewpoint of health and good figure, be induced to accept a model that is not suited to the needs of her individual figure, and it is here that the great importance of fitting comes in. The properly fitted corset represents the essence of service and it is the giving of this kind of service that builds up both the retail stores and the manufacturers' business.

While these two ideas are fundamental, styles in corsets fluctuate according to the changes in fashion, for the cut of the corset follows the prevailing style tendencies. We look to Paris for these style changes and like the gowns and the materials they are made of we

(Continued on page 76.)



Kenyon

Weatherproofs

A stylish, as well as serviceable Weatherproof, is a necessity in the modern wardrobe.

Only the highest grade of Para rubber is used in Kenyon Weatherproofs.

It is milled from its crude state to the finished garment in our model factories; hence the reason for the Kenyon Kenreign guarantee.

C. Kenyon Company

Fifth Avenue Building, Twenty-third Street and Fifth Avenue
NEW YORK
CHICAGO: Congress and Franklin Streets

Interesting Styles in Summer Dresses

Gathered Effects Are New and Pleasing—New Tunic Models Are Really Double Skirts—Three-quarter and Elbow Bell Sleeves, and Flat Collars are Among the New Features —Manufacturers Months Later Than Usual

THE dress season is unusually late this season, and many firms have cut out entirely the early placing trips. Cotton dresses for Summer wear are still in the designers' hands, and full lines will not be out until well on in March. This means that dresses that heretofore have been delivered in December and January are yet to be bought by the retailer. This tendency towards close buying has been coming for years, but it remained for the conditions produced by the war to force a regular development. It is safe to say that once buyers have operated in this manner there will be no return to the policy of early buying.

Buying close means that the department will make a quicker turnover, and should increase its selling power and profits. Possibly merchandise will cost more, and the cost of laying down will be higher, but this will be more than offset by the extra profits made on the quicker turnover. By buying close, the department will have the assured styles while they are still new, and when it has disposed of the first shipment, something new and fresh will be procurable to take the place of those sold. This means that the department will operate on a novelty basis. It puts it up to the buyer; but, rightly worked out, it will spell more profit and added prestige, and should form a cure for many of the present troubles this department is experiencing.

Simple cotton and silk dresses for afternoon wear show various ways of using gathers. Charming little models in voile or crepe rice cloth and kindred fabrics show the three-piece plain circular skirt gathered in at the waist. When the material has enough body, the skirt is perfectly plain, though pockets are placed on each side. These pockets are often used to regulate the fullness, as the skirt is caught under the pocket and the flare thrown by this means to the sides. The waist is simple as the skirt, the neck finish being a shawl collar finished with hemstitching and with a bib or jabot effect below. The sleeves are set in with a bell cuff below; also trimmed with hemstitching, and are three-quarter length. The belt is of silk or suede in soft shades of green, wisteria, mauve, pink or one of the new blues.



SIMPLICITY MARKS SPRING MODELS.

The girlish dress is of pale pink voile with simple bloused waist with military collar and long bishop sleeve. The skirt is gathered on to the waist under a girdle of black satin, and a satin stock with a flat bow to match finishes the neck.

Smart little dresses come in flowered voiles, printed lace cloths and novelty crepes. The vest is fashioned in sleeveless Eton or bolero effect, with sleeves and vest of white voile or crepe. There is a turned down collar of organdie, with a velvet tie, and the elbow sleeves have a cuff of the figured material. The skirt is formed of a yoke piece shirred into the band, and the continuation is a full straight skirt with deep hem and two or more folds or tucks above it, which is gathered full and attached under a band hem to the yoke. Around the waist goes a girdle or sash of velvet ribbon, finishing in front with a flat bow with a short loop upwards and two ends below.

Some models show the long bishop sleeve finishing with a deep cuff, and the high collar turns over above a band of ribbon matching the sash and finishing in front with a prim flat bow of the ribbon.

In others there is the yoke effect formed by rows of shirring, which reach from the waist to the hip line. Some models show a ruffled effect formed by attaching the lower frill to the one above it tier above tier.

Smart taffeta dresses show a yoke and panel front and back, and the sides are formed of a deep flounce attached to the yoke under a band with a narrower flounce flaring out below.

The waist is semi-fitted, and has bands over the shoulders, giving a jumper effect, while the sleeves and the rest of the waist is of chiffon.

Striking a New Note.

These dresses strike a new note, as they are trimmed around the bands, around the V-opening, around the sleeves, and also at the front and outlining the front panel with bows and streamers of velvet ribbon. In addition, embroidery medallions decorate the band at the bottom of the yoke and on the front of the bodice. What are called tunics at the present time are really skirts, as the tunic reaches to within an inch or so of the edge of the lower skirt; indeed, in some cases the underskirt and the overskirt are the same length, though some are shorter either at the sides or at the front or the back. The overskirt is quite wide, measuring from 3 yards to 5 yards, while the underskirt is about 2 yards wide. Dresses with this type of skirt are found to be very saleable.

Plainly Tailored Linen Dresses.

Linen dresses and dresses made of heavy cotton fabrics are very plainly tailored. Many models show the deep yoke, with the two-piece or three-piece flare effect below, and the waist shows a simple bolero, often with voile sleeves and voile forming the vest effect in front. The waist line has settled into normal, with a slight tendency towards the raised position. Paris is showing the long waist-line, and doubtless models in this style will appear later.

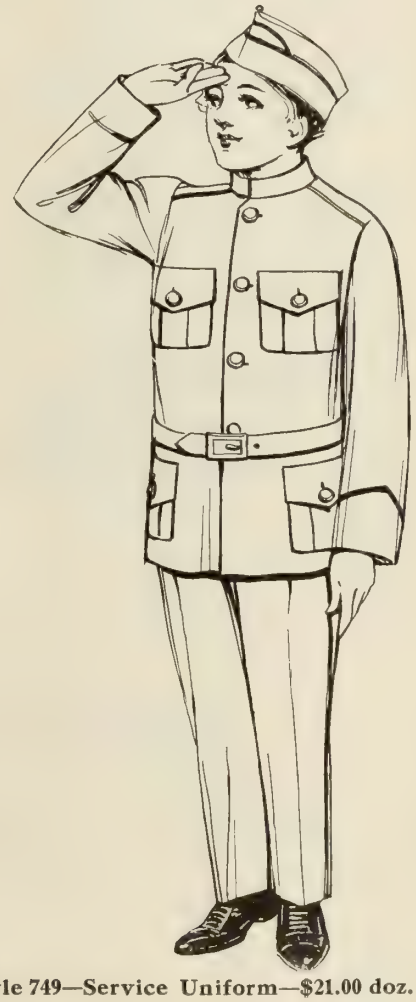
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MANUFACTURED BY

FLETT, LOWNDES & CO., LTD.

142-144 Front Street West, TORONTO

Late Spring and Summer Waists

Wash Waists Gradually Replacing Those of Silk, Crepe de Chine, Lace and Net—Waists of Silk Finished Mull Shown in New York—Orders for Better Lines in White Lingerie.

ORDERS for Easter delivery are going forward very freely, and include a large proportion of both Habutai and Pongee silk waists. Crepe de chine continues to be the leading waist material, and there are a fair number of waists ordered for Easter in lace and net, and in chiffon and taffeta. Advance orders indicate that Habutai silks will be a big feature all Summer. Buyers, the orders show, have profited by past experience, and remembering the trouble they had with waists made up in the low grades of Habutai, are only ordering the good grades. It was the models made in cheap grades that killed the vogue of the Habutai waist when in vogue a few years ago, and it is good to find that buyers are not running any risk of repeating the past experience.

It has taken considerable work to educate customers into buying dependable goods, and now that careful spending is the rule, there is a temptation to stock the cheaper lines. Where much of the purchase price goes for style, buyers are right and wise in going slow, but where the cut means that cheap materials are used in place of dependable ones, the true economy consists in buying articles that will give service.

Besides white Jap silks are selling in black, and also in flesh and pale blue. In crepes, white, black, flesh, maize, sky, and pale gray are the leading colors.

The novelty in New York is the introduction of silk finished cottons in materials that closely resemble silk mull. This fabric, it is said, does not lose its finish when it is laundered. It is seen in plain colors, and also in stripes and fancy stripes, and also large dotted fabrics are new in the waist field.

Up to the present white lingerie waists have been selling chiefly in the cheaper lines. Buyers are now becoming interested in waists of a better grade, and orders are being placed for Summer waists. As a rule, in normal seasons waists of this class would have been ordered and made up last Fall, and would have been in the stores in the middle of January. Buyers are refusing to do business in the old way, and are placing orders now for April and later delivery. They gain the benefit of more assured styles and of having a selection of models showing the latest fashion ideas.

The newest sleeve is cut in bell shape. The long sleeves that are put into the majority of models this year has the bell-shaped cuff, and the elbow and three-quarter sleeves have also this bell cut and cuff finish. The really smart waist this season has the long sleeve, but many models that are intended for wear during the heated season have the shorter sleeves. Really the fashion tendency is all in favor of the long sleeve, but it is comfort and convenience that dictate the shorter models.

The opinion is gaining ground that for Summer wear the popular neck finish will be low, and that the collarless neck will be a feature later. Some new models are cut with collars that are high at the back only. The adjustable collar, which can be worn buttoned close up to the throat or unbuttoned and open, is in high favor.



A DAINTY LINGERIE WAIST.

The newest thing about this waist is the tucked and embroidered frilled jabot effect that trims the front. The waist is of the new silk finished mull in pale pink, and the jabot and narrow vest of soft-finished organdie. The high pleated collar is of organdie, and the stock of black velvet; cuffs of organdie and black velvet; buttons, pearl.

Middies have become a staple, all-the-year-round seller, and the Summer months will see them sold in quantity. The only change of any note seems to be the increasing use of lacings. Many models are laced in front, and a few have the sides left open a few inches and laced with a colored lace. As a rule the models treated in this manner have the bottom of blouse finished with a cuff.

Last season middies made of Jap silk were introduced, and this season will see the middy made of Pongee or Shangtung on the market. The majority of middies are all white, or white with collar and cuffs of duck or drill, in navy, Copenhagen, scarlet and tan. Middies come also in solid colors and in striped galateas.

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E. J. WILE & CO.

160 5th Ave.
NEW YORK

New Ideas in Children's Styles

Children's Dresses Developed in Check and Plaid Ginghams Are Growing in Favor—One Piece Dresses More Popular Than Two Piece Models — Many Smart Little Sailor Middy Styles.

TIMES may not be of the best, but the interest grows steadily in the department devoted to children's and misses' dresses. These departments are specially interested in wash lines at the present time, and are making extensive displays of popular-priced and medium-priced dresses in such materials as cottons, linens and linenes, ducks, drills, galateas and other cotton suiting materials, as well as ginghams, chambreys, and prints. The majority of these dresses are cut on simple lines. Particularly for the younger girls the one-piece models are in the lead, though many of these little dresses are so designed as to give the appearance of a two-piece frock. This is generally done by using some tunic or peplum form in connection with a low belt. Thus, one model made of flowered crepe has a long waist drawn into a wide belt of the same fabric which conceals the joining on to the waist of a flounce skirt topped by a pleated tunic. This little dress has a new sleeve which makes one think of the short puffed 1830 sleeves.

Another new model has the sleeves and the upper part of the waist made of check gingham while the rest of the dress is of white pique piped with the color forming the check. The waist part is piped and comes up in bib fashion on to the checked upper part. This dress is cut on loose, straight lines and the belt just goes round and does not draw it in. The skirt is of pique and there is a panel arrangement that forms a peplum below the waist. Many dresses show panels, some of which continue over the belt and are fastened down with buttons.

Play models in striped ginghams and prints have the belt of plain navy, Copenhagen or scarlet, with a tab of trimming decorating the front of the neck. This dress buttons up the top of the sleeves and the shoulders instead of either the front or the back.

Two-piece dresses are also very desirable. A dainty little model has a blouse of printed dimity buttoning up just a little to one side of the front. The sleeves and collar, as well as the little full skirt, are of plain repp in colors matching the flowered pattern of the blouse. Scalloping finishes both the round collar and the turn-back cuffs.

Little Dutch dresses are very quaint, with the waist of white cotton material and the full skirts of some color, with suspenders of the same crossing the shoulders over the white blouse. Modifications of both middy and the sailor dress are shown in great variety, and as they are always becoming, sell and sell freely.

The demand up to date for white washing dresses made of Swiss embroidery flouncings and of voile or lawn has been exceptionally good. Many of these dresses are handsomely trimmed with lace and embroidery and they are usually finished with a ribbon sash.

CHARMING NEW CHILDREN'S MODELS.



1—Two-piece dress in peasant style. Skirt of striped gingham and coatee of linen matching color of stripe; sleeves of plain voile, and collar of embroidered organdie. 2—One-piece dress, blue chambrey, with panel front decorated by fancy smocking; collar of embroidered pique. 3—Jumper dress of linen with embroidery around V opening; guimpe of white repp, with cuffs and collar finished with scalloping. Courtesy of Franklin, Simon & Co., New York.

"PLEASE DO NOT HANDLE."

On some of the tables containing the more delicate lines of infants' wear a neat card is set up with the inscription: "Please Do Not Handle." This is found necessary, as it is well known in a large number of departments a great deal of handling by the public musses and spoils the goods, which would be fatal for this department.

A special line of cards is often used with appropriate drawings or cut out forms. One of these naturally is the stork.

Keeping the Stock Clean.

The question of keeping the stock clean is carefully attended to. A close watch is kept on goods that are moving slowly, and these are featured in the regular weekly Friday bargain list, and reductions on these are announced in the newspaper advertising. Very frequently they are set out on a table by themselves, and in this way sales are made, and the stock kept down to the proper amount. The rule in this department with regard to looking over stock and the display work is that the first thing in the morning the tables and ledges are dressed by the girls themselves, and then they go through their stock and make a list of anything that is short in any of sizes. The manager and assistant go to stock room, pick out and deliver. So no trucks are used after 10 a.m.

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Repeat this over and over and don't forget that these uniforms and house dresses are the most popular on the market. They're the kind that make your customers come back "for more of the same." They'll win **new** customers and hold the **old** ones.

La Mode **House Dresses and Uniforms**

HAYS & GREEN

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¶ Have you something to buy or sell, or are you needing some experienced help? If so, an ad. in the condensed advertisement column of the DRY GOODS REVIEW will carry your message where it will be read in nine-tenths of the dry goods and departmental stores throughout Canada. You can reach all these prospects for only two cents per word for each insertion.

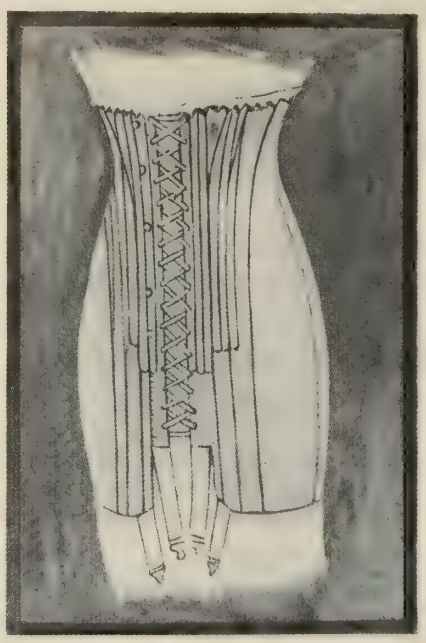
CHANGE IN CORSETS.

(Continued from page 68.)

get these changes from the leading couturiers. These new ideas in shaping do not come in the first place from the corset manufacturers, nor from the many small shops which make corsets to order; they are the creation of leading couturiers who create them according to the lines of the new modes in the gowns and costumes that they are going to show. The new corsets are first worn by the mannikins of the house that creates them, and these new models are used by the manufacturers as a base upon which to found their adaptations.

The magnitude of the task before the manufacturer can be readily realized when the multiplicity of the types of figures that have to be corseted is considered as well as the fact that it is the mission of the corset to give all of them what is the proper line, and to give it in such a manner that both the health and the comfort of the wearer is properly taken care of. Moreover, this has to be done, and the models produced so that they can be profitably sold at a popular price and it is really wonderful what the manufacturer is doing in the way of producing popular priced models that show the use of excellent materials combined with the latest ideas in design and perfection in finish and workmanship.

It is well known that the flesh gathers where the corset is loose or does not touch, and during the time women have been wearing the low bust corsets the



TYPICAL SPRING MODEL.

The new corsets are higher in the bust and show a graceful incurve marking the waist. Front lace models are increasing in favor.

diaphragm has developed. Therefore, the designers have had to allow for this in making the new models by allowing a carefully graduated fullness in the busts of the new models into which this extra flesh is allowed to sink. The new cut also has made a change in the front steels necessary. Instead of having the steels rigid at the top they must be flexible and able to bend outward. To obtain the necessary flexibility the steels are ground down gradually until they taper towards the top, and in this manner a comfortable front is produced.

The new high corsets do not at all confine the bust; all they do is to support it, and there will be no dispensing with the brassiere, and this garment will have to be worn to give the right contour and the proper compactness to the upper part of the figure.

THE EASTER SUIT.

(Continued from page 68.)

mannish worsteds in the new brownish and leaden greys are taking well.

Materials on the twill order are the best sellers, with gabardine in the lead in the better-priced suits. Whipcords and whipcord effects are selling, and there is a big demand for serge suits in the popular-priced lines. Coverts are doing fairly well, but some doubt is felt about the position of sand shades. Tans and greys are looked upon by the average buyer as the wiser buy.

Faille, taffeta and bengaline are the suiting silks for Spring, and there is some showing also of pongees and tussahs. Silk suits as a rule show Eton and bolero coats, and the sleeves are three-quarter length, and have the bell finish. These boleros come in pleated styles, and have deep V fronts, some of which are filled in with a laced together chemisette. The collars are flatter than those on the cloth suits, though they are still quite high at the back.

A BRIEF REVIEW OF THE PARIS OPENINGS

THERE was a large attendance of buyers at the Paris openings and the business done was highly satisfactory to the houses showing models.

DRECOLL is showing 1830 styles with many jackets in bolero and basque effects, with the normal waistline. Skirts are short and wide and laid in loose pleats and gathers at the waist-line.

LANVIN is showing "Second Empire" styles in dresses; the skirts are bell shaped and end ten inches from the ground.

ROBERT is showing wide skirts and corsages with the drawn-in waist of the Revolutionary period. The sleeves are long on dresses intended for day wear.

BEER is showing extremely wide skirts measuring fully 6 yards round, and shaped so that they ripple around the hem. These skirts are fully 10 in. from the ground. Jackets are short, and Eton and bolero effects are prominent in fancy suits. Hip-length jackets have the rippled peplum. Long fitted sleeves set into the small armhole predominate, but there are also ¾ and elbow-lengths shown. Pipings and bands of cire cloth are used to trim both dresses and suits.

CALLOT is still showing narrow skirts and many of them show a double polonaise tunic. The plain suits have hip-length jackets, but dressy models for afternoon wear have ¾-length coats cut on flaring lines. Suits have the waistline drawn in, but one-piece dresses have the long waist.

DOUCET is featuring military tailored suits of cheviot with jackets in 24-inch lengths and also in long redingote effects. The latter style is the favorite for silk materials. All sleeves are long and fitted. Skirts range from the narrow variety to those that are extremely wide, but tailored skirts are about two yards wide. Afternoon dresses are shown in straight-line, low-waisted effects made in taffeta, charmeuse and satin.

PAQUIN has the best collection in years, the models shown being adapted from the early Victorian period. Skirts measure from three to five yards around the hem and jackets are hip length and shorter, and have long sleeves. Nearly every model has the high collar.

CHERUIT also has a splendid collection on show. Jackets are hip-length, and many have ripple basque sections. Skirts are very short, and from three to five yards round.

LELONG is showing skirts following 1830 and Louis XVI periods. Jackets are short and wide, many having bolero fronts with long-tailed backs.

BERNARD'S collection is not so large as usual, but the models have unusual merit. Jackets are made with the raised waist-line, and basques are pleated and rippled. Some models are belted in front. Some models have military collars, but the majority fasten low with a single button. Skirts are circular cut, and combined with pleats.

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Infants' Long Skirts

Children's Dresses
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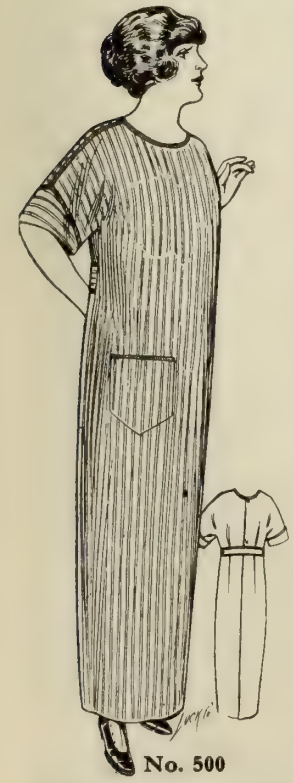
Girls' Dresses
6 years to 14 years

Misses' Dresses
14 years to 18 years

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Tyrolean Clothing Co.

Manufacturers of
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GUELPH CANADA

FUR DEPARTMENT

Mink, Fox and Seal

In Muffs and Stoles Mink Leads for Autumn and Winter—Combinations Popular.

FOR next season, that is, Autumn and Winter, the question of fur styles is intimately related to the question of fur supplies as affected by the war. As we pointed out in another article in this issue, with few exceptions domestic furs will be the only possible lines. The advance styles and booklets from New York now confirm this. There is very little British or Russian or other Continental stuff coming, owing to the war.

It is very significant that hardly any Persian lamb is shown in these advance style catalogues. The supply of this particular line of fur, coming, as it does, from Russia via Britain, is more or less curtailed, and little is coming and will come for the Autumn and Winter unless something radical happens along the lines of shortening the war. The same applies to seal, and in some respects, to ermine—although in the case of the latter, the advance styles do feature some ermine in muffs and stoles though comparatively little in coats.

Some Style Leaders.

For the use of the general public, mink is going to be a leader. This, of course, is a line which can be obtained in anything from $50 to $600 and, therefore, appeals to the pocket of everybody. For the younger set, and for the middle-aged, fox may be said to be the most outstanding line. Ermine, as we have said, will be a leader, although not in coats. Skunk, or to call it by that better-sounding name, Alaska sable, will be thoroughly popular, but it will not have the run that it has had in years preceding. Fitch, which comes from Germany, will have comparatively little representation in America this year.

Hudson seal, which has been very much worn for the last two or three years, promises to come again as a good second to mink. This applies not only to stoles and muffs, but to coats as well.

Popularity of Combination Styles.

The Review learns that the leaders this year are likely to be combination styles. New York, Chicago, Boston and the rest of the big cities over the border are going strong after these combination styles, and Canada will follow. It is not thought, however, that Canada will take as kindly to it as the United States.

With regard to these combinations—and we are referring now more particularly to muffs and stoles—Hudson seal and Alaska sable are likely to be the most popular. In several of the advance samples The Review saw there was lamb finished in fur and tails or tassel effect combining these two furs, which look very handsome. Nor are these two furs expensive. They are within the reach of the woman with a moderate purse.

Fox, as we have said, is to be prominent, and a very nice outfit was shown of white fox with black velvet bands or streamers. This is made up more particularly for younger people. A taste for something modish will be particularly attracted by this product.

Some ermine combinations with mink and possibly Alaska sable are very attractive. These are in the style of a scarf, and are finished with fancy streamers or tails.

A distinctly attractive product was made up of seal with mink. Along this line there may also be some seal combined with fitch, but on account of the scarcity of fitch—as explained before—it is not likely that this fur will be very much used. Mink, however, is a good substitute, and so far as the average woman goes, much more acceptable from point of price.

Another combination was a stole of ermine trimmed with black velvet or with colored velvet, made up in scarf effect with tails. The velvet might better be colored, almost, than black, and there was one in deep purple which had a rich effect. Mole, by the way, is not going to be much worn this year. It will have its own particular coterie of wearers, but will not be universally popular.

Style Notes.

With regard to the actual style of furs to be worn next Autumn and Winter, ties and scarfs rather smaller than heretofore will be popular. Small and neater styles rather than the larger ones are to have the preference. Heads will be very

(Continued on page 79.)

Stocks are Lower

Little Buying This Year Has Had Tendency to Decrease Stocks—Not Much Trapping — Canadian Furs to States.

STOCKS of furs are gradually lower. As we pointed out some time ago, there has been a remarkable decrease in imported lines this year. Canada had a lot of domestic furs on hand, and these may be reckoned as double the usual stocks in view of the fact that most exports were stopped. Fur merchants in this country were faced with the problem of finding a market in the Dominion for the furs that heretofore they had exported, in addition to the regular stocks sold in Canada. Thus less stocks were bought this year. And, in consequence of the glut in the market, prices declined materially, sometimes as much as thirty-five and even fifty per cent. This has been evidenced right along through the Winter in the retail stores, as well as in the sale returns of the merchants and wholesale fur men.

On the other hand, the catch has been considerably smaller this year. Several reasons are given for this. First of all, trappers were offered much less prices for what they trapped than other years. Many men who went up to trap skins last year did not go this year. It didn't pay them. They stayed in the cities, working in other ways. Then, secondly, the snow, which has been exceptionally deep this year, has proved another drawback. A trapper, setting his traps over night, is not too well pleased to see them snow-covered when morning comes. So that altogether there has been a marked decline in the number of new pelts this season.

Apropos of the question of prices, an interesting bit of information develops. Many trappers have found that they could get more for their pelts in the United States than they could in Canada. They have therefore sold a considerable quantity over the line, and importers this side have been importing from America pelts trapped in Canada. This is particularly significant in view of the new tariff. Thus, as it will be seen, merchants here will be paying seven and a half per cent. duty for furs which are Canadian.

It is a fact well known to almost every successful merchant in nearly every city or important town of Canada, that the

SEAL BRAND



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Seal Brand Fur Garments

have a reputation for quality, durability, and style, gained by our many years of experience, also by our constant endeavor to manufacture nothing but the best and the latest modes and exclusive designs, at prices that are as low as is consistent with the best quality and workmanship. We now beg to assure you that when you will carefully look over our samples shown by our representatives, who will visit you shortly, for the coming season, you will be fully convinced that we have not relaxed our efforts, but, rather stimulated by our past successes, are doing our utmost to offer you still better values and much better service than even in the past.

B. SILVER & CO., Wholesale Fur Manufacturers

Makers of the Famous SEAL BRAND Fur Garments—Guaranteed

420 St. Paul Street MONTREAL

Effect of Tariff

Extra Duties Will Not Have Great Effect Upon Fur Market—Prices Still Below a Year Ago.

LIKE all the rest of the people, the fur men are interested in talking over and figuring out just what the effect of the new tariff duties will be on their businesses. The Review was able to talk with several of them. The general opinion is that it is not going to make such a big difference. One basic fact has to be taken into consideration. That is the intention—more or less because of necessity—on the part of the fur men to push domestic furs more than ever this year.

As to American skins, these will have a duty of 7½ per cent. There are not many coming, however, in the opinion of most merchants. Moreover, even in the case of such skins as we do import from the other side, and allowing for the extra 7½ per cent., prices will still be lower than a year ago. It is common knowledge that prices on all furs slumped considerably at the beginning of the season—that is, last Summer. They had to decline; otherwise fur men would not have got the business. The decrease in price was so pronounced that, even allowing for an extra 7½ per cent. in duty, prices are still considerably lower than in other years. This seven and a half will make a difference. It is bound to. Furs coming over the border from now on will cost more than they did three weeks ago, for instance. But the difference will not by any means bridge the gulf between this year's prices and those of last year. We are still much cheaper.

As to skins coming through England, they, of course, bear a 5 per cent. preferential duty. Practically the same thing applies here. The consumption in this country of foreign furs grows less year by year, as in many respects it is a case of carrying coals to Newcastle. So far as prices are concerned, even when the 5 per cent. duty is taken into account, they will still be about 10 per cent. below what they were a year ago. Before the tariff was imposed, they averaged 15 per cent. at least lower than twelve months ago.

"There is an effect of the tariff upon fur merchants and importers, however, which is worth noting," declared a manufacturer. "Heretofore, skins came into Canada free. Take skins coming over the border, for instance. The merchant in this country looked at the stuff and if he did not like it, shipped it back. No duties were collected which had to be afterwards refunded. Things will be different now. The importer who is getting skins from the States will have to pay the 7½ per cent. duty. Then, if he does not want the furs, he will ship the goods back, and have the trouble of collecting the refund of the duty. The same applies to British stuff, so that the tariff will have the effect of causing some time and expense, too, being spent in this way.

MINK, FOX AND SEAL.

(Continued from page 78.)

moderately worn; a good deal more so in New York and the States than in Canada. It has been explained in the foregoing just how the tails or streamers will figure in this year's fur styles.

As to muffs, the melon shape will undoubtedly be a leader. All sorts and kinds, and all variations as to little finicky finishes and such were shown to The Review, and certainly looked very attractive. They are inclined to be somewhat smaller than in years gone by, but they will not suffer on that account. We are just now in an era where we are prepared to lose ourselves, and remain as inconspicuous as possible rather than thrust ourselves forward. This refers, of course, to the matter of dress. The loud, the outstanding, and the prominent are more or less shunned. The quiet and good are now fashionable.

DRESS ACCESSORIES

Neckwear Novelties

Organdie Coming to the Front Again —Stock Effects Designed to be Worn With V-Neck.

THE outlook is full of promise for the ladies' neckwear department, for the simple yet severe styles of the new dresses and suits make the relief of a dainty bit of neckwear a necessity. The majority of the new suits have some form of high military collar, and to many women they are positively unbecoming without some form of neckpiece. Even when it somes to the smart gown with the open throat, some form of neckwear has to be used. The manufacturers have made the most of their opportunity and have put out a variety of novel and pleasing models. These models show both the high military effect and the V-front effect which women all like so well. There are many styles, also, which convey the stock idea, though they are intended to be worn with the gown or waist having the V neck.

Many of these come in the high stock or dog-collar style. Of this type are the plain stocks of white or black satin with a pleated cape effect of lace, or embroidered organdie at the back. Some of these capes are very extreme and come well over the shoulder. Military buttons in ball or pyramid shape in both gilt or gunmetal are used as trimmings, or there may be a tiny bouquet of mixed flowers at the neck. Stock effects of ruched satin and of folds of tulle are also shown, finished with pleatings of net or tulle. Often there is a pleating of both black and white tulle standing up all round or three-quarters way around the stock, leaving a space in front. Other stocks have flaring points of organdie, and others again have three petal-shaped pieces forming a high flare collar at the back and sides. These petals, when of organdie, are cut to shape and wired, the wire being a very fine one and secured to the material by a fancy stitching of black silk. A net-top lace has the wire run through the pattern about one inch from the edge, and is bent into this petal form, and three of these petals are arranged to flare out from the top of a high satin stock.



Novel ideas in jabots are the latest. To the net stock is attached a pleated jabot of the lighest, sheerest, softest net lace with a V opening outlined with narrow moire ribbon crossing in front. There is a pleated cape effect to the stock behind. Shown by Phoenix Novelry Co.

Many other forms of collar have a band of satin or velvet ribbon taking the place of the stock and this band passes across the neck in front leaving the open V of the waist below.

As a rule, the majority of these collars are only a variety of types that are well established and are not entirely new, but somehow or other the designer has managed to give a different appearance to the settled type that stamps the neckpiece as one of the vintage of 1915.

Some of the best of the new shapes come in the pleated effects. The simplest and at the same time the best-liked collars of this type are just pleated across the back with wing turnovers, forming a V in front. Some of these collars form quite a deep V, while others button up partly, forming a semi-closed collar with little wing points, and there are all gradations between. Other collars are high at the back with a pleated cape or a cape trimmed with pleating falling over the back, and the collar piece is shaped from this cape, sloping down to nothing and forming a more or less pronounced V in the front. These col-

(Continued on page 85.)

Good For Ribbons

Demand Promises Well From Many Sources—Black and White Effects Prominent.

THE ribbon department has to have a clever buyer at its head in these days, for much of the business is done by the featuring of new methods of using ribbons for sashes, ornaments and fancy-work. In this manner many yards of fancy and plain ribbons both wide and narrow are worked off and the sales in the department are greatly increased.

Warp prints are staple and are always called for for fancy-work purposes. This season the new warp prints are showing on faille and taffeta grounds and the colors are subdued and rich. Patterns run largely to stripes, and a typical pattern has an even striped ground in gray and white with an edge of black satin. The pattern is of lavender roses and foliage in soft shades of green, with just touches of blue and yellow.

The trade evidently is banking strongly on black and white effects, not only in stripes, but in novelty effects. Among these, polka dots are very prominent, as well as black and white satin and grosgrain blocks and cross stripes. Stripes show the mixture of grayish tones with black and white. Colored fancy stripes that are fairly bright and yet are by no means Roman are showing. Many of these effects consist of even stripes in varied colors often with a free admixture of black and white.

Faille ribbons and ribbons with a more decided cord weave with a very rich finish that is both soft and firm are in wonderful favor. These ribbons come in all the new colors and in wide widths, and are intended both for millinery and sash purposes.

Ribbons are talked of for trimming Summer gowns. Black grosgrain ribbons in widths 5, 7 and 9 in. are those indicated. Narrow satin and velvet ribbons in black, white and colors are being used in quantity for trimming veils. Ribbon streamers vary from dangling tails of narrow ribbon to long velvet streamers and girdles and sashes of wide taffeta moire and faille that are placed around the crown of the large sailors and capelines.



(Cut shows A.726 at $10.50 per doz. yards)

Pleated Maline and Chiffon is being worn as the newest touch of style by all leaders of fashion. Our Spring range covers all styles now being shown by our representatives.

R. D. FAIRBAIRN & CO., LIMITED

107 Simcoe Street - - - - - TORONTO

Showing of Easter Neckwear



Sets consisting of high back flaring collars with variations of the V-front and cuffs to match of crisp embroidered and hemstitched organdie are very much in favor. From photograph taken specially for The Review.

NECKWEAR NOVELTIES.

(Continued from page 80.)

lars come in lace with white and ecru, and in organdie. The majority of these organdie collars are embroidered, though some of the latest produced are trimmed with a heavy cluny edge and have lace medallions set in the corners. Collars of this type, but without the pleats in the back, are made of pique, and this material is certain to be more used as the season advances.

Organdie sets are counted among the best sellers at the present time, and designers are spending much time and ingenuity in producing variations of the above type of collar and new flare effects in cuffs. Many cuffs have the pleating in the centre just like the collar while others are cut in two pieces and joined under the rows of buttons of bone or pearl. A silk cording is stitched into some of these sets and often the stitching is of black silk giving a very smart black and white effect.

Many new forms of vestees and guimpes are shown and practically every collar finish shown is used as the collar finish for this form of neckwear. Organdie is the leading material here, though many vestees are made of net-top and other light laces. The ecru or sand-shade is very much favored, and is often combined with white crepe de chine, or white silk.

Frills and pleatings in various widths of lace, net, organdie, etc., that sell by the yard and are used to form the various neck finishes and cuffs to match, are also selling freely.

Though not exactly new, the use of a cord ending with tassels or drops, and fastening with a ring that slips up or down and regulates the size of the opening is by no means out of date. These cords are selling particularly in black and white, and are also showing in chenille in the military, scarlet, Belgian blue, gold and white.

Spring Parasol Styles

Shapes Varied and Majority are More Than a Bit Freakish — Flat Japanese and Odd 1830 Shapes Lead.

IT cannot be said that any one model has come to the fore in parasoldom so far, and it would be wonderful if one had done so, for never was a season when shapes and trimming effects were so many and varied. Odd and quaint shapes that are dubbed 1830 shapes are showing, and many more are in flat Japanese style. Any parasol that makes pretensions as to style is plentifully trimmed, or rather it is formed of shirrings, pleatings, puffings, or is piped, corded and edged with ruchings and knife pleatings.

Some of the models show a row of shirrings right up the centre of the gore which produces an odd, many-pointed, leaf-like effect.

This model is very striking when the parasol is covered with plain silk with the shirrings held down with a stripe of velvet ribbon. The effect is very much intensified when half of the gore is of striped silk and half in plain. Even stripes in black and white and plain black silk combined form a stunning parasol. This same pointed effect is achieved by dividing the gores and edging each gore with a heavy piping of contrasting color. This parasol is developed in a flowered Dresden silk piped with Belgian blue satin. Another of these parasols with shirred gores has the points bent upwards in pagoda fashion.

A very striking parasol cover is built in three sections; the outer border and



A NOVELTY PARASOL.
Distinctive arrangements of stripes are a big feature in parasol lines for Spring.

CLARK'S SILK GLOVES

Made at Saratoga Springs, N.Y., "Where Health and Fashion Meet."

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because of their superiority and value. Sell Clark's Silk Gloves because of the satisfaction they give your customers—the profit they earn for **you.** Over a quarter century experience goes into every glove made in our great and beautiful plant at Saratoga Springs—the largest and best equipped silk glove plant on the American continent, and the ONLY one where every basic operation is carried out under one roof. Clark's Silk Gloves for men and women can be obtained from most of the leading Jobbers in the Dominion.

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Embroidered organdie collar, military model with cape effect. Shown by R. D. Fairbairn & Co.

the one next to the point of the handle is of striking wide striped silk, while the section between is of plain silk. This section has a cording right around in the centre, which is drawn up in the middle of each gore in shirred effect. Some very freakish models have gores of irregular width and a very fantastic shape has an extremely narrow gore of striped silk alternating with a wide gore of plain silk shirred up the centre.

One of the prettiest parasols of the season is covered with frills of taffeta with the edge of the silk bound. This parasol when opened looks like a large flower.

The colors are very rich, and the more sober colors are usually combined with brighter tones. Sand color, as champagne is called this season, is very much favored, and another leading color is battleship gray. In bright colors there are many brilliant red shades, running from cherry to deep shades of rose. The new blues, particularly the popular Belgian, is very much to the fore, and so are the lighter tints of Russian green. Black and white combinations are more prominent and striking than ever.

FICHUS AND JABOTS.

LATER novelties in neckwear as shown in New York indicate fichus and jabots. Fichus, for some reason or other, never take well with the Canadian trade, and no model has as yet appeared that looks good enough to break this record. On the other hand there are attractive novelties that strike a new note in the jabot effects resulting from the combining of the high stock, the open V front and the jabot. Besides jabots, side frills are showing attached to the new vestees and chemisettes. These articles have the V front and the high back collar, and below the V is attached a lace trimmed side-pleated frill.

The new ruching comes in tulle and chiffon and is about 4 or 5 inches wide. It is very full and laid in triple box or side pleatings.

Buying Up Narrows

Heavy Dealing in Narrow Ribbons, But Demand for Wider Ones is Expected Soon.

EVERYBODY seems to be talking narrows in the Montreal ribbon world, but the popular belief is that this will be over shortly. Big dealers have been buying narrows heavily, and there is hardly sufficient to go around. It seems inevitable that a demand will develop for wider stuff as it has done in New York. Wide faille ribbons are coming in from Europe on hats, also moire, as well as ribbons of the better class fine taffetas.

Orders being received to-day by Montreal wholesalers are for varied assortments, such as black moires, black failles, colored failles, colored faille moires.

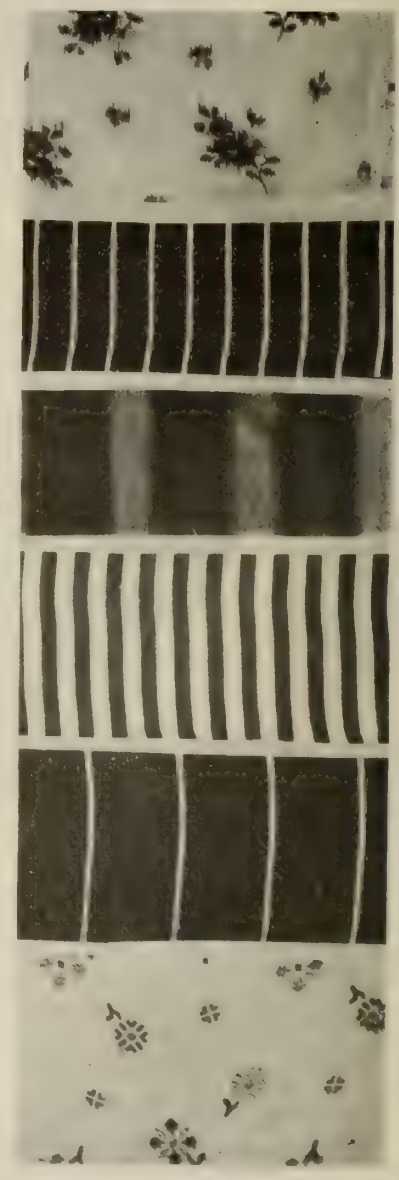
Referring to narrows, it is noted that early in January people who were buying narrow ribbons in the States wanted quick delivery, or did not want it at all. This made it look as though narrow ribbons were passing. However, Canada has followed the States, and it may be some time before narrow ribbons give place to wider ones.

Net Top Varieties

Beginning to Sell More Freely — Light Laces Still Lead — Valenciennes Stronger.

DEVELOPMENTS come but slowly in the lace field this season, due in a great measure to the almost total cutting off of many of the producing centres and the uncertainty that still exists as to the road which fashion is going to follow. Another factor that is making the season late is that stocks bought to serve the social season for the Fall and Winter of 1914-15 are still on hand to a very great extent, as the war intervened and practically killed the sale. This means that no shortage has yet occurred and will not occur unless fashion should make a complete change and demand some article that has not been saleable for some time; for instance, should bands and edgings take the place of flouncings and edges. The only new feature at present to note is the increasing sale of Valenciennes. The laces asked for are the fine grades and dainty patterns.

Though so close to the war zone, Calais has never ceased manufacturing, and is still booking orders. Valenciennes laces are also made in Nottingham, but as a rule they come at a popular price and the finish and patterns are not quite so



Novelties in startling stripes and printed crepes. Third from top, an ombre stripe in two colors. Shown by Silks, Limited. See pages 46 and 48.

PAGE 1

Make this handsome popular-priced bag a Spring and Summer leader!

This is one of the most attractive numbers we have ever offered the trade at the price—a real winner. It is made of crepe grain leather, with the popular Julian Sale feature—the **JEWEL-TOP FRAME**, fitted with change-purse and mirror.

Price
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Mail orders carefully and promptly filled. **Order to-day and catch the early spring business.**

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2 SPECIALS

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Write for Prices



Black and white and fancy colors

high-class as that shown in the Calais laces.

Net-top laces are beginning to sell more freely, particularly in the medium widths in flouncings and edgings. Shadow laces are staple and are being taken in fair quantities and here also the narrower flouncings and medium widths in edgings are the best sellers.

The greatest variety is seen in the net-top laces. There is a decided variety in the edges shown; some are straight, others battlemented, and there is a wide difference in the scallopings. Different meshes form the ground, and the pattern as a rule is confined to the lower part of the lace, and it is very apparent that the idea of ruffles and flouncings was in the mind of the designer. Filet meshes are very much in favor and point d'esprit is used in some of the more uncommon designs. Among the novelty patterns are those formed of batiste applique on the net ground. Some of these patterns are Chinese in effect while the a number follow Carrickmacross lace.

In the high-class laces Chantilly in the true Chantilly patterns and on very fine net grounds is selling. These laces show rich flower designs and are finished with conventional borders with handsome scallops.

Metal effects are still showing; the newest are of Nottingham production and show the designs run into the net in gold or silver thread on both black and white grounds.

(See also page 97.)



We Specialize Handkerchiefs, Laces, Embroideries, Curtain Nets and Scrims

Just a word about each:

Handkerchiefs—Our import range is now in the hands of our travellers — don't miss seeing them when he calls on you. To see this range you see the most complete one shown to the trade—and the values speak for themselves.

Laces—Just now we have many novelties for **immediate** delivery—The New English Net Top Novelties—Also New Venise Edges—in Ecru, White or Black—and many new things in Flouncing Laces.

Special Box Lots in Torchons and Vals.

Embroideries—Our people in St. Gall are sending out new things every month — and there are lines to arrive within the next week or two such as Organdy Edges—18 in. and 27 in. Flouncings and some box lot Edgings—for sale purposes.

In stock to-day—Swiss and Nainsook Seamings, various qualities. Embroidered All-over Voiles and Niegeux Crepes, also plain Voiles and Crepes.

Curtain Nets and Scrims—We have the lines that sell—your requirements will have our immediate **attention—send for sample shipment.**

We will send you a selection of any lines you may require—upon request, naming about the price you need; after your selection return at our expense.

Agents for Oppenheimer & Alder, St. Gall, Switzerland, Embroideries.
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MADE-IN-CANADA RIBBONS FOR YOUR SPRING MILLINERY

Ribbons were never more fashionable, especially for use as streamers. A feature of particular interest is the fact that streamers are used on all types of hats, from the most tailored to the most elaborate, dressy models.

Very narrow, grosgrain ribbons continue in use, but there is a tendency toward the employment of wider widths. Velvets and satins in the wide widths are a feature of the more dressy hats.

We are Canada's only Ribbon Manufacturers. Buy direct from us and save middlemen's and commission merchants' profits and keep Canadian money in circulation in our own Dominion.

ASK FOR B.P.C. RIBBONS

The B.P.C. line for Spring consists of all the new shades and widths in soft satins, black and colored moires and taffetas, grosgrains, etc.

Carton of lingerie ribbons, put up in attractive style, containing best selling widths and colors.

Ready and quick seller at 15 cents a roll.



Military Braids

The air is full of military inspiration—the styles are decidedly military, and military means braids. We make a very fine range of Military Braids in all shades and qualities. You are sure of a demand this spring, so be prepared.

Write to-day for Samples.

TO INSURE QUICK DELIVERY, ORDER FROM OUR NEAREST OFFICE.

Belding Paul Corticelli Limited

MONTREAL TORONTO WINNIPEG VANCOUVER

TRADE W.G.R. MARK

Our Easter Offering *of* Ladies' Neckwear

is a most comprehensive showing of dainty and original designs in Collars, Collar and Cuff Sets, Vestees and Guimpes made of Organdy Voiles, Organdies, Nets, etc.

We will be pleased to have our salesman call on you, or we will forward an assortment of samples direct.

A line from you will bring our illustrated Easter catalogue.

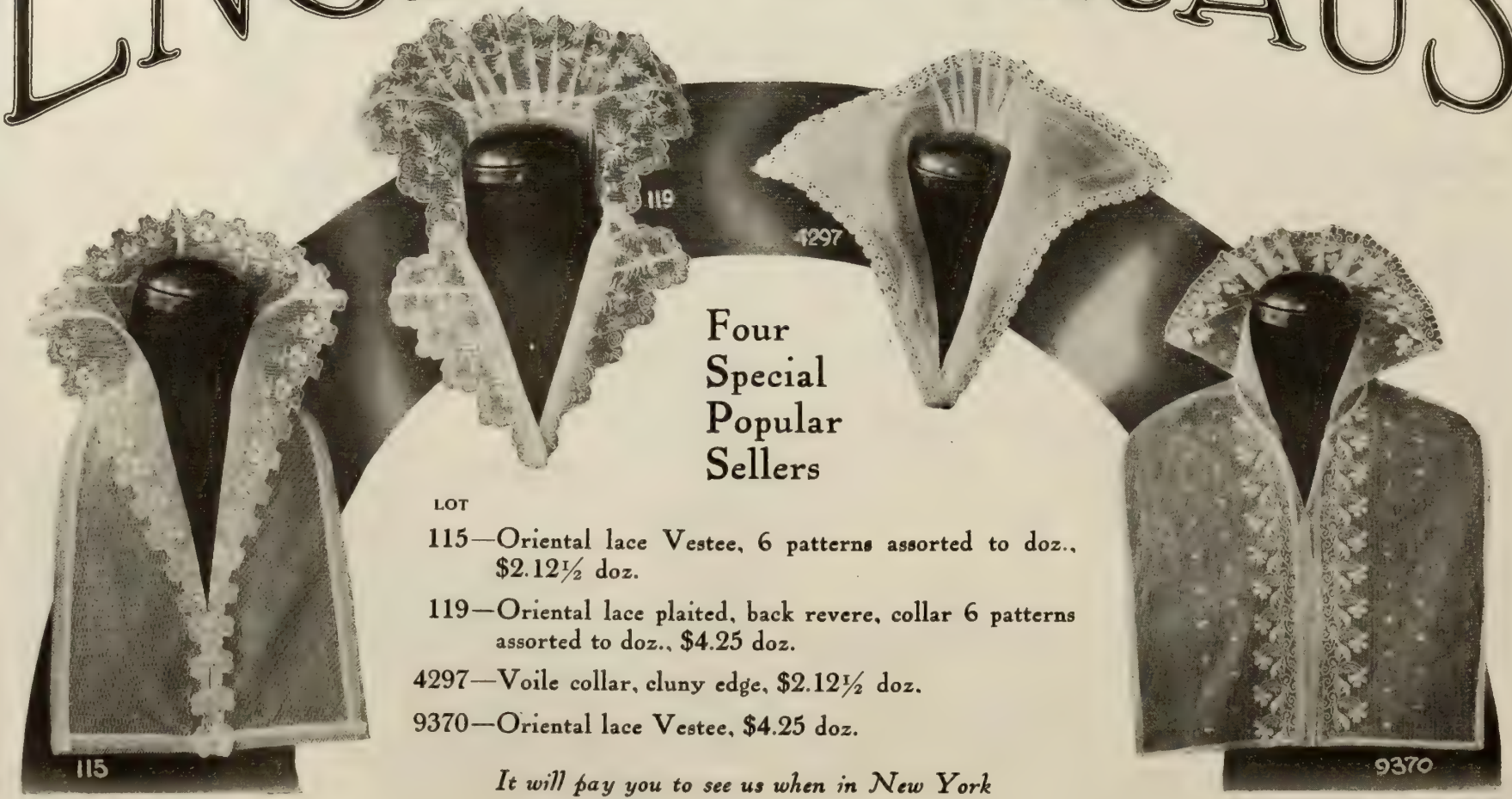
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Four Special Popular Sellers

LOT

115—Oriental lace Vestee, 6 patterns assorted to doz., $2.12½ doz.

119—Oriental lace plaited, back revere, collar 6 patterns assorted to doz., $4.25 doz.

4297—Voile collar, cluny edge, $2.12½ doz.

9370—Oriental lace Vestee, $4.25 doz.

It will pay you to see us when in New York

110-112 Fifth Avenue, New York

The NECKWEAR House

This is one of the good numbers from the Phoenix Spring Range of neckwear.

It's smart style of this kind that warrants you seeing the complete range at your earliest opportunity.

Make the opportunity for yourself by sending a card to-day asking for an early call or sample.



Phoenix Novelry Company

TORONTO, ONT.



No. 2553.

This style of bag is made of Pin Grain Lamb Skins in Black and colors.

No. 2563-6 SELL for $0.75
No. 2575-6 SELL for 1.00
-7 SELL for 1.50
No. 2551-6 SELL for 1.25
No. 2561-7 SELL for 1.50
No. 2553-7 SELL for 2.00

No. 2554-7 SELL for 2.00
Leather-covered frame in Gun and Nickel.

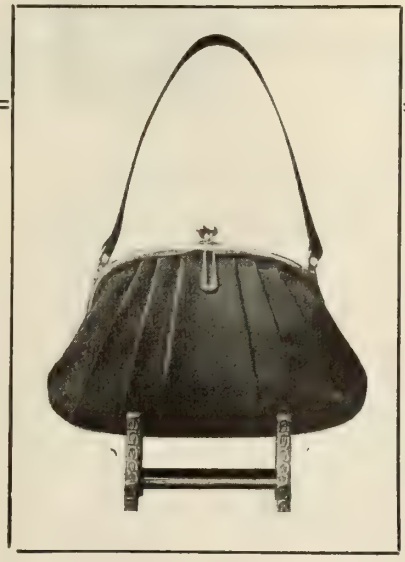


No. 2560

THE stands that are shown with these bags are of wood stained in Mahogany and Oak.

Price $1.20 Doz. Net.

These will help to sell your bags.



No. 2579

Pleated leather. Made in Pin Lamb Skins. Also Black Glazed Goat, Ribbon Handle.

Sell $1.50 to $2.50.

The Western Leather Goods Co., Ltd.

Manufacturer of Ladies' Hand Bags and Belts, etc.

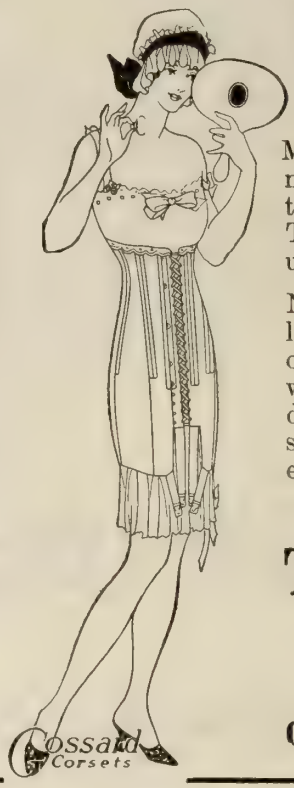
1191 Bathurst Street TORONTO

Wear Gossard CORSETS They Lace In Front

What "GOSSARDS" do for the Dealer

BESIDES giving the dealer and his trade the highest "dollar value" in merchandise, this organization gives you monthly, through our magazine, "The Gossard Corsetiere," the most sensible, efficient and proven selling plans that modern brains can develop.

How to raise the average retail sale price of a customer and make her better satisfied; how to eliminate the slow turnover line—how to write ads that will sell—how to conduct fashion shows—how to merchandise your corset department and make it the safest and most profitable department in your store and dozens of other things—the result of *experience*—all are fully explained.



Many dealers look to us when they need a corsetiere or buyer. Gossard trained women always make good. Their training is from the ground up.

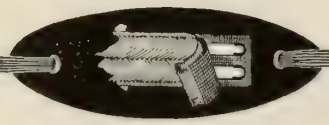
No store is too small, and none too large to sell Gossard Corsets. They offer a handsome profit—and do what very few lines of merchandise do—they anchor corset trade to a store permanently. If you are interested in such a line, write.

Export Department

The H. W. Gossard Company

Largest Makers of Fine Corsets

Gossard Building, Chicago, U.S.A.



MADE IN CANADA

The forming of the figure ideal

You'll find few 1915 women who would sooner have a beautiful face than a fine figure. An ideal figure with graceful lines is always possible if P.C. Corsets are used. There is no discomfort in their use, but gentle support which rests the body and gently moulds the figure into lines that are pleasing. Note the steels encased in the double canvas interlining shown above — this is the secret of durability in P.C. Corsets.



"P.C. Corsets" RUST PROOF
573

Samples by parcel post.

PARISIAN CORSET MFG. CO., LIMITED
QUEBEC
Ontario Branch: 77 York Street, Toronto

Money In Salesmanship

The trained salesman is practically independent. Scores of business houses seek his services.

It should, therefore, be the aim of every young man to qualify himself for a higher position. He can accomplish this in his spare time, just as hundreds have done.

No work so quickly develops poise, self-reliance, ease, ability to grasp situations, instinct to meet the demands of the moment, and the capacity to meet men of their own level, as representing MACLEAN'S.

This work puts you in touch with the prominent men of each town, a connection of inestimable value. We require representatives in nearly every town and center of population in Canada. You can make from $5 to $10 per week in addition to your regular salary. We give you a practical training that is worth consideration.

Write us to-day for particulars.

MACLEAN PUBLISHING CO.

143 University Ave. -:- Toronto, Ont.



Make a Reputation on Maternity Corsets

Maternity Corsets are the vital spot in your corset section. Once get the name of selling maternity corsets that are safe, sane, comfortable—and still help in keeping the appearance attractive—and you have a trade against which competition is powerless. You have a *specialty.*

Ferris

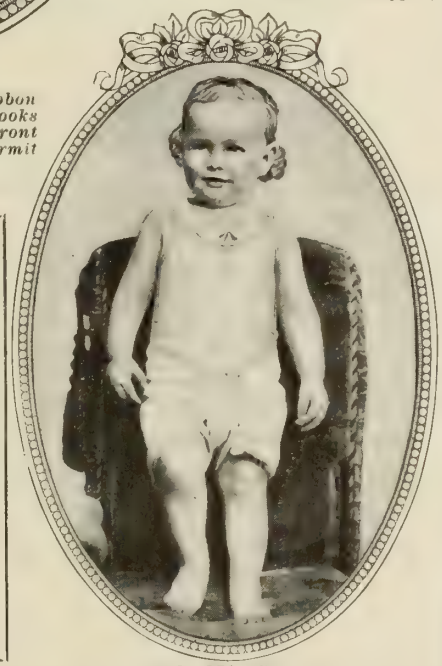
Good Sense Corsets and Waists

include six Special Maternity Models which are a boon to prospective mothers

They are scientifically designed to give the greatest possible physical comfort, to protect the health, to safeguard the condition. When a woman once knows the Ferris Maternity Models, there is never thereafter another corset that will give her satisfaction.

Style 940—$3.00. *Maternity.*
Fine quality coutil, lace and ribbon trimmed. Flexible clasp front, two hooks below clasp. Elastic sections at front and lacing at sides and back permit proper adjustment. No shoulder straps, low bust, long hip.

Style 740—$2.00. *Maternity.*
Fine, durable coutil, adjustable shoulder straps, medium bust, long hip, special straps to support abdomen. Made on hygienic principles, affords great relief. Buttons up front. Lacings back and sides.



The Successful Saleswoman

In selling Maternity Corsets, the successful saleswoman remembers that it is the opportune moment for careful salesmanship. More, perhaps, than at any other time her customer needs and will appreciate the best service she can give—the application of all her knowledge of corsetry to the individual case. The successful saleswoman knows that giving a woman physical aid at a trying time is much the same as a nurse's experience. It means a personal interest on both sides and — in common parlance — is mighty good business policy.

The Six Ferris Maternity Models are suggested as scientifically perfect and always satisfactory to the wearer.

Style 250—50c.
Superfine material, soft as silk. Pearl buttons. Double-ply tabs to hold diaper. Sizes, 21 *to* 26 *inches.*



REMEMBER
This FERRIS GOOD SENSE Label
REG. U. S. PAT.
is on every genuine
Ferris Waist

Ferris Corsets and Waists have faithfully served the corset needs of thousands of women for more than thirty years. The old-established Ferris name will help you in your purpose of building for your corset section an enviable reputation for reliability, satisfactory service and a high standard of quality.

Write for the latest Ferris Catalog and let us know what numbers are best adapted to your trade. Do not overlook the importance of the Six Ferris Maternity Models.

The Ferris Bros. Co., 48-52 East 21st St. NEW YORK

SPRING MODELS.

(Continued from page 34.)

Quite a number of red hats are showing. One of these is a red straw sailor with a broad round crown and a narrow rolled brim. At the base of the crown is a twisted band of red satin ribbon, and in front are ends and a fancy knot of ribbon and red kid finished with a red celluloid buckle.

Another red hat has a wreath of small red and blue straw flowers.

White Hats of Linen.

White hats of linen underfaced with straw either in white or black are new. Some of the crowns are square and flat and the brim flares up on the left side. The linen brim is stitched by machine and the top of the crown is encircled by a narrow band of black ribbon with a bow in front.

Another white model is of taffeta underfaced with white straw. The crown is round and flat and the brim is broad and rolled up towards the back. On the left side is a ball of white Malines centered with two long feelers.

Some of the novelties that have appeared so far this year consist of worsted fruit made up with leaves of kid varied with the worsted. Bands of cloth are used for trimming. Combinations of white, green, yellow, or any other three shades are placed, one over the other, each band being a little narrower than the one below and these bands are scalloped. These bands are used with round pieces in the three colors also scalloped and placed one over the other and centred with a brass button.

A leghorn hat was trimmed with silk buckles in a bright shade of tan. These buckles were edged on the inside with red silk cord and on the outside with tan cord. They were placed at stated intervals around the crown and were linked together with tan silk cords finishing at the right side with cord ornaments in tan and red.

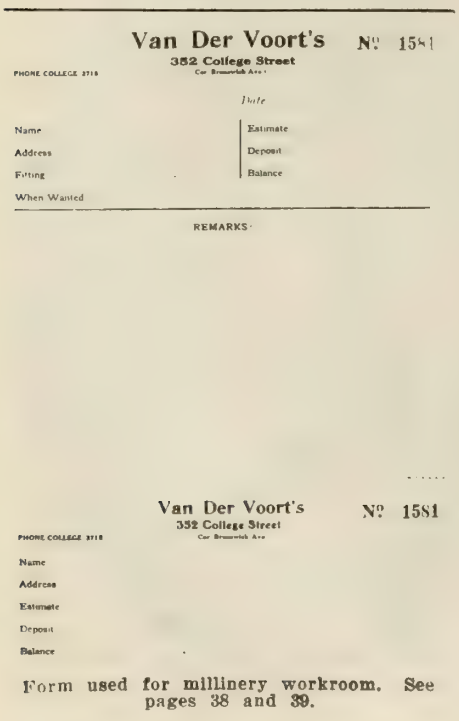
Corrugated straw is another trimming that is placed around the crown of the new Spring hats like the cartridge belt pleated ribbons.



Satin braid crown, with fancy straw, trimmed with grosgrain ribbon, with two little pom-pom effects. Brim is of fancy straw. A big seller, and retails for $2.50.

MILLINERY HIT BY TARIFF.

Millinery appears to have been hit by the new tariff severely, as new shapes and supplies for the Spring trade have only recently arrived from Paris and New York. Only very few articles used in millinery appear to be on the exempted list, the chief of these being silk velvet. This will have a market effect on prices charged the retail trade.



Van Der Voort's No. 1581
352 College Street
Cor. Brunswick Ave.
PHONE COLLEGE 3718

Date

Name — Estimate
Address — Deposit
Fitting — Balance
When Wanted

REMARKS

Van Der Voort's No. 1581
352 College Street
Cor. Brunswick Ave.
PHONE COLLEGE 3718

Name
Address
Estimate
Deposit
Balance

Form used for millinery workroom. See pages 38 and 39.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of "The Review" do not necessarily hold themselves responsible.

NOVELTY LACE AND VEILING CO.

Mr. Maurice Teller, who was one of the principal partners of the Novelty Import Co., and the manager of the business, has formed a new firm under the style of the Novelty Lace & Veiling Co. This firm intend doing a strictly novelty business, and as soon as new ideas are produced in their particular line and placed on the market either abroad or in New York they will be able because of their extensive connections in these markets to offer the same to the Canadian trade.

At the present time they are offering a distinctive range of fruit and fruit and floral motives for millinery trimmings and corsage bouquet purposes. The new firm has secured temporary show and stockroom quarters in the Empire Building, Wellington St. West, Toronto.

WILL NOW STOCK RIBBONS.

Larger and better equipped premises have been secured by Belding Paul Corticelli, Ltd., silk manufacturers, at 79 Wellington Street West, Toronto, where they will carry a big stock of fabrics and, in a short while, a stock of ribbons.

DOMINION OIL CLOTH CO.

The Dominion Oil Cloth Co., Limited, Montreal, have issued a folder in which they show a portion of their 1915 range of linoleums and floor oil cloths. Only a limited number of the large range are shown, the desire of the company being that the folder should not be unwieldy.



Easter Millinery Opening

Monday, 5th April, 1915 and following days

MOVING NOTICE

We beg to announce to the Trade that to meet the requirements of our increase in Business, we will occupy on May 1st, 1915, Debenham's present premises at No. 18 St. Helen St., Montreal.

Vyse, Sons & Co., Limited

229 NOTRE DAME STREET WEST
MONTREAL

Misunderstanding Over French Goods

Subsequent Memorandum Sent Out By Customs Department Included on Schedule C at Old Rates—Gloves, White Embroideries, Fur Skins, Feathers, Buttons, Etc., Pay 7½ Per Cent. More.

SOME misunderstanding has arisen in the trade with regard to the relation of the new tariff to the articles contained in French Treaty of 1907. When the tariff changes were announced at Ottawa first, a general statement was made that goods to which favorable treatment was granted to France and the other favored nations could not be changed owing to the terms of the treaties. This was thought at first to include all items in both schedule B and schedule C of the French treaty. However, a memorandum was sent out later to customs officers in which it was stated that the old tariff rate would apply only to items under schedule C of the French treaty. As a result of this ruling a number of articles which it was thought at first would remain unchanged must bear the higher duty. One of the most important of these is handkerchiefs. Another is white embroideries, although colored embroideries come in under the old tariff; gloves and corsets must also pay the higher figure, as do feathers, buttons, leathers, boots and shoes, furs, thread, etc.

The confusion was brought about by the way in which Hon. Mr. White's speech was reported. In his budget speech appeared the following paragraph:

> "In determining the list of exemptions, regard has been had to trade conventions with France, and agreements with certain British possessions in the West Indies. By reason of the former, increased customs duties do not apply to silk fabrics, velvets, ribbons, embroideries **and certain other goods.**"

The impression created was that the duties on all French goods would remain unaltered. The correct interpretation of the Act was made public after The Review had gone to press.

Gloves Advance at Once.

Regarding the glove trade, manufacturers state that a hard time is coming, as, in addition to tariff alterations and increases in prices, raw materials continue to soar upwards, and in the case of one house they have already received further increases in cost prices which on certain lines will presently cause an advance of a dollar to a dollar and a half over the already high prices. Moreover, as the available supplies of raw material are becoming less, there seems to be an indication that nothing can check the upward tendency in the leather market.

The new customs rate for French gloves is 37½ per cent., the former figure being 30 per cent.

THE UNCHANGED LIST.

The following is a list of the chief articles in dry goods that come in still under the old tariff as being part of schedule C of the French treaty:—

Embroideries, n.o.p.*; lace, n.o.p.; collars or collarettes in lace and all manufactures of lace; nettings of cotton, linen, silk or other material, n.o.p., 27½%.

Velvets of pure silk and silk fabrics, 20%.

Ribbons of all kinds and materials, 25%.

Manufactures of silk, or of which silk is the component part of chief value, n.o.p., 32½%.

Fabrics of which silk is the component material of chief value imported to be used in the manufacture of neckties.

*Not otherwise provided for.

Expect Tariff to Last Three Years.

In order to meet increased expense on account of orders booked, which have to be delivered at prices quoted, it has become necessary for manufacturers to charge increased prices in order to cover extra laid-down cost. This is being done at once in order to offset loss on orders which must be delivered at prices quoted, bearing in mind that as soon as the tariff is again lowered (which manufacturers do not expect for three years) stocks on hand would immediately depreciate by the corresponding amount.

AS VIEWED IN MONTREAL.

(Continued from page 11.)

did away with these fixed prices. In nine cases out of ten, they say, if the market goes up, stock goods are sold at old prices, whereas when the market goes down they are sold at a reduction. To them it looks as though the consumer gets the best of it all round.

HOSIERY.—Hosiery of nearly all descriptions is likely to go up, both United States and Canadian. English hosiery does not cut such a big figure just now, as manufacturers there are very busy on army contracts. A full advance of 7½ per cent. can, therefore, be expected on American goods, as it is usually figured close. Cost of doing business being heavier, due to taxes on letters, bills of lading, etc., this advance will be necessary. English people are said to be buying extensively in the United States owing to the big supply of German goods being cut off; the market is expected to be firm. Much disappointment will be experienced by many houses on account of late delivery.

On British underwear an advance of 5 per cent. is confidently expected.

SILKS AND RIBBONS.—As silk, these goods, coming from France and Switzerland, are exempted from increased taxation; no price changes are expected.

VELVETEENS.—Advances of from 5 to 10 per cent. owing to tariff may be expected, besides an advance of 10 per cent. due to scarcity of labor in Great Britain. The latter advance took place during the past two weeks.

Scarcity of labor is having a serious effect on deliveries, which are three months late for next Fall.

WINDOW SHADES.—Manufacturers are studying tariff changes, and declare an advance must be made in the near future. Printed cottons imported from England or the United States will cost more, but considerable Canadian cotton is used, and much depends on how the Canadian cotton industry is affected what changes are made.

OILCLOTH. — While nearly everything required in the manufacture of oilcloth is imported, it is not expected that the price of that made in Canada will be appreciably changed. At least, no change has been made yet, and the decline of several months ago still holds.

Trade Notes

H. Palmer, of Debenhams, Ltd., Montreal, recently returned from Paris.

H. P. Panneton, dress goods buyer for McIntyre, Son & Co., Montreal, has returned from a European buying trip.

H. J. Lelieve, of Vyse, Sons & Co., Ltd., Montreal, has returned from a buying trip to Switzerland, England and France.

On May 1 Debenhams, Ltd., Montreal, will move from 18 St. Helen Street, across the road to the premises formerly occupied by Gault Brothers. Vyse, Sons & Co., Ltd., will occupy the premises at 18 St. Helen Street after that date.

Here He Is!—

Ready for St. Patrick's Day



Original
Natural as Life
A TYPICAL
IRISH TERRIER

Made of Composition
Painted in His Natural Colors
Glass Eyes

Two sizes, to retail at 50c. and $1.00

A Tipperary Tag Tied to His Neck with Green Ribbon

Geo. Borgfeldt & Co., Limited

TORONTO and MONTREAL

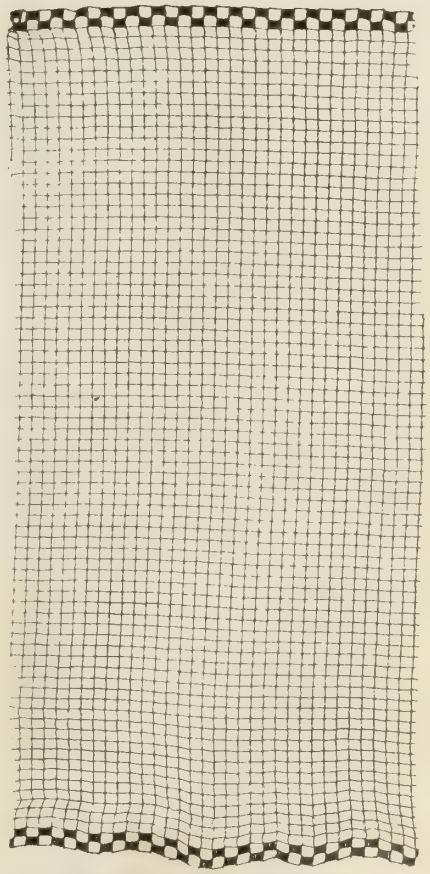
Aids in Selling Veilings

Counter Glasses and Display—Draped With Hats a Good Suggestion—Device for Measuring Off—Novelties in Drape Veils.

VEILINGS are very much more active in January and February than is usual at this period of the year, and the outlook for the season is decidedly promising. The big seller is the large flowing or drape veil with the edge bound with satin or velvet ribbon. Novelties are appearing with two or more rows of velvet ribbon as an additional trimming. Veils are also finished with a line of chenille cord, and are also bordered with designs worked out in chenille and velvet dots. Some of the extreme novelties come in deep vandykes, and the meshes favored are the square filet effects. Filet meshes come in extreme as well as medium sizes. Hexagon meshes are also in great favor, and there are combinations of filet and hexagon somewhat on the order of the Russian meshes that are coming into prominence. Mesh effects with large scroll and figure patterns are new. Many of the newest meshes are very soft and clinging, and therefore can be worn draped in any fashion.

There are many new schemes for making the arranging of the veil on the hat an easy matter, for it must be remarked that on the clever arrangement of the veil and its adjustment depends all the smart effect.

A veiling stock is hard to keep in order and in a busy department loss is frequent from bad handling. Many plans have been devised from time to time, to overcome this difficulty. A new idea that has merits is now being used in putting out the veiling stock of one Canadian veiling house that should greatly simplify the handling of veilings in the department. The piece of veiling is put up on a roller placed in a box with a side that lets down. The veiling is backed with a paper which is lined every quarter yard and each yard is numbered so that it can be seen at a glance just how many yards are in stock. The box fits into the fixtures with the end out and on the exposed end is pasted a piece of the veiling so that just a glance is needed to locate the desired pattern.



FILETS LEAD IN VEILINGS.

Filet mesh veiling with woven-in checker board border on each side. Shown by Thompson Lace & Veiling Co.

KNITTED GOODS

Colored Silk Hose

Big Demand Certain This Summer to Match the New Dress Goods.

DAME FASHION is certainly good to the hosiery manufacturers, for the change from the narrow to the short wide skirts is all in their favor. Certainly a debt is due to the hobble by the makers of silk hosiery, for it was the hobble skirt that placed silk hosiery firmly on the market by making it a necessity. The tight skirt showed the ankles and made dainty hosiery a necessity. Moreover, with the stocking so exposed extensive darning was an impossibility. Therefore it was necessary to provide the stockings in fair quantities.

Pumps were the universal wear, and pumps are very hard on the stocking and very good from the point of view of the hosiery manufacturer. Now that the change has come from the narrow to the wide skirt the habit of wearing silk stockings is firmly established. Besides, the new skirts are very short, so the stocking will be as much in evidence as ever, and stockings will be quite as prominent as in the time when the skirts were at their tightest.

To begin with colors, there never was a season when colors were so attractive and all the new shades can be matched in silk hose. All the new blues are represented, as well as battleship gray, and a big range of the new pink shades. Then there are the Palm Beach or sand shades. If colored pumps are worn the hosiery will naturally match and this will mean a big demand for colored silk hosiery. Black is always the best seller, and for Summer wear white silk hose will be worn with white shoes. Any uncertainty that there may be centres around gray and the various shades of tan. Shoes with light gray and light tan tops are extensively shown, but there is a possibility that they will be killed by an overdose of popularity.

Some of the latest novelties come in black and white. There has sprung up a wonderful demand for these effects in the States and as they are being taken up for Palm Beach wear, buyers are taking an interest in them, as they believe that it means a Summer vogue later.



CAPS AND TOQUES.
The upper two are shown by R. M. Ballantyne, Ltd., for Fall. The lowest one is an adjustable cap shown by Avon Hosiery, Ltd.

There are many kinds of silk stockings on the market, and they come in many prices. For the popular-priced trade boot hosiery is featured. These stockings are silk where they show and cotton where the wear comes. Their wearing qualities are satisfactory, and they can be sold at a moderate price. Therefore, they make a strong appeal to the general trade. All kinds and grades of silk hosiery have the reinforced heel and toe, and sometimes the feet are lisle instead of silk. By many wearers this is preferred, as not only does the lisle wear better, but it is more easily mended when a break occurs. Women's hose are also reinforced at the top, as with the present style of hose supporters this is

(Continued on page 100.)

Silk Underwear

Growing in Favor Owing to Lightness and Easy Fit—Light Pink as Well as White.

DURING the past few years the use of silk underwear has developed so far that it has entered what may be termed the popular priced field and the wearing of silk underwear is no longer confined to the favored few. Various silk materials are employed but preference is strong for garments made from knitted silk cloth, and the wearing of these garments has shown a very large increase during the past few years, and large quantities of raw silk are consumed in their manufacture. Silk knitted underwear has certainly come to stay, for it is pleasant to wear, and adds less bulk to the figure than any other form of under garment.

Silk knitted underwear as now worn is not knitted to fit but is carefully shaped from knitted silk material. This means that it can be carefully cut and shaped so that the lines of the figure are followed and all pleats, gathers and superfluous bulk are eliminated, and yet because of the elasticity of the knitted fabric there is perfect freedom and no girding or binding in any place. These garments are reinforced in all places where they are subjected to extra strain and therefore the life of the garment is just about doubled.

Knitted silk underwear comes in white and in pink. These are the two colors that wash satisfactorily. Pale blues, lavenders, and other colors do not wash so well. Even when the best of care is taken in laundering silk garments white will turn yellow, but pink stands the test of washing exceedingly well, and as the color used is very pale it is almost in as good taste as white.

A decided novelty in silk knitted under garments comes in a mesh silk that closely resembles the Shetland silk veils. The fabric is cobwebby in its fineness but is surprisingly strong and the manufacturer claims that its wearing qualities are equal to those of an ordinary knitted silk garment. The garments made of

(Continued on page 100.)

The Romance of the Jaeger Company

WE are asked to write the Romance of the Jaeger Company, in the sense of a story which, while true, is out of the common and excites imagination and sympathetic interest. Such was, to compare great things with lesser, Smiles' "Self Help," which told how businesses have been created and built up on successful ideas and inventions. Everyone wants to succeed — whether in Professions or in Business — and a story of success achieved is therefore generally welcomed.

To go back to the War of 1870, Dr. Jaeger, then a man of 40 engaged in scientific research, concluded that the health of the troops had greatly suffered in their cotton underclothing and cotton-lined tunics, and he was led to consider the comparative hygienic value of wool. By 1880 he had evolved his theory of the healthfulness of Pure Wool Clothing and Bedding; and in 1881 his book publishing his discovery fell into the hands of two friends in London (one was the present writer), who promptly became Dr. Jaeger's converts, and enthusiastically preached his theory to their friends. Moreover, they did what they could to induce some Tradesman to provide facilities for carrying it out.

But in vain, and in 1883 the friends resolved, if they could make the necessary arrangements, to themselves embark in the venture of establishing a British enterprise to carry out in the British Empire Dr. Jaeger's ideas. Neither of the friends had acquaintance with the Textile Trade, nor was either of them a capitalist, and a little Company of $10,000 was formed, which has now increased to a hundred times the amount.

The preparation of a Catalogue and the editing of Dr. Jaeger's interesting writings in a booklet entitled "Health Culture," as well as securing a shop (in Fore Street, City) and providing an initial stock, occupied time until the opening for business, in February, 1884, previously to which date a large number of explanatory Catalogues had been issued to people of light and leading members of learned societies, etc. Endeavor was also made to interest the Retail Traders. The enthusiasts imagined, therefore, that when they opened their doors the public would stream in, persuaded of the virtues of the Jaeger System.

But this was far from being the case, and the first few months were disappointing, lightened only by the Jaeger Exhibit at the "Healtheries," London, 1884, being awarded a gold medal, the Highest Award.

In the Autumn of 1883, on the off-chance that it might be accepted, the writer had sent in an article to the *Times,* explaining what were then the novel ideas of Dr. Jaeger on Clothing and Bedding. The article did not appear, and it had been forgotten by its author when, in October, 1884, the *Times* printed it in its best leaded type, and in a prominent position. In the following issue the *Times* gave one of its "leaders" to the subject of the Jaeger new idea. Nothing could have happened more *à propos,* and the good effect was immediate. Widespread interest was aroused, and dingy Fore Street was brightened by handsome equipages driving up from the West-end, while enquiries came from all sides (even from overseas) about the "new gospel," as the *Times* article had termed it.

All this would have been but a "flash in the pan" if the Jaeger idea and the Jaeger goods had not impressed themselves on the public mind as being incontrovertible, the former for its truth and the latter for their honesty and excellence.

So this British enterprise, whereby a German idea was domiciled in Great Britain thirty years ago, has continued to successfully develop, the capital being British, and the staff likewise. Readers will agree that the Jaeger Company did well to take up an idea which, although foreign in its origin, was calculated to be of great hygienic value to the British people, more particularly in their variable climate. Thus the Jaeger Company pioneered the huge modern Woollen Underwear industry in the United Kingdom, where the manufacture of goods for the Company provides employment for a vast number of hands.

In addition, the Staff in the Company's large Warehouses and London and other Depots numbers some 700. The Company has Branches in Melbourne and Sydney, in New Zealand and in Canada. In every place of importance throughout the Empire the Jaeger goods are represented, and the Company is proud to count among its hundreds of Agents many of the most intelligent and progressive Retail Traders, whose relations with the Company are based on mutual confidence and loyalty.

Dr. Jaeger's Sanitary Woollen System Company, Limited
Head Office and Warehouse: 243 Bleury Street, Montreal

Advances Close on Heels of Tariff

Many Manufacturers Raised Lists on Underwear, Hosiery and Sweater Coats — Most of Advance Due, However, to Wools—Lesser Weights to Sell at Former Prices.

WHEN a blow that shocks the average man falls on another almost unnoticed, the usual conclusion is that he must be of as sturdy a build as Richard, the Lion Hearted, or have suffered so severe a blow before as to have left him unsensible to the lighter tap.

The blow of the tariff increase came upon an almost indifferent body of manufacturers: their thoughts were lifted above 5 or 7½ per cent.—far, far, above, to the heights attained by crossbreds. If yarns went up 20, 30, 40 and even 50 per cent., what mattered a puny 5 per cent.? And yet it furnished them a something definite to justify, without any dispute, advances that were forced on them by yarns rather than by tariffs.

From 60 to 92 Cents.

Just to illustrate: one buyer of yarns for sweater coats, a line that has shared with men's socks the full brunt of wool inflation, declared that their last payment for a certain grade of crossbreds was 92 cents,—**one year ago a similar yarn, had cost them 60 cents.**

"Since the tariff went up there has been a total increase, allowing 3 or 4 cents on this account, of 12 cents a pound in one grade. But note, the tariff was responsible for only one-third of the actual advance registered in a period of only three weeks!

But, apart from the cost, many of the manufacturers are worrying about another subject even more, that of supplies. They are taking orders for Fall, but do not know how they will fill them. It is harder than ever to get wool and yarn from England, and there is no prospect of the supply getting easier. Already some large orders from Canadian retailers have had to be cut down: it was foolish promising to fill them at any price.

As was natural prices have advanced; almost immediately after the tariff went up. Nearly all sweater coats, and some lines of underwear,—the coarser stuff such as is made of crossbred yarns. The increases ran 2, 3 and 4 per cent. on the average, covering partly the tariff rise, and partly the latest increase in yarns.

Fortunately for a good many retailers they are covered. The constant reiteration in The Review and other papers, of the steady advance in yarns had convinced most that it was inadvisable to make no advance, nor indeed will we for Fall, because business will not warrant it. **But just as soon as we can manage it we will fill up the balance of our needs on goods that will be turned out to sell at a certain cost.** In other words, we cannot advance prices to any extent to the public; we must, instead, get lines with less weight; lines, perhaps, with a greater percentage of cotton,—that is how the problem will be worked out nearly all along the line."

As is remarked in a discussion of the tariff in the opening article, any advances that are necessary will be made on the higher-priced lines such as silk hosiery: these will bear the burden for all.



CHILDREN'S SUITS FOR FALL, 1915.
The first one is new in having a full foot; the boy's is a one-piece suit, sweater and overalls being in one. Shown by Monarch Knitting Co.

delay, just as in the case of woolen dress goods and linens, for example. Thus the latest increases will not affect them. But a larger body of merchants, applied the principle of cautious buying to knit goods also and have had cause to repent.

The buyer for a large department store thus sized up the situation so far as he was concerned: "We did most of our buying in January, and so are not hit by the latest advances. Even then, of course, we paid more for most lines than a year ago. For the present we will

COLORED SILK HOSE.

(Continued from page 98.)

where the greatest strain occurs. Lisle tops are more generally liked than those of silk, as the silk has a tendency to slide and work loose, and lisle also wears much better than silk.

One objection to the sale of fancy colors in hosiery is the difficulty often experienced in obtaining mending silk that is exactly the same shade. Some manufacturers are getting over this difficulty by sewing a small envelope containing darning silk to the stocking. This scheme works out well, as customers are quick to see the advantage.

SILK UNDERWEAR.

(Continued from page 98.)

these silks have the seams button-holed so that they will neither pull nor ravel and also so as to enable them to lie flat so that the wearer feels no ridge to make the wearing uncomfortable. The neck and armholes are simply bound and the wash ribbon that forms the draw string is run through this band. Where reinforcing is necessary plain silk is used and this is bound with silk braid.

MADE-IN-CANADA

Peerless REGISTERED

Underwear

Displayed in your window will attract the trade of the smartly dressed women

Arrange for an effective window display to-day and let "*Peerless Brand Underwear*" speak for itself.

Peerless Show Cards can be obtained free of charge at any time.

When may we call upon you with our 1915 range?

The Peerless Underwear Co., Limited

HAMILTON, CANADA

REPRESENTATIVES

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BRITISH COLUMBIA—J. J. Mackay, 504 Mercantile Bldg., Vancouver
QUEBEC—Ernest Hamel, 66 Rue de L'Eglise, Quebec, Que.
MARITIME PROVINCES—E. R. Woodill, 21 Roy Bldg., Halifax, N.S.
MANITOBA AND THE WEST—The Hanley & MacKay Co., 139 Albert St., Winnipeg, Man.
MONTREAL—W. A. Kennedy, 101 Mappin-Webb Bldg., Montreal

AGENT WANTED

FOR

Black Cat Hosiery

We want the livest manufacturers' agent in Canada. One covering all territory thoroughly, and capable of producing big business.

The **"BLACK CAT"** Hosiery Line needs no description. It is the acme of Quality. Our delivery service is perfect.

Here's an opportunity for the right firm to connect with the greatest Hosiery Mill in the United States.

Write to-day!

CHICAGO-KENOSHA HOSIERY CO.
KENOSHA **WISCONSIN**

TRADE MARK
MADE BY THE GODERICH KNITTING CO

A line of sterling value

Maple Leaf Brand Hosiery and Mitts

In times like these, when the future delivery of woolen goods is so uncertain and prices steadily advancing, do not take any chances, but place your order for the old reliable Maple Leaf Brand and you will not be disappointed.

Wait for our travellers or write for samples.

Goderich Knitting Co., Limited
GODERICH, ONTARIO



Colonial Knit Coats

Distinctive in Style, Weave and Color

Everything that could possibly appeal to a person in a sweater coat is embodied in the exclusive line of "Colonial Knit" coats which our representatives are showing. We give you here just a glimpse at a couple of the 200 different styles we make.

Be sure to see them.

AGENTS:

Toronto—W. H. Partridge, 17 Melinda St., Toronto.
Northern Ont.—S. Shea, Room 500, 64 Wellington St. West, Toronto.
Eastern Ont.—Colin E. Stewart, 61 Marmaduke St., Toronto.
Western Ont.—Whelpley & Searle, 63 Toronto Arcade, Toronto.
Montreal—A. J. Gendron, 16 McGill College Ave., Montreal.
P. Quebec — J. P. Bourget, Drummond Bldg., Montreal.
Maritime Prov.—R. S. Sime, 21 Cobourg St., St. John, N.B.
North-Western Provinces—W. M. Borbridge, Brandon, Man.
British Columbia—Mr. F. S. Land, Welton Block, Vancouver, B.C.



The Colonial Knitting Co., Limited

GUELPH, ONTARIO



The "Tipperary" Cap.
The very newest article of knitted headwear on the market. Designed after prevailing New York Millinery Styles.
$6.00 Per Dozen.

Two entirely new and original AVON KNIT Productions

Novelties in knitted headwear that will stimulate trade in your knit goods section.

The "Tipperary" Cap

Destined to become one of the biggest sellers of the season. It is produced in a wide variety of combinations in silk for Summer wear, in silk and wool, plain worsteds and Angora finish for colder weather. (Immediate delivery on silks.)

The "Leicester Square" Tam

Another bright novelty originated by us. Also made in light-weight silk for Summer wear and Angora finish as illustration. Indications point to wide popularity for silk knitted headwear for the coming Summer. We are prepared to give prompt delivery.

See sample of these new lines with our representatives, or write direct to us.

Advertising Cards Illustrating These Numbers Supplied Free



The "Leicester Square" Tam.
Another bright novelty produced in Silk and Angora finish worsted.
$8.00 per Dozen.

AVON HOSIERY, LIMITED

STRATFORD - - CANADA

Sole Agents:—Richard L. Baker & Co., 100 Wellington St. West, Toronto, Ont.

Enlist in Canada's commercial army by selling Made-in-Canada knitted goods—

Beaver Brand



After the European struggle has been decided and militarism is out of the air the real war will commence —the commercial war.

While other countries are in a disturbed condition, it is the opportunity of Canadians to get together and bring Canada and her industries to a level that will eclipse the world for all time to come.

By patronizing our own industries we are keeping Canadian money in circulation in Canada, and keeping our sons employed—producing money to build a greater Canada and to help keep Great Britain Mistress of the Seas.



BEAVER BRAND KNIT GOODS stand supreme in the knit goods world for quality and workmanship. The 1915 range embraces the latest color, cut and weave. Beaver Brand styles in sweater coats for men and women and children are particularly smart.

Samples and prices on request.

R. M. Ballantyne, Ltd. STRATFORD ONTARIO

Manufacturers of Beaver Brand Knit Goods

REPRESENTATIVES:

T. H. Allice - - British Columbia
Thompson & Henselwood - Alberta
Thompson & Henselwood, Saskatchewan
F. G. Rumble - - - Manitoba

H. Cook - - - - - Toronto
W. Easson, C. B. Heath - - - Western Ontario

A. J. Turnbull - - Eastern Ontario
W. C. Brown, J. E. Patte - 26 Beardmore Building, Montreal



Ladies'
Full Cardigan
Half Cardigan

Men's
Shakers
Half and
Full
Cardigan

Boys'
Knitted
and
Brushed
Suits and
Coats

Harvey Brand Trade Winners

The samples which our agents are now showing consists of one of the finest ranges of Knit Goods ever offered the trade. Viewed from any angle, Harvey Brand will prove a mighty attractive proposition for you —from the increased sales and profits; from the genuine satisfaction which these pure wool, stylishly tailored garments create.

Illustrated is one of our very newest—Ladies' Cardigan Sweater Coat, new style French Sailor Collar cut low. Covered buttons looping over, bottom button high up so it hangs right. Belt at back inverted V shape.

Be sure and see the Harvey Brand Samples

HARVEY KNITTING COMPANY, LIMITED

WOODSTOCK, ONTARIO

AGENTS: British Columbia and Alberta—H. P. Lang, 600 Welton Bldg., Vancouver. Manitoba and Saskatchewan—Harvey Bros., 313 Fort St., Winnipeg. Ontario—J. E. McClung, 33 Melinda St., Toronto. Quebec—P. DeGruchy & Son, 59 St. Peter St., Montreal. Maritime Provinces—F. S. White, St. Stephen, N.B.

Straight Talks from Moncton

By Humphreys

NUMBER TWELVE

One-sale business not good business

A chance sale in itself may pay, and providing you get enough of these your business will pay, but it is seldom, if ever the case, where an underwear department depending entirely on transient trade gets satisfactory business.

It's the business you get from year to year — the business you get through the recommendation of friend to friend, that pays best.

Humphreys heavy pure wool underwear being made from the finest Maritime wools and properly processed is absolutely unshrinkable. This fact alone is a continued business getter. Plan not only on your 1915 underwear business, but look to the future success of your department by getting in touch with the Humphreys line now.

A Humphreys Combination



WRITE FOR SAMPLES

Humphreys Unshrinkable Underwear Limited

MONCTON, N.B.

Selling Agents for Ontario, Quebec and Western Canada:

E.H. Walsh & Co.

TORONTO

Montreal and Winnipeg

THREE EIGHTIES BRAND

REGISTERED

Hosiery for Ladies and Misses

The Largest Sale of Any Line of Hosiery in Canada

Although it is the popular-priced line, it is made of a high grade of long-fibre cotton; it is seamless; it has as perfect a finish as the most expensive lines; it has 3-ply heel and toe and so saves darning; it looks fine; feels fine; wears splendidly.

Every dealer in hosiery is encouraged to push Three Eighties Hosiery, because—

It nets the best profit for a popular-priced line—it is as attractively boxed as the expensive hosiery—it has a silky finish that appeals to the customer from the first glance.

It is a business-builder in the best sense of the word.

There are 12 **perfect** pairs to the dozen in every box—consider that well!

Ladies' sizes - - - - - **8½ to 10**
Misses' sizes - - - **4½ to 8½**
Black, tan, and white.

Order From Your Wholesaler.

The Chipman-Holton Knitting Co., Limited

Largest Hosiery Manufacturers in Canada

Hamilton - - - - - **Ontario**

MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Toronto

Branch Offices:
MONTREAL AND WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE-MARK

SUNSHINE HOSIERY REGISTERED



"ELF" "SNOWBIRD"

Monarch Knit Pictorial News

Coasting—High Park, Toronto

MONARCH KNIT

Made-in-Canada

Everything indicates a scarcity in Knit Goods and a general advance in prices. Dye and yarn concerns are offering their limited supply at premium prices and still more grave conditions are in sight. Spinning all our yarns, doing all our dyeing and possessing every manufacturing facility in our four big plants, we are in a most unique position to-day to fill orders until our present supply is exhausted, after which our prices must advance. We earnestly desire to protect all trade as long as possible, but ask your co-operation in placing orders early.

"AREN'T THEY CUNNING?"

The beauty and smartness of **Monarch Knit** garments for children bring forth that expression at once. And then, won by their cunning appearance (the **Monarch Knit** style quality found even in articles for tiny tots) mothers take up point by point, fit, quality of yarn and workmanship—and the sale is made. **Merchants** who want to put punch and power behind the sales in their children's department will find **Monarch Knit** the solution. **Monarch** salesmen are now showing 1915 ranges. **Drop** us a line and fix a visit.

The Monarch Knitting Company, Limited

DUNNVILLE, CANADA



We manufacture a complete range of Sweater Coats for men, women, youths, boys, girls and infants, also men's and boys' Pull Over Sweaters and Jerseys, Bathing Suits, Toques, Mufflers, Motor Scarfs, Senoritas, Skirts, Motor Hoods, Aviation Caps and Children's Suits and Rompers







The Monarch Knitting Co.

Dunnville - Canada

"Made in Canada"

WE ARE THE LARGEST MANUFACTURERS OF FANCY KNIT GOODS IN THE WORLD.



New Mode Drop-Seat Combinations

THE NEW-MODE REG'D
PATENT PENDING

A new combination. Absolutely closed. Adapted to all styles of Corsets, yet have the advantages of ordinary drawers.

The newest idea in a combination garment. Also see the new style necks.

You will increase your sales by handling this garment.

The advent of "New Mode" Drop-Seat Combinations, therefore, with its patented seat; elastic and reinforced seams; high and V necks solved the problem. The insistent demand for this underwear when once it has been worn is ample proof of its efficiency and popularity. Write for samples.

We are also showing a range of fine and medium weight, regular style, ladies', men's, and children's combinations, and two-piece suits in cotton and wool fabrics.

Samples now in the hands of our representatives. Be sure and see them.

HARVEY KNITTING COMPANY, LIMITED

WOODSTOCK, - - ONTARIO



ZIMMERKNIT

Every time you sell a "Zimmerknit" garment, you please a customer. The man doesn't live who cannot appreciate its superiority. And there isn't a dealer in Canada who cannot increase the good-will value of his business by handling this line.

ZIMMERMAN MANUFACTURING COMPANY, LIMITED

Hamilton, Ontario

Agents: E. H. Walsh & Co., Toronto; W. R. Begg, Toronto; A. R. McFarlane, Vancouver



Penmans Popularity is Universal! Why?

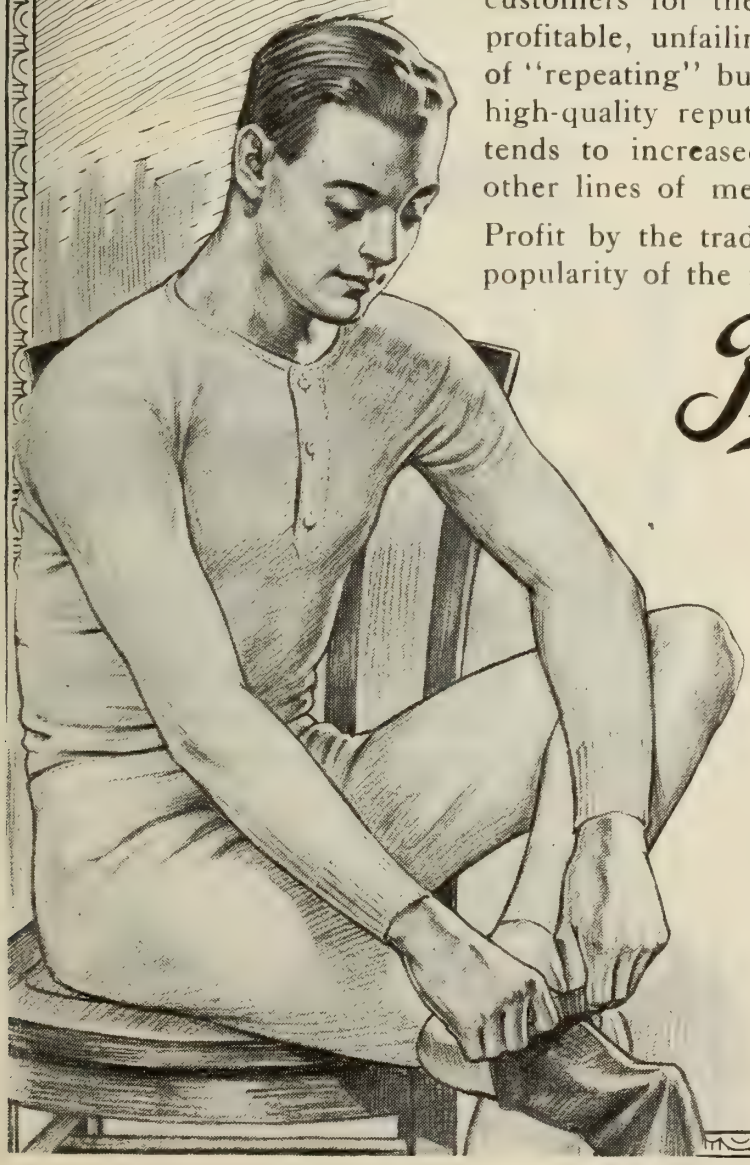
Because we please the sellers as well as the wearers.

To wearers, Penmans spells quality in the goods, smooth ease and comfort in fit and texture, thoroughness and care in the making, and genuine good value at every point.

This in turn means satisfied customers for the seller, a profitable, unfailing volume of "repeating" business and high-quality reputation that tends to increased sales in other lines of merchandise.

Profit by the trade-winning popularity of the full line—





Penmans

Underwear
Hosiery
Sweaters

N.B.—All Penmans Goods are Made in Canada by

Penmans Limited
PARIS, ONT.

LADIES', MISSES' AND CHILDREN'S FINE UNDERWEAR

Zenith BRAND

Crescent BRAND REGISTERED

"Velva" BRAND

FOR FALL

have the full approval of the Canadian Underwear trade. Don't decide on your Fall, 1915, stock until you have considered well these three popular brands of ladies', misses' and children's underwear.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents

RICHARD L. BAKER CO., 100 Wellington St. West, Toronto, Ont.

"Craftana"

Registered No. 262.0



THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

CEETEE

Worn by the Best People Sold by the Best Dealers.

UNSHRINKABLE

UNDERCLOTHING

PURE WOOL ONLY

Mfrs. of Turnbull's High-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, "CEETEE" Shaker Knit Sweater Coats.

The C. Turnbull Co. of Galt, Limited

Galt, Ontario

¶ A condensed advertisement in the DRY GOODS REVIEW will bring good results.

DRY GOODS REVIEW

The Recognized Authority of the Canadian Dry Goods Trade

Vol. XXVII TORONTO, MARCH 3, 1915 No. 5

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President.* H. T. HUNTER, *General Manager*
T. B. COSTAIN, *Managing Editor.*

(ESTABLISHED 1888)

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF.

THE DRY GOODS REVIEW

F. M. Alexander, *Manager*
A. B. Caswell, *Montreal Representative*
F. A. Cockburn, *Toronto Representative*
S. S. Moore, *Ontario Representative*
H. H. Black, *Editor*
Miss L. Dixon, *Associate Editor*
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Chas. W. Byers, *Associate Editor.*

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GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971, Chicago, Ill., A. H. Byrne, 140 So. Dearborn St., Room 607, Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; Other Countries, $3 a year; Single Copies, 10 cents. Invariably in advance.

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Buyers' Guide

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Model A Price $20.00
The Standard Air Brush of the World
Show-Card Writers and Window-Trimmers cannot afford to be without one.
Send for Catalogue C-79.
Thayer & Chandler, Chicago

LARGEST MANUFACTURERS
Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.
The Botanical Decorating Company
(Incorporated.)
310 Fifth Avenue, Chicago, Ill.

BROCK & PATERSON LIMITED
ST. JOHN, N.B. HALIFAX, N.S.
The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.
MAIL ORDERS OUR ESPECIAL HOBBY

Take Advantage of Our Enquiry Department

WHEN you become a subscriber to "The Review" this is part of the service you buy.

Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Information Bureau is at your service at all times.

We are glad to be of any possible service to our readers, and requests for information are most welcome.

Cut out coupon below and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subcribers

INFORMATION WANTED

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PLEASE TELL ME WHERE I CAN PROCURE _____

NAME _____

ADDRESS _____

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Ribbon:

Black

White

Navy

Sand



Veils:

Jackdaw

Magpie

Black and Sand

Brown

Novelty Laces

New Collars Embroideries

Plain and Fancy Nets, Etc., Etc.

MAIL ORDERS PROMPTLY ATTENDED TO.

The Thompson Lace & Veiling Company,
LIMITED

59 Wellington Street West, Toronto, Ont.

New Sample Room, Montreal—Room 20 Merchants Bank Bldg., St. Catherine St. W.

L T V Co

L T V Co

DRY GOODS REVIEW

Vol. XXVII No. 6



FEATURES —

House Furnishings
Fancy Goods
Dress Fabrics

April 1915

THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE - - 143-153 UNIVERSITY AVENUE, TORONTO

The man who does not advertise simply because his grandfather did not should wear knee breeches and a wig.

The man who does not advertise because it costs money should quit paying salary for the same reason.

The man who does not advertise because he doesn't know how to write an advertisement should quit eating because he can't cook.

The man who does not advertise because somebody said it did not pay, should not believe the world is round because the ancients said it was flat.

Now is the Time

when embroidery stocks are depleted because of early whitewear sales.

In sorting up for Summer trade remember we can supply all requirements on shortest notice. We are specialists in popular-priced lines. If you want to give **permanently best values** at 5, 10 or 15c or upwards you can obtain them from our stock at any time.

IMPORT ORDERS

For import we wish to advise our customers that they can only expect adequate service by placing orders early, as naturally, owing to the war, both manufacturing and transportation in Europe are more or less disorganized.

G. THOMA & CO.

Manufacturers of Swiss Embroideries

ST. FIDEN, ST. GALL, (Switzerland)

AGENT:

J. H. Gagnon, Unity Building, Montreal

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St. E.C.

Publishing Offices:

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 71 Queen St., E.C.



Ready-to-Wear Season is in Full Swing

OUR Department has now received new shipment of Waists, Dresses, Whitewear, etc., and our stock is complete and well assorted.

The new Waists for Spring are being made in three-quarter sleeves (11 inches from under the arm) and low necks. Embroidered Voiles are selling very strongly, and also Silk Crepe, China and Shantung semi-tailored in both white and flesh colour will be featured for the Spring.

The two-yard Underskirt is the one that is selling most, as the majority are not going to use extreme styles.

We wish to draw your attention to a special line in House Dresses:

L1571, which is a special Leader, good striped Print, trimmed yoke, sateen collar, ¾ sleeves, also trimmed as collar. $9.00 per dozen.

L1600, embroidered Voile Waists, yoke effect. This is one of our best sellers. $9.00 per dozen.

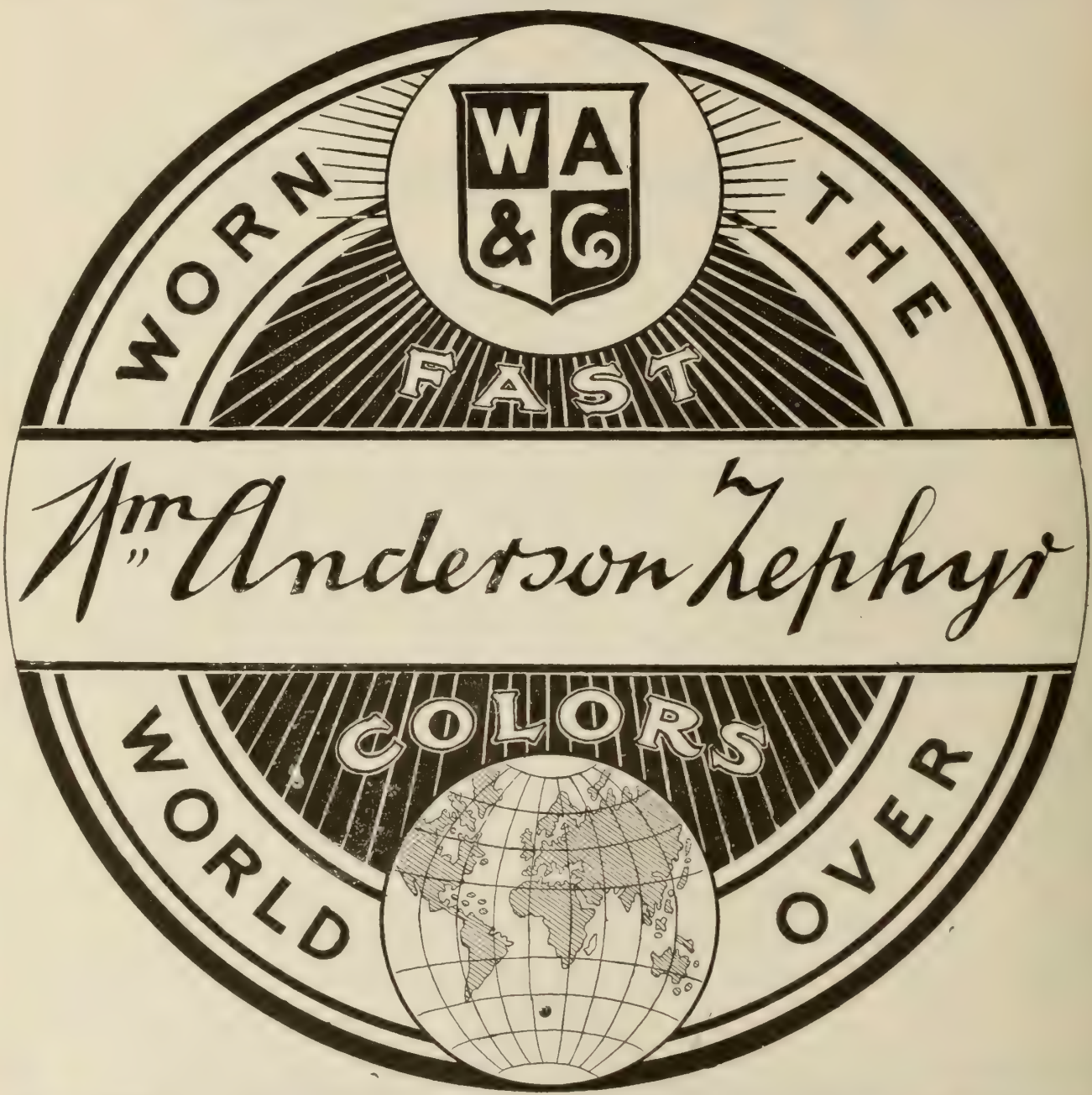
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The Range of "ANDERSON'S" is finer than ever
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WM. ANDERSON & CO., Ltd.
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THIS COAT IS UNDOUBTEDLY AS GOOD VALUE AS CAN BE HAD. MADE OF FINELY FINISHED PARAMATTA CLOTH WITH A HEAVY SATEEN BACK. EDGES BOTH BOUND AND GUMMED. EVERY MODERN IMPROVEMENT FOR KEEPING ONE DRY AND COMFORTABLE.

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A COAT MADE OF EXCEPTIONALLY HEAVY DRILL. THE SEAMS ARE HEAVILY REINFORCED AND GUMMED. COMPLETE WITH EVERYTHING THAT ADDS TO A DRIVER'S COMFORT, INCLUDING CAREFULLY ADJUSTED LEG STRAPS.

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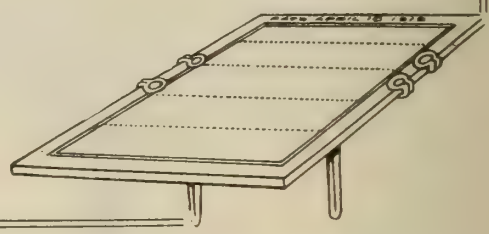
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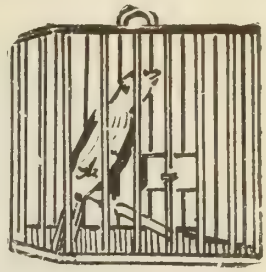
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Gold fish and birds, etc., will make a profitable department and brighten up your whole store

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A small gold fish and Canary Department in your store will be a source of pleasantness to you, your salespeople and your patrons, and will prove to be a good paying proposition—they bring trade and create sales in other departments, as well as produce rapid and profitable turnover themselves.

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HAWLEY'S "HYGIENIC BLACK"

There is no better Dye in the World.

Every Pair Warranted Fast to Washing, Hard Wear and Perspiration.

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Linen showers for the June bride will be very much in evidence for the next month or so. Liddell's Gold Medal linens—the kind that have delighted the hearts of the "blushing bride" for the last hundred years—make a mighty acceptable gift. Table cloths and napkins, Irish hand-embroidered bedspreads, shams, pillow cases, lunch cloths, d'oylies, bureau scarfs in beautiful finish and exclusive design make up a most attractive range.

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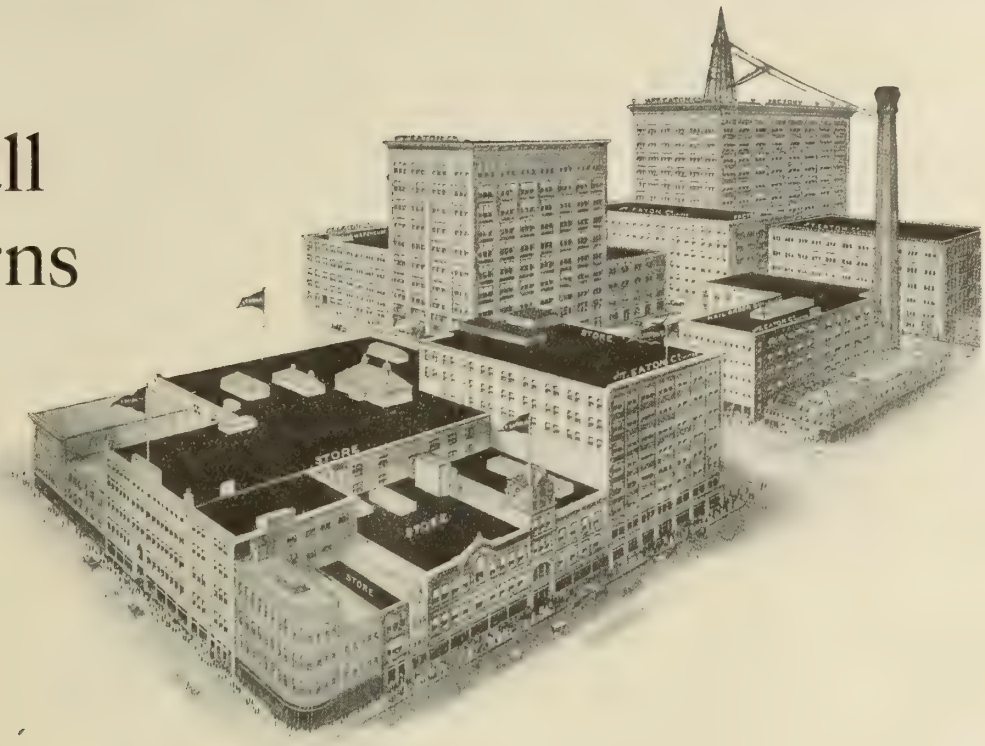
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In the live establishments, large and small, pattern departments are now found in the right place—in or adjacent to the Piece Goods, Trimmings and Sewing Notions Departments—where customers can, when buying patterns, also readily obtain all the necesary materials with which to make them up.

Thus is the advertising and sales-creating value of patterns being recognized and utilized.

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35—Men's Pure Silk ½ Hose, with fine lisle heels and toes, to insure good wear. Comes in Black, Tan, Grey and Navy. Sizes 9½ to 11. Per dozen, $4.50.

S29—Men's Black Seamless Cashmere ½ Hose, spliced heels and toes. Every pair embroidered "Llama" in red. Sizes 9½ to 11½, $2.25.

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8859—Men's Black Cashmere ½ Hose, Fine Gauge All Wool. Every pair branded "Viking." Sizes 9½ to 11. Per dozen, $3.50.

F.P.—Men's Black Cashmere ½ Hose, Fine Gauge All Wool. Every pair embroidered "Figurphit" in red. Sizes 9½ to 11½. Per dozen, $4.00.

S80—Men's Black Cashmere ½ Hose, Fine Gauge All Wool. Every pair embroidered "Llama" in red. Sizes 9½ to 11½. Per dozen, $4.50.

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TORONTO

Letter Order Department Always at Your Service

DRY GOODS REVIEW

The Recognized Authority of the Canadian Dry Goods Trade

Vol. XXVII TORONTO, APRIL, 1915 No. 6

GENERAL ARTICLES.

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Larger Profit to the Retailer .....
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Adapting Window Draping to New Styles .....
Display in Carpet and Rug Department .....
Card Writing Made Easy—Series No. 4 .....
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(ESTABLISHED 1888)

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF.

THE DRY GOODS REVIEW

F. M. Alexander, *Manager*
A. B. Caswell, *Montreal Representative*
F. A. Cockburn, *Toronto Representative*
S. S. Moore, *Ontario Representative*
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GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 140 So. Dearborn St., Room 607, Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

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LUCILLE'S SPRING CREATION.

This exquisite ribbon-trimmed gown made by Lucille (Lady Duff-Gordon) for Mrs. Vernon Castle, indicates a lavish use of ribbons for trimming purposes the coming season. This gown of chiffon, with its ruffles of ribbon and its fitted pointed bodice of silk has inspired already a variety of models.

Dry Goods Review

VOL. XXVII. TORONTO, APRIL, 1915 No. 6

Playing the M.O.H. Game and Winning Out

Lachute General Merchant Tells How He Defeated Mail Order Houses by Using the Mails Himself—Figured Dress Goods Less in Lachute—Getting Measured at the Country Store and Sending the Order Outside.

WRITTEN FOR THE REVIEW BY GENERAL MERCHANT, LACHUTE, QUEBEC.

"DID I ever try to fight the mail order houses?" you ask me. I must be frank; I don't think I ever did. These mail order houses came like a thief in the night. We were running along smoothly, with our regular business, when we realized the enemy had come. But I don't think we have done much to fight them. What can we do?

I once made a feeble attempt, and that very recently. I will tell you how it happened. A woman, the wife of the better class farmer, came into the store one day. She lives in a wealthy district about six miles away, a district which is a veritable hunting ground for our competitor of the large city. I drew her attention to some steel clad galateas which had just arrived, and asked if she never felt need for stuff like that for making children's dresses. She said she did, but that she, and all her neighbors sent to ——'s for it.

"But," I said, "would you not rather give me the order if I carry something as good, and at the same price?" I promised to mail her samples, and leave it to her judgment.

Never Dreamt of Sending Samples.

Up to that point I had never dreamt of mailing samples to my customers. From the galateas I cut a strip an inch and a half wide, which I machined up the edge. Then I took this over to the plumber's, and got him to cut it into twenty bunches on his big shears. To these I attached a small ticket, bearing width and price, and mailed one to the lady. To my astonishment, she replied asking me to cut off twenty yards, and to hold it until she came to town.

Mailed More Samples.

Having been successful with one, I mailed samples to other parties living in the country, and the results were almost equally satisfactory. It appears then that we too can use the mails successfully; that farmers' wives living all around us, only require to see that we have the goods, and they will buy. If you have got good lines, I believe you can catch them every time. My galatea samples were almost identically the same as those sent out by the mail order house.

It should not be thought that the mail order houses have the best of it every time. They have not, even neglecting the cost of freight, the trouble of writing, and the long wait for the goods. Even on the price of goods we can often beat them. Here is a case in point which I came across in my own store.

$1.20 Outside; 90 Cents at Home.

A lady entered the store one day with a piece of figured dress goods, and asked if we had anything like it. As I examined it very closely, she evidently thought an explanation was necessary. So she said: "I must confess that I bought it from ——'s, and I feel somewhat ashamed to bring it to you, but the fact is, I bought too little for my dress, and ——'s are entirely sold out of it."

I set her at ease on that point, and began looking through my stock of dress goods. It was one of P——'s, and it so happened that I had the identical goods in stock.

"How much is it?" she asked.

I told her it was a dollar per yard, with 10 per cent. discount for cash, which brought it down to 90c per yard.

She seemed to be doubtful, and asked: "Do you really think it is the same goods?"

"Why do you ask?" I said.

"Because," she replied, "it cost me $1.20 per yard."

Painful Frankness.

The people in the country get into the way of thinking of the mail order houses as something entirely apart from us, and often are quite frank in telling us of their dealings with them. Sometimes they are painfully frank. Some time ago, a farmer came in here and said he was thinking of buying a rat-lined coat. It so happened that rat was down that year, and we happened to have such a coat in stock, with an otter collar. My clerk brought it out, and tried on him. It was a splendid fit, and he could not have done better anywhere at the price we quoted. He asked about the size and a dozen other things. He tried it on, and put it off, then tried it on again. At last, I said. "Well," and after a slight wait continued, "Do you think you'll buy it?"

His reply was brutal. "Yes, I am going to buy one, but I'm going to get it from ——'s." (the same M.O.H.).

What I told him was a shame, but "he got his" a few months later. One day he walked into the store and asked us to buy some butter. We were not needing butter, and certainly none of his. Then he started to call down the merchants of Lachute in general for not paying him cash for his produce. My clerk could stand it no longer, and yelled at the top of his voice," "Go and sell your butter to ——'s, where you got your fur coat."

The nerve of some people in securing information from the country merchants to assist them in buying from the mail order houses is incredible. It is not uncommon for them to send to the general stores for ladies' jackets on approval, simply to get their sizes, and to compare them with those in the catalogues of the mail order houses.

We even have people bring mail order goods to us to be changed.

As far as dry goods are concerned, this is the worst problem we in Quebec have to face. In the grocery department we do not suffer. Hardware is touched only slightly.

Larger Profit for the Retailer

Head of Large Retail Store Writes in Support of Reduction in Cost By Lessening Some Expense of Manufacture Without Impairing the Necessary Quality — What Do Manufacturers Say to This?

To the Editor:

SOME time ago you took up the question of the necessity for manufacturers arranging prices for lines that sell at a fixed price, such as 25c, 50c, $1, and so forth, in such a way as to allow the retailer a larger margin of profit. The obvious reason for this is that the cost of doing business has risen so greatly during the past few years that the old schedule if adhered to by manufacturers and jobbers makes it impossible for us to secure sufficient profit on these lines to keep things going, and so we must take it out of something else, which cannot stand it as well as these could, with the co-operation of manufacturers.

Has Borne Fruit.

What you said at the time and in reference to it since has borne fruit already and we are rejoicing over slight reductions in some lines of corsets, for instance, in one case from $9 to $8.50, and in some lines of neckwear; in one case from $2.25 to $2.10, all of which makes it easier for us to get a fair profit on the goods sold. There are still a number of lines, however, in which we feel,—and speak for a large number of retailers in this respect—we are not being treated fairly. Let me at the outset announce the schedule which I think the majority of retailers feel should be adopted as far as possible by the supply houses:

Old Price	New Price.
$ 2.25	$ 2.00
4.50	4.00
6.50	6.00
9.00	8.00
11.50	10.00
13.50	12.00

That is, goods for which we are now commonly paying $2.25 a dozen should come to us at $2; those for which we are paying $4.50 should come to us for $4.00. In the first place we are selling them at 25c each, $3 a dozen; and in the second case 50c each, or $6 a dozen. Those which came to us at $6.50 we should get at least at $6, to sell at 75c or $9 a dozen. Those at $9 a dozen should be $8 in order that we should sell them at $1 or $12 a dozen. Those at $11.50 should be reduced to $10 to sell at $1.25, and those at $13.50, to $12, in order to sell at $1.50, or $18 a dozen. Surely no one will say this margin of profit is an excessive one.

Without Impairing Real Quality.

Just let me here point out in order not to be misunderstood that I am asking this reduction in prices only on lines where a reduction can be safely made by the manufacturer without impairing to any real extent the quality of the goods for the public. For instance, I am not asking it on dress goods. Any reduction in the present prices of dress goods, means a deterioration in quality and in that way we could not recommend the goods to our customers. Women are willing to pay for dress goods what they are worth. There are no fixed prices in dress goods. They will pay 65c, 75c, 85c, $1.25 and any number of intervening prices. What I refer to mainly is in made-up articles where some change can be made, say, in the trimming by the manufacturer without lessening the quality of the goods themselves, but removing some of the cost and allowing of a reduction to the retailer.

WHAT IS YOUR VIEW?

This communication is welcomed by The Review as an expression by a well-known head of a dry goods store of a question that is agitating both retailer and wholesaler. In its next issue The Review will present the other side, the standpoint of the manufacturer, and will welcome expressions of opinion from other retailers; on this or any other timely subject.

Kindly see that communications reach us by April 27.

Take for example a line that was selling for $1.25 each. That was too good quality to give for $1.25. It was not fair to us. In order that the manufacturer should give that quality to sell at that price, he was charging us too much—not for this article, but too much for an article to sell at $1.25. He should have given a poorer trimming or lessened the cost of production in some way, so as to have reduced the price to us, while the price to the public still remained $1.25. That is, we would not take it out of the customer in quality, merely in the character of some of what might be called the "accessories" in the make-up of the article. We could recommend the article as it comes to us just as highly as before. It might not be quite as good looking. For as good looking an article, we would charge perhaps 25c more, but then in that case we would expect to pay more to the manufacturers.

The selling prices as they would figure out would thus be an advance of 50% on the cost price, or 33 1-3 on the selling price, which is not too large for the majority of made-up goods considering that in staples, for instance, we have to be content with a very much smaller profit than that, probably 25% instead of 33 1-3, and some even less, where competition is very keen.

Retailer Cannot Advance Prices.

The reply of some manufacturers to The Review and other sources to this request of ours has been that if we are not satisfied with the margin of profit on goods which cost, say, $9 a dozen, we should advance the cost to the consumer. This in nearly every case would be an impossibility. That is, impossible without co-operation amongst all retailers. and this, as anyone knows, is impossible to get, except in rare instances. For instance, supposing we take goods at $9 a dozen, which now we sell at $12 a dozen or $1 each. If we say this is not sufficient profit, the manufacturers tell us, then advance the price to $1.15 or $1.25. That certainly would give us a sufficient profit, but when we advance the price to $1.25 our next door neighbor would keep it at $1 and where would we be with the public? We could not induce them to raise that to $1.25. And so in all other lines it would work out the same way. The old prices, 25c, 50c, $1, $1.25 would remain the same and we would be making less than we should on each transaction.

Retailer Would Not Cut to 90 Cents.

Put it another way, from our standpoint. Supposing the $9.00 goods were reduced to $8.00. It might be said that our next door neighbor would take advantage of the reduction and make the

(Continued on page 16.)

Expanding When Business is Dull

Merchant in St. Johns, Que., Was Going Back $1,000 Per Month—Arrested This Decline by Adding to His Premises—Now $1,000 Per Month Ahead of 1914.

WRITTEN FOR THE REVIEW BY TRAVELING STAFF WRITER.

THERE are dry goods merchants all over Canada who have experienced a falling off in business. They have attributed it to the war, and not being able to stop the war, have accepted the decline as something unavoidable. There are dry goods merchants all over Canada who have taken stringent measures to stem this tide of disappearing business, and have failed. It will interest them to know how a merchant in the Province of Quebec succeeded.



View of store of J. A. Lomme & Co., St. Johns, Que., taken just before the expansion.

The man who did it was Henri d'Odet d'Orsonnens. Mr. d'Orsonnens is manager for J. A. Lomme & Co., St. Johns, Que., incidentally it may be mentioned, is Mr. Lomme's son-in-law. He was not pleased to find business going back to the tune of $1,000 per month. It was attributed to the war, and the firm was inclined at first to take it as the inevitable.

Mr. d'Orsonnens, however, thought this "going back" was exceedingly detrimental, and decided that a shake-up would produce the opposite effect. To do this, he decided upon a radical step—nothing less than to enlarge the premises. The public were told that, owing to the growth of business, it had become necessary for the firm to take the floor overhead, which they intended to convert into a separate department for ladies' ready-to-wear. A clearance sale was necessary.

The sale began on March 1, and by March 20, when a representative of The Review called, the takings were $600 ahead of March, 1914, with a prospect of an excess of $1,000 by the end of the month. In this unique way, a deficit was turned into a surplus, that is, instead of being $1,000 behind last year's business, they were $1,000 ahead.

Prices Put Up.

One of the most remarkable things about the event was that prices were not cut, except in one very important case, which will be mentioned later. In fact, the paradoxical thing was witnessed of a firm announcing a clearance sale, and getting splendid business at prices that were, in most cases, in advance of previous seasons' prices. Goods which usually retailed at 75 cents were advertised at 89, and those formerly 85, at 98 cents. These figures, of course, represented lines that had advaneed considerably since the war broke out, but this firm had, fortunately, bought heavily, especially in woolen goods.

The advertising for this successful clearance sale cost about $25. One of the most successful methods was to pick out a few leaders, sacrificing profit on these, in order to draw a crowd, a method that is worked out by most department stores.

One of the main mediums used was one that this store has extreme confidence in —the display window. The "main leader" consisted of six dozen ladies' blouses that were bought up at a wholesale house for about 60 cents each, and these were displayed in the window at about half the cost price. It did not take the women long to show that they appreciated the bargain.

However, apart altogether from the question of added receipts due to the sale, abundant proofs have come to the firm that the public appreciate their courage and enterprise and that the enlargement will bring forth a permanent improvement in their prestige and their business.

Value of Newspapers.

Speaking to The Review, Mr. d'Orsonnens took care not to belittle the value of newspaper advertising. He said: "A merchant should have his special column and position every week, and if he only advertises one lot, every line in the store will benefit. The best way to advertise is to contract for so many thousand lines, and to use weekly only what is required. This week two or three hundred lines may be required, while next week he may require half a page."

Acquisition of the upstairs floor is the third expansion during the last ten years. Formerly the store was only the size shown in the picture. Then the store next door was added. Six years ago an addition at the rear increased the length of the store by about 40 feet.

BEHIND THE COUNTER AT OVER 80.

Mr. J. A. Lomme, head of this establishment, although a man of over eighty years of age, is still in active command, serving behind the counter, when necessary.

With the increased space shortly to be added, the cramped condition of the store will disappear. Display tables half the size of those in use now, will be installed, measuring about 2½ by 5 feet. This will allow special displays of one line to be made on each table, without mixing the goods.

Ready-to-wear has made considerable advance here in recent years on account of the shortage of dressmakers, but piece goods still remain the backbone of this business.

A Ladies' Store.

It is a ladies' store, pure and simple, and this is regarded by the firm as one

(Continued on page 16.)

The Nineteen Fifteen Store

The Rapid Advance in Merchandising in Past Half Century—Civility to Visitors, Lookers and Purchasers—The Importance of Personality—All Delusive Statements Barred.

By JOHN WANAMAKER.

THE stores of fifty years ago, compared with the stores of to-day, look like little candles compared with the present 500-watt tungsten lamp. In the best type of the modern store the floors are all level from street to street. There are not crowded aisles. There is abundant light everywhere. The ventilation is perfect. A complete stock of merchandise is kept up the year around.

Safety first, no matter what the expense, is the daily duty a store holds to its ever-increasing patrons. As yet nobody has said that we have made a mistake in providing comfort and securities for the safety of our customers.

Politeness Is Natural.

It will naturally follow that no one connected with a store will be lacking in politeness to the visitors, lookers and purchasers, who care for civility but not for familiarity. No matter how many advantages we have to offer in our continually fresh-reinforced stocks of merchandise, and however carefully it is priced at attractive and just prices, nothing is so much appreciated as prompt, quick and good service at every counter and corner of the store.

Few persons understand that there are "seconds" in almost every class of goods, that cost the dealer less, and should be sold to the consumer at a lower price, but are frequently palmed off on customers at the top price, or, what is worse, the goods are advertised as the standard goods selling at an off-price, when the price charged is what the same goods are sold at by reputable houses.

It is hardly to be expected that all customers know the tricks of the trade; nor can they know the actual values. Therefore, it is well worth while to try to ascertain facts and compared merchandise. With few exceptions goods can be sent home from more than one store, and this house was the first to accept returns of purchases not wanted by buyers. The only business that will satisfy us is that which is genuinely right and gives full value for money paid.

From the first letter of the alphabet to the last a store must make good in the character of the advertising. In shaking an apple tree the first to fall are the rotten apples. To shake a store by its own advertising pole will often reveal its fictitious claims.

It is always difficult to get definite facts on any subject. It is certainly important that everything put into type be accurate. Advertisements must be news of fresh goods. They must be printed in good English, must be devoid of mis-statements, must convey information to clerks and customers, must offer fair service, and must tell of just prices.

From every room under the vast roof we have barred out—deception, dishonesties, delusive statements, disguised goods, and pilfering prices. Our store will play fair or not at all.

To be personally "on the job" as President Wilson says is the fundamental law of all successful storekeeping. Business is not a matter af machinery. It is not a great granite building. It is not iron and steel and rock: It is the human force that is in it. It is the man.

VIEWS OF THE TRADE.

(Continued from page 14.)

article sell at 90c. That, however, is extremely unlikely. He has always received $1 for that line and he is not so anxious to give the public 10c reduction and make less himself. Besides, the 90c price is not a favorite one with the public for made-up articles and so there would be no inducement in particular on the part of the retailer to sell at that price and cut off his own fair profit. The argument is altogether against the retailer entering into a ruinous competition by cutting their prices down from the fixed schedule should they receive small reductions from the manufacturer.

On the other hand the argument is altogether against the retailers uniting to advance prices a notch above what they have been selling at if the manufacurer keeps prices as they are to us—in an effort to secure a proper margin of profit for themselves. The only reasonable solution there seems to be is to do as I and others have suggested, to take a little off the cost of manufacture in a way that would not really affect the value of the article to the consumer. give us the advantage of this, keep the price of the article to the consumer as it is, and thus enable us to get a decent profit while the manufacturer himself would lose nothing on the transaction, compared with what he does later.

To me it seems it is altogether up to the manufacturer to give us relief and I trust that when this is presented again in The Dry Goods Review by myself, and, I hope, by others who may follow me as a result of the publication of this article, that some steps may be taken by the manufacturers in this direction.

Yours very truly, R.

EXPANDING WHEN BUSINESS IS DULL.

(Continued from page 15.)

of the secrets of the firm's success. Other lines usually found in a country store were cut out. As Mr. d'Orsonnens said: "If you put all the capital invested in all these little departments into dry goods, you make something out of it."

Business Principles.

One or two principles of the firm, as outlined to The Review, are worth noting:

"There is one price, and clerks are not allowed to bid other stores down to get an order. Orders have been lost for 5c per yard, but the good reputation outweighs these losses.

"No samples are given, except when requested by mail. It is argued that eight out of ten sales are lost by those who give samples.

"Customers are given positive information regarding goods offered. If a cloth is all wool, or only half wool, the fact is made plain.

"Seconds are never allowed in the store. People coming back, complaining of holes in their stockings, are considered the worst kind of advertising."

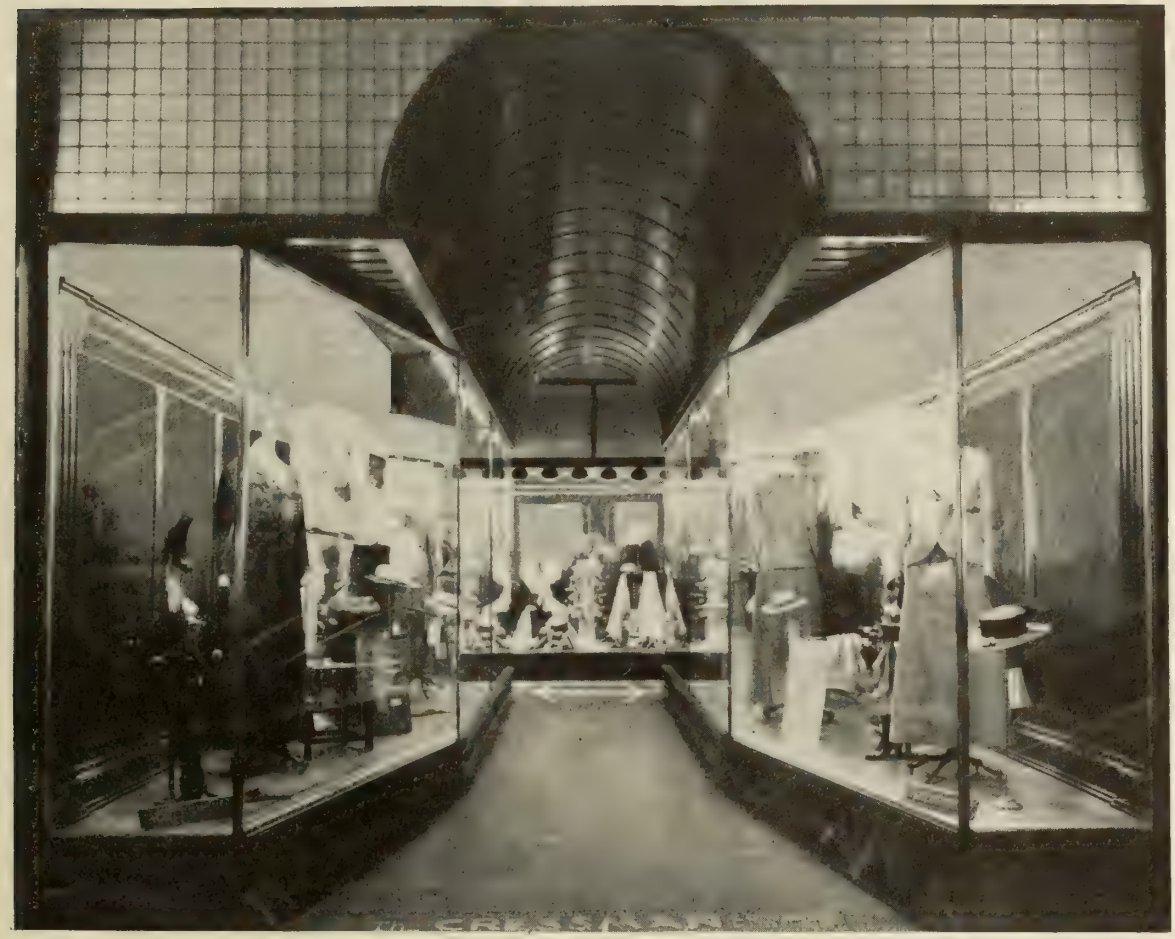
PERSONALS.

The store of Eusebe Des Grosseilliers, 2591 Notre Dame Street W., Montreal, was damaged by fire.

Edward L. Marcil, a native of Montreal, floor manager in the store of Stern Bros., New York, for twenty years, died in March. He was a brother of Hon. Chas. Marcil.

C. H. Cassan, Campbellford, will represent the Scotland Woolen Mills in Belleville. While living in Campbellford he served in the Council and on the Board of Education.

BEAUTIFUL ARCADE ENTRANCE FOR CRESSMAN'S



The New Arcade Entrance recently added to The Cressman Store, Peterborough, is of strikingly novel and useful design. Fifteen months ago increasing business necessitated extensive alterations and the addition of a fourth store, the whole being remodelled and made into one by the removal of all central walls on all the four floors. The Arcade now provides the main entrance to all parts of the store. The central window is 34 feet in length with three smaller windows, in addition to the Arcade, gives the store a wealth of display space, comprising over 180 feet. The Arcade extends 44 feet back from the street, at the entrance and rear widening out freely with individual entrances leading to the main store, and also to the men's store as shown by the white arrows.

The side windows of the Arcade measure 34′ x 4′ 6″, and are used chiefly for Ready-to-Wear display, whilst the back show case measuring 11′ x 6′ 2″ is admirably adapted for individual showings of silks and dress goods. The new backgrounds are of Crotch-Cut Mahogany, floors of Quarter-Cut Oak with handsome inlaid border. The Dome of the Arcade is made of Panel Quarter-Cut Oak, the floor of Terazza. The whole is brilliantly illuminated with 60-candle power Tungsten Lamps with X-ray reflectors which provide the necessary brilliance required to give the display cases their full value.

At night the effect is very beautiful, and while u-efulness was the principal object aimed at, the design brings out a decorative effect that readily attracts the passer-by.

As a selling factor this new display space has been extremely successful from its opening. During the evening hundreds saunter into the Arcade and view the displays at their leisure. The display manager of the store whose trims are shown above is Mr. Albert E. Newton.

The Review's Problem Competition

Both Winners, Each of Whom Received One Year's Subscription, Decided That the Railroad Fare Should Be Paid—Criticized Use of C.O.D. Slip for a "Hold" Parcel — Second Problem Announced.

CONSIDERABLE interest has been shown in the first of the series of "Problem Competitions — What Would You Have Done?" that started in the March issue. These will be continued every month and a large number of replies are expected that will throw light on different methods that different stores would adopt in handling difficult situations. Among the replies received the one considered best was that of Mr. Pickard, of St. Catharines. An expression of his views was given a staff member of The Review by the head of the Ross Company, Welland, but not as an "entry" for the competition.

The discussion of the first problem went to show a lack of a complete system for handling a request such as was given. This lack is common to some of the largest stores in Canada. In most it is deliberate, as they do not wish to recognize any other forms of purchase except Cash or C.O.D. The importance of pleasing the customer is impressed in every answer.

A second problem is announced: one in which the store concerned did not figure as tactfully. Work it out for yourself.

THE WINNING ANSWER.

MR. HARMAN PICKARD, manager of the staples department of McLaren & Co., St. Catharines, sent the following solution:

I think the adjuster should return the lady's expenses both ways for coming to the store, as it would make her feel more kindly to the store and further because I consider the store was at fault.

First, because the sales clerk should not have promised to keep the suit for the lady without a deposit, as she knew it was against the rules of the store.

Second, she should not have marked the slip that she gave the customer C. O. D., unless she first called the customer's attention to the fact, which, according to the problem, she did not do. Quite naturally, when the husband saw the slip was marked C.O.D., and called his wife's attention to it, they would both think the parcel was being sent C. O. D., instead of being kept for her.

Third, I think the sales clerk made a mistake after having found out that the lady could not pay for the suit and could not pay something on the suit, in not going to the manager or adjuster and seeing whether the parcel could not be sent by express C.O.D. Of course the store would pay the charges which would make the customer feel as if her purchase was appreciated. It would increase their out of town trade as the customer would be sure to talk of it to her friends.

Perhaps you would say that this is too expensive and would cut down profits. But what is 50c. or 60c. to the profit on a $30 suit? And besides, look at the advertising you would get from this action through having a gratified customer.

* * *

MORE SINNED AGAINST THAN SINNING.

THE following reply was received from Mr. J. B. Gilchrist, of W. J. Armstrong's, Campbellford, Ont.:

In my own mind I believe that the lady in question was more sinned against than sinning and that her husband and the C.O.D. slip were the cause of all the trouble. Figure it in this way: Had nothing been said to her by her husband, she would have sent her money in a few days' time and all would have been satisfactory to everybody concerned. But her husband, who was, no doubt, a business man, inferred from the slip marked C.O.D. that it was to be delivered and I ask you, Mr. Adjuster, would you not have drawn the same conclusion had you been in his place? C.O.D. stands for 'Collect on delivery' and was it not natural that he would draw this conclusion? Then he turned his wife's mind by telling her that the suit would be delivered. She took it for granted that he understood.

The trouble really traces itself back to the misleading wording on the slip given to the lady by the Clerk. In place of C.O.D. it should have been marked "To be kept until further notice." Then there would have been no misunderstanding. The result was, of course, that the lady, accepting her husband's views, waited a reasonable length of time and wrote in to the store with the result that there was a further delay whilst she sent more information.

Should Refund the Money.

Now with regard to the solution. I would say that first of all the lady made a bargain which was understood by herself and the salesman that she should send the money for the suit but while the salesman understood what was

SOLUTION OF PROBLEM NO. 1.

A lady came from a smaller city to a larger city and, shopping with a transfer card, bought a suit, marked $30.

"Will you keep this for me, and I will send you the money from my home?" she inquired. I have not enough with me."

The promise was made, and as there was no printed form for "keeping" goods in this way without a payment, the transaction was marked C.O.D., and she was given a slip with number of clerk, amount, etc.

She went home and her husband, seeing the slip, remarked: "Don't send the money. It is marked C.O.D.; they will forward it."

She took this advice and waited several days. No suit came. She wrote back, rather angrily, that she had ordered a suit but it had not been sent.

The note was very brief and the store asked for more particulars so as to trace the transaction. The lady sent them from her slip, but decided to make a special journey by train next day and see for herself.

She arrived at the store, very angry, several hours after the information had come to the store by mail. What did the adjuster do to pacify this customer?

The adjuster's reply: "As soon as the lady's second letter arrived with particulars we forwarded the suit, C.O.D. Later in the day she arrived and we expressed our regret for the delay, explained the reason a C.O.D. slip was given her, and told her we would pay her railroad fare. She went away apparently quite satisfied.

THE WINNERS—GETTING ONE YEAR'S SUBSCRIPTION.

1. Herman Pickard, manager staples department, McLaren & Co., St. Catharines.

2. T. B. Gilchrist, with W. J. Armstrong, Campbellford.

meant by the sale, she and her husband did not, therefore, it was the fault of the salesman for not marking it with some other wording. It was the fault of the husband to take the wrong meaning out of the C.O.D., while all the time the lady herself was blameless. Now a satisfied customer is a store's best advertisement and a lady who is the opposite is the worst advertisement that a store can have, and this must be guarded against. After explanations had followed, what would the lady feel worst about? I believe it would be because she was compelled to spend her money and make an extra journey to see about her suit. Therefore, in my opinion the salesman should ask for her address and have the goods sent immediately prepaid to her home, and also pay her railway ticket which she had been called upon to secure in order to straighten matters out.

* * *

SUGGESTS A COMPROMISE.

THE following view as to this problem was expressed to a travelling writer of The Review by Mr. Ross of the Ross Company, Welland:

To my mind there was a mistake on both sides. The system of the store must be wrong if they allow a trans action and then have no slip or ticket for labelling it. In our store in cases where parcels are laid away either for the customer to call or for them to send the money, we mark this on the Sales slip, one of which goes to the customer and the other to the office. In addition, however, a clerk must make out an address label for forwarding the goods and mark on this also 'to be called for' or whatever the instructions are for delivery. This label is placed on the parcel and it is laid away, the item is entered in a book and the parcel is set aside in a special place. The reason why we use the label is that the duplicate slip goes into the office and is separated from the parcel itself.

On the other hand the customer was in fault in not carrying out the agreement she had made to forward the money. Owing to a mistake on both sides there should be some arrangement by which the extra cost to which she was put should be divided up between herself and the store, or some other compromise made. A dollar is a small amount to pay for holding a customer's trade. As a matter of fact in business the independence of the merchant is practically nil. We cannot go to the customer, they must come to us, and it is better, usually, to err on the side of satisfying the customer even if we have to give in on points where we feel we are absolutely right, than to offend customers and lose trade.

PROBLEM NO. 2—WHAT WOULD YOU DO?

A lady called at the hosiery department and ordered a certain brand of hosiery. The clerk, a new one, told her they cost 25 cents and she paid the money, asking them to be sent to her home. The clerk sent the stockings on with the sales slip to the wrapping desk, but the checker there recognized the brand as a 35-cent one, and the price was marked on, though indistinctly, causing the new clerk to confuse it with 25. The checker had the hose sent back and a 25-cent pair substituted and forwarded to the customer.

The latter refused to accept the poorer quality and returned the hose, demanding the brand she had ordered.

Let it be whispered that a C.O.D. slip finally figured in the transaction. Was this right or wrong? And what would you have done?

Answers must be in the hands of the editor by April 27.

For each of the two best solutions, one year's subscription to Dry Goods Review will be given.

PAY HER EXPENSES.

Mr. J. Byrne Reynolds, of Brantford, formerly of Sault Ste. Marie, wrote as follows:

First listen intently to all the angry words of the customer, treating her the while with every possible politeness and courtesy. By the time she has finished complaining she would feel a little eased at getting it off her mind and it would be my turn to explain with regret that a misunderstanding had occurred between herself and clerk, in such a way as not to let the customer feel the mistake was made by her, but she was partly responsible as we do not lay aside any goods without a deposit to hold them. We have, therefore, no regular system for such a transaction as was made and our clerk being anxious to please a good customer who she could see by the transfer card had already made several purchases, made a special arrangement to lay aside the suit. There being no special form for this she had to turn the transaction into the office and mark the sales slip C.O.D. The husband, not knowing of the verbal arrangement, of course advised her to wait and the suit would be delivered.

Had the customer sent the money as had been arranged, the suit would have been forwarded. But, again, when the customer wrote the first letter complaining she should have thoroughly gone into the transaction and the suit could have been sent C.O.D.

This is an unfortunate case where the store is hardly to blame and yet under the circumstances the customer was entitled to her expenses. I would, therefore, ask the lady to accept the money she paid to make her second journey to the city and have the suit immediately addressed to the lady's home, if she did not desire to take it away with her.

I feel confident that by doing this that my store would always appeal to this lady as one where she could always expect fair dealings and she would not fail to come in whenever she was in the city. This link alone would bind the customer closely to us, feeling that she was on more intimate terms with the management and future business would be permanent.

We would spend in advertising far more money than the railway fare in one week in order to get a good regular customer and then be without the friendly feeling of having been treated fairly. The profit on a $30 suit is considerably more than the money refunded. The result would be that the lady would be pleased and would tell her friends that they could depend upon this store.

TRADE JOURNALS FOR COMMERCIAL ATTACHES.

The following is taken from the Trade and Commerce reports, Washington, D.C., and comes from Commercial Attache A. E. Baldwin, London, Eng.:

"The commercial attaches of the U.S. Department of Commerce stationed at ten important trade centres throughout the world are under instructions to make every effort to keep informed of current trade conditions in the United States. It is certain that their work will be more effective in specialized lines of trade if they are currently in receipt of journals devoted to such branches of commerce."

The Late A. E. Morgan.

The death took place in March of Mr. A. E. Morgan, assistant manager of the mantle factory of the T. Eaton Co., Toronto, aged 43. Mr. Morgan was formerly a merchant tailor in Lindsay and was a brother-in-law of Mr. W. W. Staples of Dundas & Flavelles.

Fire did $50,000 damage to the building and stock of the Whitworth, Restall Mattress Co., Toronto.

Taking Advantage of Enquiry Department

Just a Few Samples of the Directions in Which the Service Department of The Review Furnished Information to its Readers During the Past Month.

WHEN you become a subscriber to "The Review" this is part of the service you buy.

Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our General Department is at your disposal at all times.

We are glad to be of any possible assistance to our readers, and requests for information are most welcome. Cut out the coupon below and use it when you would like us to give you information.

The following are a few of the inquiries received and answered during the past month:

Prince Rupert, B.C.—Retailer contemplates adding ladies' and children's shoes to their other lines and asked addresses of some of the best manufacturers in Canada.

From Bridgewater, N.S.—Where can I sell wool clippings at price mentioned on page 10 of March issue of Dry Goods Review?

Sault Ste. Marie.—Button machine for making covered buttons for dressmaking trade.

Edmonton, Alta.—Addresses of Canadian firms manufacturing or handling baby novelties, baby toilet articles, baby bassinettes.

Toronto.—Names of best Canadian manufacturers of ladies' hand bags.

Victoria, B.C.—Where can I procure "Hercules" boys' rib hose?

Saskatoon, Sask.—Name of a company that sells a special line of insurance for married women.

Melita, Man.—Addresses of firms in Canada making men's special order suits to retail at from $12 to $20.

Prince George, B.C.—Where can I procure infants' complete line of clothing?

St. John, N.B.—Names of manufacturers of men's and boys' caps in Toronto.

Basswood, Man.—A concern manufacturing special measure women's dresses, suits, coats, etc.

Lloydminster, Sask.—Will you kindly send us the names, or have the catalogues sent of the best millinery houses in Canada.

Ottawa.—Sheets of celluloid for window tickets, enabling them to be washed.

Toronto.—(1) Crepe paper. (2) Nippon China.

Toronto.—Manufacturer of hat shown on page 94. Easter Number, Dry Goods Review.

All parts of Canada.—Supplies for materials mentioned in card writing articles.

Supply Houses: Do You Carry Any of These Articles?

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

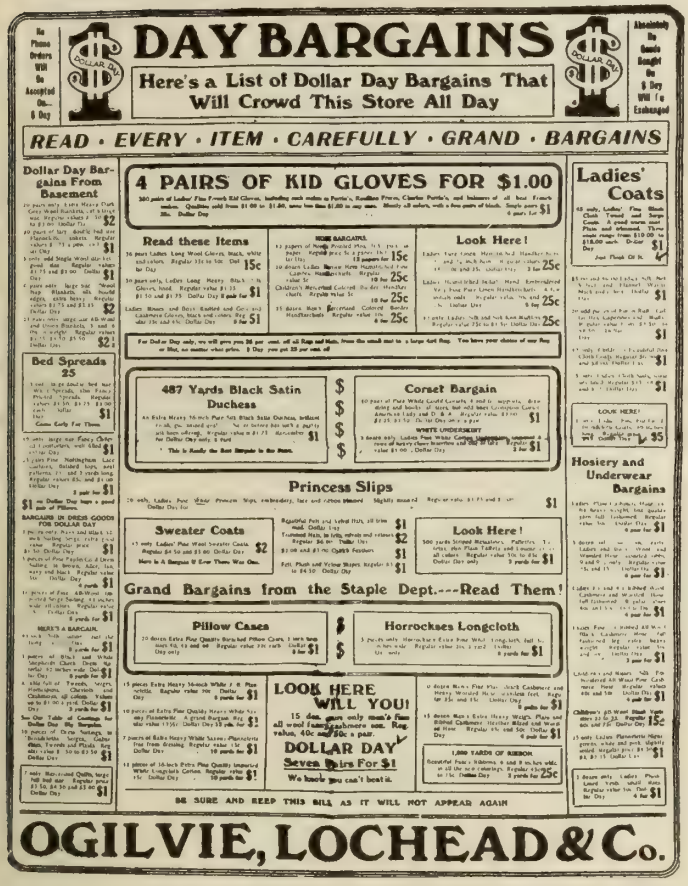
DATE_____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

NAME_____

ADDRESS _____

ADS THAT PRODUCED BIG SALES



DAY BARGAINS

Here's a List of Dollar Day Bargains That Will Crowd This Store All Day

READ · EVERY · ITEM · CAREFULLY · GRAND · BARGAINS

4 PAIRS OF KID GLOVES FOR $1.00

Ladies' Coats

Read these Items

Look Here!

487 Yards Black Satin Duchess

Corset Bargain

Princess Slips

Sweater Coats

Look Here!

Grand Bargains from the Staple Dept.---Read Them!

Pillow Cases

Horrockses Longcloth

LOOK HERE WILL YOU!

DOLLAR DAY

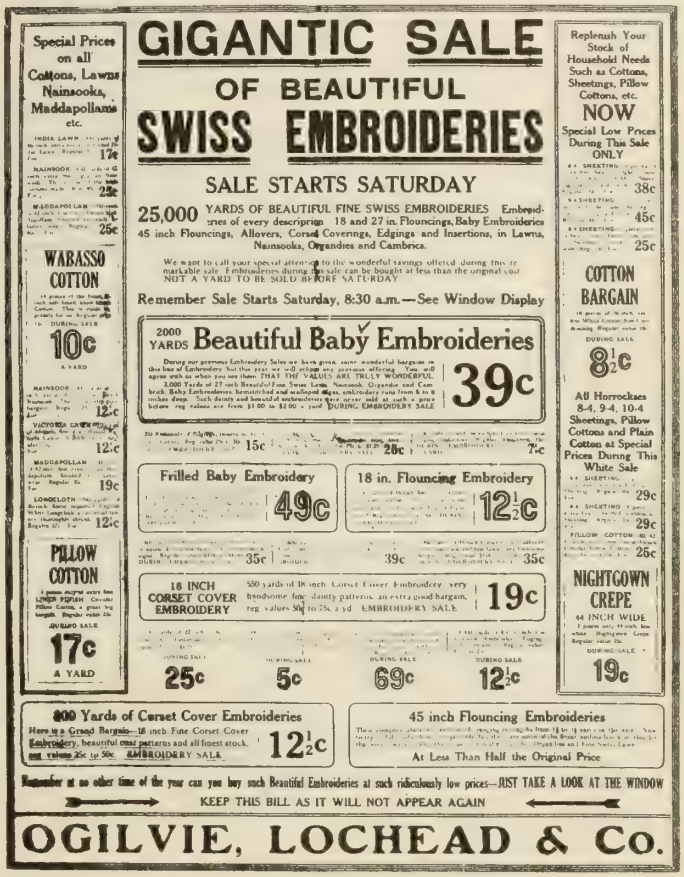
Seven Pairs For $1

We know you can't beat it.

BE SURE AND KEEP THIS BILL AS IT WILL NOT APPEAR AGAIN

OGILVIE, LOCHEAD & Co.

THIS ONE GOOD FOR $5,000.



GIGANTIC SALE

OF BEAUTIFUL

SWISS EMBROIDERIES

SALE STARTS SATURDAY

25,000 YARDS OF BEAUTIFUL FINE SWISS EMBROIDERIES Embroideries of every description 18 and 27 in. Flouncings, Baby Embroideries 45 inch Flouncings, Allovers, Corset Coverings, Edgings and Insertions, in Lawns, Nainsooks, Organdies and Cambrics.

We want to call your special attention to the wonderful savings offered during this remarkable sale. Embroideries during this sale can be bought at less than the original cost NOT A YARD TO BE SOLD BEFORE SATURDAY

Remember Sale Starts Saturday, 8:30 a.m.—See Window Display

Special Prices on all Cottons, Lawns Nainsooks, Maddapollams etc.

WABASSO COTTON

10c A YARD

2000 YARDS Beautiful Baby Embroideries

39c

Frilled Baby Embroidery 49c

18 in. Flouncing Embroidery 12½c

18 INCH CORSET COVER EMBROIDERY 350 yards of 18 inch Corset Cover Embroidery very handsome fine dainty patterns an extra good bargain, reg values 50c to 75c a yd EMBROIDERY SALE 19c

PILLOW COTTON

17c A YARD

25c 5c 69c 12½c

Replenish Your Stock of Household Needs Such as Cottons, Sheetings, Pillow Cottons, etc. NOW Special Low Prices During This Sale ONLY

COTTON BARGAIN 8½c

All Horrockses 8-4, 9-4, 10-4 Sheetings, Pillow Cottons and Plain Cotton at Special Prices During This White Sale

NIGHTGOWN CREPE 44 INCH WIDE 19c

800 Yards of Corset Cover Embroideries Here is a Grand Bargain—18 inch Fine Corset Cover Embroidery, beautiful neat patterns and all finest stock, our values 25c to 50c. EMBROIDERY SALE 12½c

45 inch Flouncing Embroideries At Less Than Half the Original Price

Remember at no other time of the year can you buy such Beautiful Embroideries at such ridiculously low prices—JUST TAKE A LOOK AT THE WINDOW

KEEP THIS BILL AS IT WILL NOT APPEAR AGAIN

OGILVIE, LOCHEAD & Co.

SOLD OVER $1,100 IN EMBROIDERIES.

These are capital samples of sales ads., bright and newsy with big pulling features displayed to such advantage that it is not surprising that the results at the close of each day were gratifying beyond expectations.

Several principles stand forth prominently in each; the reason for the sale in a large, ringing announcement across the top: Dollar Day, and Sale of Swiss Embroideries.

But the big pulling features for women are the special bargains played up in panels with the price in large type.

"Give me a leader!" is the ad. man's cry. "Give me something for a price."

Look at them! "4 Pairs of Kid Gloves for $1.00." Selling below cost, it is true, but this was one of very few items on the page that did: it was the biggest offering the store had for Dollar Day. It drew trade, and the loss on these was readily made up on other lines.

"487 yards black satin duchess $1"—no loss here, owing to a special purchase, but excellent value.

"Fur lined coats, two only, $5"—a loss? yes, in one sense, but a gain in that it cleaned out slow stock for $10.

Pillow cases and corsets were others and at the bottom, men's cashmere socks.

In the embroidery ad. the "leader" was the 39-cent Baby Embroideries shown very prominently in the central panel and large display of the price. But the prominence of the price is not overdone in these ads. It is frequently indicated by outline type, a favorite of New York ads. Excellent judgment is shown in the arrangement, and credit must be given also to the typographical work. This latter is a problem of the ad. man usually that would not seem to apply to Brantford. These two samples are the work of W. C. Greenhill, advertising manager.

The Reason Behind the Copy

Each Department Head Must Be Able to Show the "Why" of an Offering—Making Ads. Entertaining as Well as Profitable—"Rural Talks" and Editorials — Some Illustrations.

BY J. BURT MALETTE, MERCHANDISING AND AD. MANAGER FOR F. R. MACMILLAN, SASKATOON.

JUST as every vessel that sails the seas must possess a rudder, just so every scrap of store news, every bit of mercantile gossip, and every advertisement must have a definite "reason why" behind it. To be fundamentally successful all retailers and all advertising copy should be strengthened by the use of a registered trademark.

The MacMillan seal of quality—which is also known as an emblem of economy - is known and appreciated wherever the doings of this store are made known. It not only offers grace and distinctiveness to announcements but offers the public a definite, tangible guarantee of "Satisfaction or your money back."

Since my connection here we have used the seal shown on attached advertisements.

I also consider it a wise point to have the store signature arrayed on a name plate. Ours also appears in the attached copy. The public almost unconsciously recognize the store without spelling out the name if the same signature zinc is used day after day.

Our advertisements we try to make interesting as well as profitable reading, by the daily insertion of "tested recipes," "Milady's Fashion Hints," "Store Editorials"—the latter on municipal, political, local and general topics, etc.

We take care of the farmer on a co-operative basis. We buy his eggs, butter, potatoes, and green things, pay him highest market prices in cash, and then merely suggest his reciprocity in trade.

We enliven this state of affairs by bucking the mail order houses in a series of panels which you will find in our ads. headed, "Farm and Rural Talks."

Every sale in these ads. has a reason. We do not allow department managers to give us copy without a reason for its being sold, without good sound logical advice to customers as to why they should buy so and so.

Note the St. Patrick's Day series: Every one of the 2,000 shamrocks was distributed by 11 a.m. the morning of the sale, March 17 ult. There was just one line of display given to this free offer. We attribute this to people reading every line in our copy each day.

We originated the Daily Bargain Sales tables about Christmas time. Since then we have sold in small articles approximately $2,800 worth of merchandise with no expense except 50c. per table for advertising, and 50c per table for help each day.

Our program of yearly events includes:

January Clearance Sales (All Depts.).

February White Sales.

March — Home Equipment Week (Housefurnishings).

St. Patrick's Day Sale (Linens).

March Sales of Houseware (China and Hardware).

See-Saw Sale: April 10 (All Departments).

April Sewing Week, April 15 (Dress Goods and Notions).

May 15—June Bride's Week.

June—Vacation Sale.

July Clearance Sales (All Departments).

August—Furniture Sale.

September—Fall Opening — Wool Week.

October—Men's Style Show.

November—Pure Food Show.

December—Holiday Sales and Hour Sales.

J. B. MALETTE.

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THE ADS. REVIEWED.

ON the opposite page there are reproduced four typical examples of Mr. Malatte's style of advertising. The ads. it will be agreed at once, are bright, readable and well constructed. The entertainment idea which he emphasizes is kept prominently to the fore. In nearly every one there is an apt editorial panel, and other appropriate additions—not excluding a recipe—that do not detract from the merchandising feature, while they are likely to ensure the ads being read from beginning to end on every occasion. That is, there is "Something Different" in each one. As a rule the display type, while prominent, is fairly light and does not grate on the artistic feelings of any readers through any "splashiness" that simulates a bill board poster. They are exceptionally well balanced and illustrated, and the descriptive matter is definite and appropriate in its details, and hence possesses a drawing power that is typical of the best advertising. A neat typographical arrangement at times is the curved corners of the panels.

In the first, the suggestion of "bees" and "hive" is cleverly carried out throughout the ad. In the second, for St. Patrick's Day, the free gift of 2,000 shamrocks is quite properly made a feature. The result—all gone by 11 a.m.—proved the value of this form of publicity.

A Personal Note on Manufacture.

At the left is a rather unusual personal descriptive note as to the origin of the brand of linens shown, and at the right, directly opposite, similarly treated typographically, is a timely note as to advances in linens. Reliable market news is always appreciated by the public.

Home Equipment Sale.

No. 3 is a Home Equipment Sale, which, by the way, brought sales of $1,800. The use of cuts down the sides gives special emphasis to these lines. It might have been better, perhaps, to have had a line of reading matter under each with name and price. If it so happened—and we do not suggest this, although it often happens in store advertising—that some of these were not in stock, the illustrations, we would submit, were out of place. There is one cut that is hardly up to the mark, "Carpet Offerings," as the lettering does not stand out distinctly enough from the articles themselves.

A special scheme for housefurnishings is well to note here—also well displayed - the "Easy Payment Plan."

The out-of-town people were informed in the "Rural Talks" that they could buy these goods until the following Monday, March 8. Just here it might be suggested that a lighter border would be more appropriate for this instead of the heavy rules: it is hardly in keeping with the rest of the type and not as neat or attractive as the special design made for the editorial chats.

Peculiar Optical Effect.

The one serious criticism, not in editorial, but in typographical make-up, would be directed against the fourth ad, and that is the use of the heavy circle for "Notion News." It has a peculiar optical effect, and if looked at for more than an instant, it seems to hold the attention to the exclusion of the rest of the ad.

BRIGHT SELLING ADS FROM THE WEST









"Correct Dress" in Business Stationery

This Costs a Little More, But is Worth the Price — Letter Heads, Like Clothes, Impress Customers Favorably or Unfavorably—Improvement in Specimens of Work Reset.

WRITTEN BY A. R. ALLOWAY, EDITOR "PRINTER & PUBLISHER."

"YES, I'm planning to start in business early next month, Mr. Campbell, and I've called to borrow from your experience— in other words, to ask you to tell me what are the principal factors, in your opinion, that go to make a successful business career."

So spoke an ambitious young man whose name we shall call Wilson, addressing a retailer friend who had been in the general store business for some 15 years. Wilson had been a clerk for nearly as many and had had a good experience behind the counter but was a bit weak on the business end. He spent an hour or more with Campbell and together they went over the ground. Bookkeeping and credit systems, banking and buying, and some other things had been discussed, when Campbell said:

"There's one thing, Charlie, that I was waiting for you to ask about but perhaps I was expecting too much. I recall now that I thought it something of a joke myself when a friend mentioned to me casually to be sure and use good office stationery. I remember now that I said to him, 'Oh, I guess that wouldn't make or break me,' and immediately proceeded to forget his admonition.

"I'm a good deal clearer on my actual experience with that same office stationery problem during the next four years— the first four of my business career. I worried along with a pad of ruled paper and blue lined envelopes for a while—when our local printer called my attention to the fact and to help the fellow, I gave him an order. Those first letterheads were a curiosity— looked as though they came out of the ark—but I didn't realize it then. Yes, and I kicked about the price too and thought they were dear as a gift yet based on their cost to the printer the price was fair enough, for I've learned since that poor printing costs very little less to produce than the better kind. Well, as I intimated, my store stationery never caused me a worry for four years, but it was a case of 'where ignorance is bliss.'

"One day the publisher of the Majestic (funny name for a paper, isn't it?) sold out and one of the first things the new man did, after trading off all the ancient type in the office and getting brand new, was to call on me and talk letterheads, billheads, statements, and envelopes. Well, he was a mighty decent chap and we had quite a talk. He showed me a book of samples he had gathered and some of the stationery was that of firms I knew to be very progressive and up to date. The printing was certainly well done, and the paper and envelopes were of good quality also.

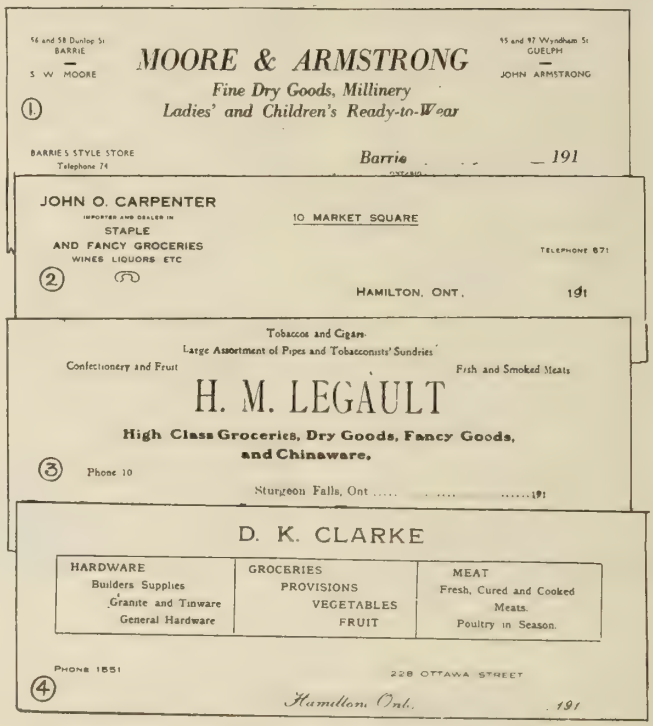
"Well, our new friend showed me as clear as day that I'd been making a mistake in being so careless about the looks of my store stationery. The way he put it was convincing. He said the business firm that used good, well-chosen stationery, had a much better chance of gaining favorable attention than the one that didn't bother about such things. 'Why, it's just like a man's clothes,' he said, 'you wouldn't think of going behind the counter with a pair of laborers' overalls on, would you.' I assured him that I was always most particular about my attire when in the store, and liked to see my clerks up to the mark too. 'That's just it,' said he, 'your clerks up to the mark—do you realize that your stationery is the lowest salaried and yet can be made the most productive clerk in your store. It's the best salesman, canvasser, collector and buyer in your employ. Then why not give it a proper suit of clothes?'

"Well, Charlie, I saw the point, and I think from the look in your eye that you do too, but let me tell you the results, or at least some of them that came to my notice. Now remember these are facts, not fiction. First, my stenographer - bookkeeper - general-office-girl spruced up wonderfully. Without a word from me I noticed my letters were more neatly written, properly centred on the paper and so on. Then, too the accounts were gotten out in better shape (we had some new columns added that aided in this) and do you know, she got them out more promtly too. The new order of things seemed to arouse in her a sense of pride in the establishment. Result number two was a pleasing one also. Three of the four principal wholesale houses I did business with congratulated me on my new letterheads and envelopes and there was a tone about their letters that had never been there before. I could see that my new stationery and neater letter had won for me a greater degree of respect and prestige than I had ever enjoyed before. My credit with those wholesalers and with others improved remarkably. They all seemed to take it for granted I knew the retailing business better than the average and was entitled to unusual consideration. With my customers, too, things improved. So much so that it occurred to me one day that I might as well have my girl get out some personal letters in her spare time drawing attention to special features of our business. I prepared these with great care. So did the stenographer, we got our reward. Those letters produced excellent results and I've been following along similar lines ever since. Make no mistake, Charlie, good office stationery is one of the important factors in making a success in the retail business."

* * *

Some specimen letterheads form part

(Continued on page 26.)



See opposite page for resets of these specimens.

56 and 58 Dunlop St.
Telephone 74
S. W. MOORE

MOORE & ARMSTRONG

Barrie's Style Store

Fine Dry Goods, Millinery, Ladies' and Children's Ready-to-Wear

BARRIE, ONT.

95 and 97 Wyndham St.
GUELPH
JOHN ARMSTRONG

[EXAMPLE 1]

JOHN O. CARPENTER

Importer and Dealer in

STAPLE & FANCY GROCERIES

WINES, LIQUORS, ETC. TELEPHONE 671

10 Market Sq., Hamilton

[EXAMPLE 2]

H. M. LEGAULT, *Sturgeon Falls, Ont.*

High-Class Groceries, Dry Goods, Fancy Goods, Chinaware, Confectionery and Fruit, Tobacco and Cigars, Fish and Smoked Meats.

[*Phone 10*]

[EXAMPLE 3]

D. K. CLARKE

228 OTTAWA ST., HAMILTON, ONT.

Hardware	Groceries	Meat
Builders' Supplies	Provisions	Fresh, Cured and
Granite and Tinware	Vegetables	Cooked Meats
General Hardware	Fruit	Fish in Season

PHONE 1551

[EXAMPLE 4]

Proposed Bulk Sales Act, 1915

Bill Introduced in the Ontario Legislature This Week — May Not Be Passed This Session — —Features of the Act Respecting the Purchase, Transfer and Sale of Goods and Chattels in Bulk.

READERS of Dry Goods Review engaged in the manufacture, wholesaling or retailing of hardware will be interested in the provisions of the porposed "Bulk Sales Act, 1915," respecting the purchase, transfer and sale of goods and chattels in bulk. The Canadian Credit Mens' Association in conjunction with the Retail Merchants' Association, had the bill introduced in the Ontario Legislature during the closing week. The bill was introduced under the name of W. D. McPherson, M. L. A., but was presented by J. R. Dargavel, Member for Leeds. As readers will see by the provisions of the Act given in this article, the Act is a measure that will make it compulsory for parties selling out their stocks in bulk, whether they be of merchandise, farm equipment or household furniture, to give their creditors ten days' notice by registered mail, and to publish a notice in their county paper, and failing to furnish a list of their creditors with the amounts of their liability to the purchaser, and covering same by statutory declaration, the sale will be void and creditors will have the right to possess the stock by due process of law.

The principle of the bill has been sought by wholesalers and manufacturers for the past five years. Some features at first opposed by the retailers have been eliminated or modified and the Bill in its present form has the approval of the Retail Merchants' Association, and opposition from the retailer has been removed. When the Bill was presented the Premier stated that he did not know that there would be time to pass the Bill at this session but the officers of the Association are hopeful that the Bill may become law this session.

Following are the provisions of the Act respecting the purchase, transfer and sale of goods and chattels in bulk:

His Majesty by and with the advice and consent of the Legislative Assembly of the Province of Ontario, enacts as follows:

Short Title.

1. This Act may be cited as "The Bulk Sales Act, 1915."

Interpretation.

2. In this Act,—

(a) "Creditor" shall mean and include a person to whom the owner of a stock of goods, or of any share or interest therein is indebted, whether the debt is due and owing or is not yet payable, and any surety for such owner, or the endorser of any promissory note or bill of exchange who would upon payment by him of the debt, promissory note or bill of exchange in respect of which suretyship was entered into or such endorsement was given, become a creditor of such owner.

Sale in Bulk.

(b) "Sale in Bulk" shall mean a sale or transfer of a stock or of any part thereof or of any class of goods, wares, merchandise or chattels included in the same made by the vendor out of the ordinary course of his business, trade or occupation.

Stock.

(c) "Stock" or goods shall mean and include:

(a) The goods, wares, merchandise or chattels in which any person trades, or which he produces, or which are the output of any business, trade or occupation carried on by him.

(b) Live stock, implements, vehicles and grain.

(c) The furniture, household fixtures and utensils in an hotel, lodging house, boarding house or residence.

3. Before making any sale in bulk the owner of any stock shall (a) give notice thereof to each of his creditors by registered letter addressed to the creditor at his place of business or place of residence, and mailed at least ten days before the sale in bulk shall take effect and (b) publish at least ten days before the sale in bulk, in some newspaper published in the county town of the county or district in which he resides or in a daily newspaper published in the City of Toronto, a notice of his intention to sell or transfer the stock containing a general description of the stock, with his name and the address of the place at which he carries on his trade, business or occupation.

4. Every sale in bulk of a stock shall be void as between any creditor of the owner of the stock, and the purchaser or transferee, unless the purchaser or transferee before taking possession of the stock or paying over or delivering any part of the purchase money or other consideration for the sale in bulk, has procured from the owner of the stock a statutory declaration, made by the owner, and setting out the names of the creditors of the owner, and the amounts due to them respectively, or for which the owner may be liable to them, and stating that notice has been duly given to them and published as required by Section 3, and stating the dates at which such notice was mailed and published.

5. If the purchaser or transferee has not procured the statutory declaration mentioned in Section 4, any creditor of the owner, or vendor, may proceed against such purchaser or transferee, and against the stock or any portion thereof, or the proceeds of any such sale in bulk, in the same manner and to the same extent as in the case of any sale of goods which would under the law of Ontario be void or voidable as against creditors of the vendor at the instance of a creditor or of an assignee for the general benefit of creditors.

6. Nothing in this Act shall apply to or affest any sale by an assignee for the general benefit of creditors or to any sale under distress or under due process of law.

7. Nothing in this Act shall affect the title to any goods, wares, merchandise or chattels in the hands of a bona fide purchaser for value from the purchaser or transferee under a sale in bulk, without notice that the conditions of this Act have not been complied with, and where the purchase is made in the ordinary course of the business of the person selling or transferring the same.

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"CORRECT DRESS" IN BUSINESS STATIONERY.

(Continued from page 24.)

of this article and these have been reset on the opposite pages. In some of these it is believed vast improvements have been effected in the typographical appearance. In others alterations have been made to suggest new styles, while no great fault can be found with the old.

No. 1 has been reset with a view to emphasizing that the store using it is at Barrie, by making more effective the words "Barrie's Style Store."

The original of No. 2 is somewhat unbalanced and the arrangement more suited to a broker than a grocer, according to accepted styles.

No. 3 is at a disadvantage due to too much copy, but an endeavor has been made in the reset specimen to group the information together, using one series of type, with its italic, throughout. This is one of the most important principles in correct typography.

Rule work such as the boxed design on No. 4 is seldom in good taste. Note the marked improvement, in the reset.

A Word About
SUMMER GOODS

Take a look through the range.

You will see some of the daintiest crepes, ripplettes, and wash goods we have ever put out; a range of underwear and hosiery second to none, and the very newest in ladies' neckwear and dress accessories.

You will like them. Spring is here. Order by mail or through our traveller. We can satisfy you.

The W. R. Brock Company (Limited)
MONTREAL

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVII. TORONTO, APRIL, 1915 No. 7

MOSTLY A MATTER OF DISPLAY.

LIKE the famed Missourian, now grown venerable with age, the public like to be "shown." The DISPLAY of goods is one of the most important, perhaps, on the whole the most important element in the sale of goods.

We can at the moment conjure up only one reason for not displaying goods; let us cite it merely by way of contrast. An advertising manager of a large store told us the other day that he had been testing a rather doubtful newspaper medium, and the way he did it was to HIDE on the shelves or under the counters several lines he had advertised in this paper and not in the others. If people asked for those goods he knew they had read the ad. in that paper. Whereas if he had allowed the goods to be seen the public would have gone after them, and the credit for the sales might have gone, undeservedly, to the paper! Actually afraid to display them for fear they should sell! Is any further proof needed than this negative argument as to the efficacy of displaying goods?

The Review is fortunate in this issue to be able to present some excellent examples of the display of goods. One of these is in the wash goods department in the store of Ogilvie, Lochhead & Co., of Brantford, in the Dress Fabrics Department. Look at that long stretch of over 100 feet, with every foot, nearly, on counter, ledge and table devoted to skilfully varied methods of display of the goods and a ticketing of the same. It needs no questioning as to why this department occupies the place of honor in this store, and why it is one of the largest in Western Ontario. Take, too, another—in the House Furnishings Department of a St. Thomas store: the display of curtains, hangings, and all the other interior decorations in pleasing, sales-compelling combinations.

Study the stores that are succeeding, the departments that are showing yearly increases, and ask them whether year by year the element of displaying goods does not occupy a larger and larger part in the foundations of that growth.

DO YOUR BUILDING NOW.

ONE of the largest building contractors in Canada is responsible for the statement that the cost of building materials and the labor required have declined from 20 to 30 per cent. during the past eight months. This is an abnormal condition but one of which the merchant should prepare to take advantage. There are many businesses in Canada that are cramped for space; whose chief lack in the past has been a larger dwelling space with better facilities for stocking and particularly the display of goods. The proprietors, equipped with the sagacity and acumen that has created a steady expansion in their trade, should be in a position to know whether an extension of their premises in the near future is warranted; whether in fact, it would not have been pushed through already had not war intervened. For such immediate action would exert far-reaching benefits; it would be a powerful element of helpful publicity for themselves by the contrast to the opposing policy of contraction; there would be a saving in cost that would permanently reduce their overhead charges; needed employment would be provided and public confidence be stimulated.

Retail hardware merchants, contractors and handlers of builders' supplies have started a slogan, Do Your Building Now, with very substantial figures to offer as an inducement. The dry goods merchant who has drafted a building program should, at least, go so far as to secure estimates of the lessened cost.

THE PRIZE PROBLEM COMPETITION.

IN THIS issue there are reproduced several of the replies sent in to the Prize Problem Competition started by The Review last month. Considerable interest has been manifest in these problems as appearing in the last few issues and The Review expects that the call for replies will show a growing response. For the two best answers a year's subscription to The Review will be awarded, or in the case of a subscriber, one year's extension. Care will be taken to have every problem cover an actual experience in a Canadian store, and the course adopted by that store will appear alongside the theoretical answers sent in. Readers are also invited to submit problems for general solution. Altogether we look for an entertaining and helpful series of competitions.

MEANS MUCH TO THE RETAILER.

EIGHTY million dollars is the approximate amount of war orders secured recently by Canadian firms from the Russian military authorities. These orders are for shrapnel shell principally and they mean that a large number of men will be kept busy for a long time. While we all regret that conditions in Europe have made it necessary for fac-

tories in any country to turn out such vast amounts of death destroying missiles, yet these conditions have to be met and we are glad that Canada is getting a share in the manufacture of the weapons with which to meet them.

This big contract has been sublet so that factories in various parts of the country are engaged in the work, all of which will mean much to the retail trade. It should help greatly in keeping business as usual.

It has been stated that already 100,000 shrapnel shells have been manufactured by Canadian firms and have gone to Europe and that the orders from Britain alone have totalled somewhere in the neighborhood of $60,000,000. The whole thing has meant an increase in the size and staffs of plants that before the war were closed or practically closed down from lack of business.

With the majority of our other factories operating and with the farmers getting big prices for their grain and a vast harvest assured them this year, we in Canada have every reason to be elated. Spring is with us once again and all the advantages that it brings with it are due, including the reopening of navigation, a revival in building and the commencement of the spring work on the farm.

WORLD WHEAT SUPPLIES.

SOME figures in connection with the visible supplies of wheat in the different countries of the world are worth noting. The European visible supply of good stuff is practically 90,000,000 bushels, that is 6,000,000 bushels in excess of the same time last year.

On the other hand our own visible supply in Canada is over 10,000,000 bushels below what it was a year ago and that of the United States is about 10,000,000 below March last year. A reliable authority estimates that at the present time no less than two billion bushels of wheat are tied up. This enormous sum represents 50% of the world's production of wheat. Even supposing that next year the warring nations of Europe produce a crop half as good as last year there will still be a deficit of one billion of wheat. Canada as a great wheat producing country thus has her chance. We need "production more than usual" in wheat almost above everything else. Canadians might very well see the handwriting on the wall and do as much as they possibly can to increase the production of wheat. When the war is over we have got to begin to think about feeding the people that are now starving to death.

DAYLIGHT SAVING.

THE daylight saving idea is to be tried out again on a more practical basis in the West. It will be remembered that some years ago the plan was first suggested and was given a brief trial in a number of Ontario towns. Owing to opposition from various sources the idea was not given a very extended trial in any section; possibly in no case was the length of time sufficient to allow of safe conclusions being drawn.

The idea briefly was to open all business places an hour earlier during the summer months and to close an hour earlier. This would be accomplished simply by the expedient of setting the clocks ahead. The man who had been in the custom of getting up at six o'clock would get up at five, but his clock would tell him that it was six as usual; presumably he would go to bed an hour earlier also. There were numerous objections, of course. The question of railway time tables was a disturbing factor and it was feared that the travelling public would be considerably upset. The general opinion seemed to be that the idea might work out well if it were made general all over the country but that isolated communities could not be expected to make a success of it.

The idea is now being worked out in the West, notably in Regina. There is also an agitation in Saskatoon that the same plan be followed. These Western points can be expected to give the idea a fair trial and it will be interesting to watch the outcome of the experiment.

EDITORIAL NOTES.

ARE YOU WORKING out a solution of Problem No. 2?

* * *

A GOOD AD. will go a long way to coax the reluctant dollar from the secluded sock.

* * *

IT IS AT SUCH times as this that the importance of buying becomes most clearly manifest.

* * *

"MORE PROFIT for the retailer." What are your views? Is it possible, Mr. Manufacturer?

* * *

WHEN HIS prospect has the money a good salesman can always sell a good article. Apply this truth to present conditions.

* * *

REPORTS FROM the Maritime Provinces with reference to business conditions are most optimistic. The West is also showing a better tone generally.

* * *

ADVERTISE OF course, but advertise well and stick to facts. The public has been educated up to the point where only a well-designed and thoroughly businesslike ad. has any weight.

* * *

ELSEWHERE in this issue appears a complete report regarding the proposed "Bulk Sales Act, 1915," which was introduced in the Ontario Legislature during the past week. Every merchant should study the bill closely and take such action as he may see fit. The bill was for a long time opposed by a section of retail merchants but it is quite apparent that the objectionable features have been removed, for the bill now has the approval of the Retail Merchants' Association. Merchants who are doing business in a legitimate manner and whose dealings are square, need have no fear of the Bulk Sales Act. The retail merchant also secures protection from dishonest creditors and this is a feature of the bill which should meet with the hearty approval of all retailers.

Novelties in Stamped Goods

Big Business Being Done on Useful Articles for Personal and Household Wear—Among Best Selling Items Are Children's Dresses, Gowns and Corset Covers, Blouses and Towels —Crochet Edges to Scarfs and Doileys a New Feature That Promises to Take.

IT is the element of usefulness that has made the business in the art needlework department one that is done all the year, and one on which even the present depressed condition in business is having only a minor influence. Of late years there has been a complete change in the character of the articles sold in this department. They are no longer of doubtful usefulness, and of more than doubtful artistic value. They are of a class also that are very considerably enhanced by the addition of the art work in the form of embroidery that is all, in many cases, necessary to fit them for immediate use. The patterns in most cases are copies of the sprays or sprigs used by the peasant workers in embellishing expensive hand-made garments, and this alone keeps business moving in this class of articles. This is because any woman who is a fair worker with her needle is able to have just such garments for her own personal wear, and for her children by buying a stamped garment and working it herself.

Up to date the sale of stamped articles has been a very large one, and this is not to be wondered at for the lines the different manufacturers have put out are of unusual merit, and nothing has been left undone on their part in the effort to produce saleable and meritorious articles showing new ideas.

Dresses for Small Children.

In no line is this more apparent than in the dresses intended for infants and small children. Not only are the styles varied and new but there is a bigger variety of materials used than ever before. Little dresses are made of linen finished lawn, silken finished batiste, soft finished pique, repp, poplin, ratine and chambray, and the line is particularly strong in made-up dresses that only need the embroidering of the stamped pattern in order to make them ready to wear.

The new trimming, however, is smocking, and many of the little dresses are so arranged as to need this finish. This is of course in addition to the touches of embroidery.

A new model of this kind comes made up in 2, 4 and 6 years sizes in batiste. Smocking adjusts the fullness on the shoulder and again at the low waist line and gives the needed fullness to the skirt. Slashes buttonholed round are cut on each side of the groups of smocking at the waist line through which the sash passes and is tied behind. Embroidery sprays are worked on the panel front and the embroidery and smocking is worked in pink, blue or white thread. The edge of the little skirt is scalloped and buttonholed, and an added finish is a frill of Valenciennes lace. Sleeves and neck opening are finished to match.



Fudge apron made of a crash-like cotton material all in one piece. The neck part is cut out and button-holed round and is pleated into a belt at the back which buttons in front with a large crash covered button. The top of the pocket and the edge of the apron are button-holed and the embroidery pattern consists of flowers made of pink coronation braid with the centre filled in with French knots and the foliage part done in lazy daisy stich.
Shown by Jennings & Wilson.

A very new chambray or ratine model that can be had in pink, tan or blue, is made in a long vest style with the embroidery outlining the little coatee effect, and on the sleeves.

Little lawn or batiste dresses for infants from six months to one year are either kimona cut or come in pleated or smocked effects. Beautiful little dresses for small infants come in batiste and lawn with the embroidery and the cutting lines clearly stamped.

Many dresses for larger children are also shown in this manner. These garments also come in package goods with sufficient embroidery material included to complete the garment. Of course no lace or ribbon is included though both lace and ribbon are used to complete all these garments.

Dressing Sacques.

Dainty dressing sacques with cap to match are showing in original designs. These patterns are stamped for outline, darning, French knot, and lazy-daisy stitch as well as solid embroidery. The material is linen finished lawn, silk finished batiste or fine sheer voile in white and in pink, blue, maize and sea green. Butterflies and scattered patterns consisting of single blooms are the newest. The edges are buttonholed and finished with narrow ruffles of Valenciennes lace. The patterns are worked in a variety of pastel tones or when solid stitch is used the colors are pink and blue on white and white on colored material.



"FLARE"—No. 3142. $18 Doz.



"MELON"—No. 3122. $12 Doz.



"GOURD"—No. 3140. $16 Doz.

The new shades in Handbags to go with Madame's Spring Suit

THE NEW SAND SHADE, BELGIAN BLUE, RUSSIAN GREEN, BATTLESHIP GREY, ALSO BLACK

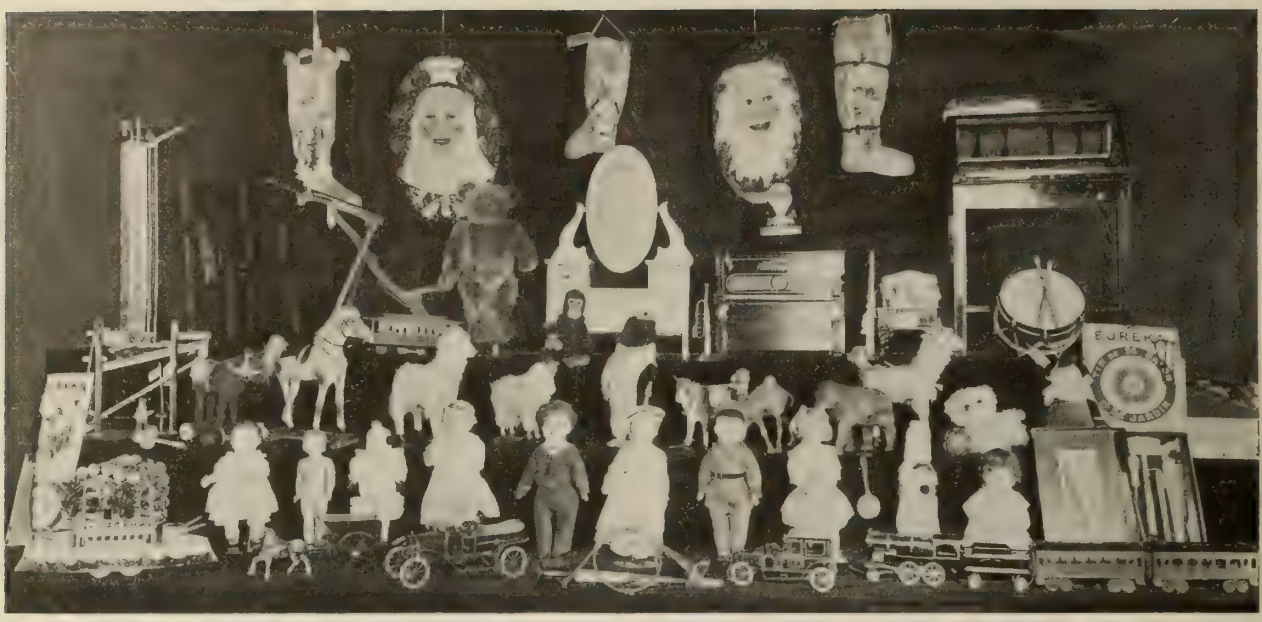
THIS TRIO OF HANDBAGS represent the newest styles of the season—three rich, live numbers that will appeal to your better trade as something particularly smart.

These bags are all lined with silk poplin and fitted with change purse and mirror.

While waiting for our representative to call, send us a small sample order and catch the early buyers.

The Julian Sale Leather Goods Company, Limited

105 King St. West, TORONTO



Group of toys for Fall, 1915, shown by Geo. Borgfeldt & Co.

No Lack of Toys for Christmas

Canada, United States, England, France and Japan Competing for Germany's Toy Business—Dolls, Mechanical Contrivances, Stuffed Animals, Soldiers in Great Variety.

IN no line have the changes brought about by the war been so marked and so sweeping as in the toy and the fancy goods section. Before last August Germany was the acknowledged headquarters for novelties, and for the majority of the more staple lines of toys and fancy articles. In short she had a practical monopoly of these lines, and all the leading toy buyers of the world visited Germany each year at the time of the Leipsig Toy Fair held on the 1st of March. It was here that all the toy novelties that were intended for selling during the Fall and the holiday season were shown.

This important trade has completely ceased, and the question that presents itself at the present time is as to where this shortage of supply can be made good. It is natural to speculate as to the future, as to whether after the war is over trade will once more be allowed to flow into old channels, for the Germans certainly showed a very great aptitude for the making of clever toys; and they produced them at a price with which other nations who are taking up toy making are finding it difficult to compete.

The reason for this is not alone found in the low rate of wages paid the German artisan, but lies also in the fact that toy making is a household industry. The children, the old people and the housewife all devote their spare time to the making of toys and the men of the family also worked at production of the more elaborate toys after the hours of regular work. This is the reason why such quantities of cheap toys came from Munich, Nuremburg and other centres in Germany.

Owing to the fact that stocks were only partially complete when the war broke out there was a scarcity of toys last Fall. Therefore stocks are unusually clean as there was not the usual carry over. Hence buyers are taking a special interest in toy lines and conditions point to larger orders for toys and kindred lines this Spring.

Tremendous Strides.

Though many lines are absent and cannot be procured there is a very representative toy line that is full of interest and novelty presented for the coming season. It is a big order to expect the manufacturer to produce a creditable line that shall take the place of an old established one almost over night as it were, but this is just what has been done by the Canadian, the British and the American manufacturer. Toy making is, broadly speaking, quite a new industry in Canada, but considering the fact that this is the first serious venture into this new line, tremendous strides have been made in a very short period of time in domestic toy construction, and it is to be reasonably expected that a very big business will be done. Another reason why Canadian toys will score is because prices are very reasonable. Money is being carefully spent at present, and the price of Canadian toys will be a big factor in helping sales. Particular stress is laid on the line of dolls, especially the unbreakable kind. The heads of this kind of doll are made of a composition that is practically unbreakable. There is a big variety in these dolls—some are soldiers in khaki, others are jolly Jack tars, and there is the Highlander in plaid and kilts; also the Red Cross nurse as well as all and every variety of girl, lady and baby doll. Another feature that makes for sales is that each doll is appropriately and neatly dressed, and moreover the little garments are properly made and just as neat from the back as the front. These dolls are not dressed in cheese cloth and cheap lace stuck on to look effective when in the box, and no attention paid to the back of the doll; the dressers of the Canadian made dolls have been thorough in their work and the dolls clothes are well made and neat from front and back.

Jointed Dolls.

Baby dolls are in great demand and a popular line is the year-old baby in cap and little white dress and with a rubber comforter hung around its neck that can be inserted into the little red mouth. This is one of the very best sellers in the doll line. A Canadian manufacturer is working hard to perfect

Sea Grass Furniture

TABLES, CHAIRS, SETTEES, OTTOMANS, ETC.



With the warming of the days and the lengthening evenings come the occupancy of the veranda.

Every home has its veranda and its veranda-fitting requirements, chief among which is the Sea Grass furniture. This furniture lends itself splendidly to the modern home for the veranda, sun room, living room and den. **Write for illustrated catalogue and price list.** Chair shown here is No. 377. We also carry a large range of

Japanese China

in sets, separate pieces, etc. These goods are always right and are much in vogue right now. **We will be pleased to send colored illustrations of special assortments.**

Japanese Toys

These Jap toys will to a very great extent take the place of other prohibited foreign goods this year. We carry a large range of all kinds of mechanical toys, stuffed, wire, etc.

Beautiful Silk Shades

They're all the rage, and our range is very extensive—well worth looking into at once.

Send for colored illustrated sheets and price list.

Japanese Mats

and mattings in a large variety of designs and colorings. Summer time is matting time. **Send for prices and samples.**

Reed and Bamboo Baskets

Both these lines are very much in demand during the outing months. Our assortment is splendid. Send for illustrations and price list.

Ask us to send our Representative.
Mail Orders Filled.



This is our No. 10215 Silk Shade. Be sure to write for colored illustrated sheets and prices.

Geo. R. Gregg & Co., Limited

WINNIPEG TORONTO VANCOUVER

his line of dolls, and has at last succeeded in producing a jointed doll. Up to date jointed dolls have come exclusively from Germany with the exception of a rather expensive wooden doll made in the States. These dolls are made of basswood, and all the parts are of wood artistically carved and enameled in color so that it is impossible to tell just what the doll is made of. The various parts of the body are joined with steel bands which give flexibility and free movement. This doll is expensive but it is both handsome and indestructible. Each face being hand carved has considerable expression.

Besides producing jointed dolls the Canadian manufacturers are working hard to put on the market dolls with wigs instead of the painted hair now in use.

Rag Dolls.

England is coming to the front in the production of rag dolls. The majority of children are warmly attached to a rag baby, often preferring her to a baby made of other materials that are handsomer and more expensive. There is no question but they will be charmed with these new rag babies, for they have faces of printed cotton and are well dressed in a fetching fashion. These dolls can be retailed from 15 cents and quite a nice sized doll can be sold for 25 cents.

Dolls' Furniture.

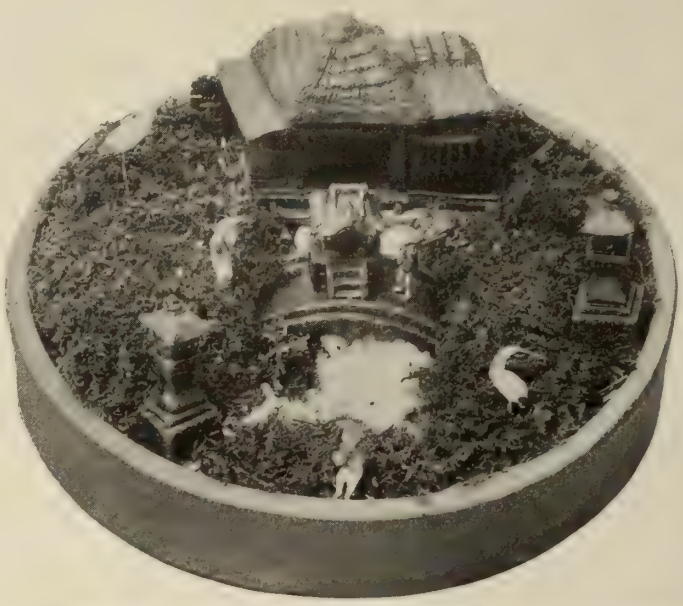
Canadian manufacturers have also scored a success with dolls' furniture and furniture for children's use such as small kindergarten sets, desk sets, etc. These sets come in fumed and mission finish, and are exceptionally well made. Bureaus, dressers, dolls' chairs and other furniture that are exact copies of designs of larger size come in various finishes such as oak and mahogany, and also enameled white and decorated with floral sprays in the natural colors. The mirrors come in oval and other shapes and swing just like mother's does.

Various other lines of wooden toys are coming on to the market; these include shoo-fly rockers, and efforts are being made to produce the wooden rocking horse in dapple gray with a gay stuffed seat on its back for the comfort of the small rider.

Toy Drums.

As may be expected at such a time martial music is not neglected and Canada is contributing her quota by turning out very creditable toy drums. Tin horns and trumpets come from the States and while they are not so cheap as those of German manufacture they are able to fill the bill. Toy pianos form another musical line that is coming from the States. The musical part of these pianos is a dulcimer which is struck by the notes. These pianos are true to note and a tune can be played on them.

The aristocrats in the musical line come from France in the shape of key bugles, French horns and other brass instruments. These are really beautiful miniature instruments that would be both a source of delight and education as both bugle calls and tunes can be played on them.



A Japanese garden. These gardens are set up as individual taste dictates, and the dishes and various pieces can be had separately. Japanese trees in pots and real blooms can be used to vary the scheme. These gardens are used for centerpieces for the table, and also for decorative uses. Shown by G. R. Gregg & Co.

Metal Soldiers From England.

Britain is taking the lead in metal soldier toys both in cheap and in beautifully moulded and finished high grade toys. All the different regiments are represented in the different parade uniforms as well as in khaki. The marines, the sailors of the Royal navy and the boy scouts are all represented. A new number shows a scouts' encampment with trees and tent. In the more expensive lines there are artillery trains with well formed horses attached to the guns and mule batteries with gunners and mounted officers. Toys of this kind are bound to be great sellers, not only as long as the war lasts, but for many years after.

Stuffed Animals.

Even before the war England had been coming to the front in the making of stuffed animal tops, and now that German stuffed toys are off the market these toys are enjoying even greater prominence. Among them is the popular Teddy bear, and a shaggy black Russian bear that should come to the front as a seller in the Fall. All kinds of dogs from the bull dog and various kinds of terriers to poodles, as well as a numerous family of cats are shown, as well as other animals. Some of these animals are mounted on wheels, some of which are termed "eccentric," because they are so arranged as to imitate the walk of the animal.

Teddy bears that can be retailed at a popular price are being made in Canada now, and so cheaply and so well are they put together that in all probability no matter what happens after the war this class of Teddy bear trade will stay with the Canadian manufacturer. From England also are coming good collections of games and toy books.

United States Mechanical Toys.

America is well to the fore in the production of mechanical toys, and the United States manufacturers have put out a particularly clever line in electric and automatic toys. Sandy Andy, the Panama Pile Driver, and the Skyscraper Elevator are three toys that will sell on sight, and which all buyers are sure to take. Every child will want one for there is both action and noise, and the toy really does something. These toys are well made and durable and there is nothing to get out of order easily in their make up. The Skyscraper Elevator can be had with a battery attachment which furnishes an electric light signal when the elevator reaches a given point. Another mechanical toy that is safe to attract attention is a hook and ladder.

(Continued on page 36.)

A WONDER IN TOYS.

One of the cleverest of the new toys comes from the U.S. It is indeed a wonder and would furnish a most attractive holiday feature in any store. This toy is like the usual telephone transmitter with wires attached. It can be set up, for instance, connected with an electric train. When this is done the train can be started or stopped by simply requesting it to stop or start by means of a word spoken into the controlophone.

Geo. Borgfeldt *and* Co., Limited



There'll be no Shortage of Toys for Christmas *this* Year

Toys From

Canada — We have induced a number of Canadian manufacturers to make toys, and have in our sample line specimens of their productions in Toy Furniture, Dolls, Teddy Bears, Sleighs, Drums, Tin Horns, Carts, Flags, Card Games, Plush Animals, Iron Toys, etc.

England — England is well represented in our toy department, supplying Plush and Felt Animals and Toys, Card Games, Lead Soldiers, Rubber Balls, Tool Cards and Boxes, 'Xmas Stockings and Crackers, Bow and Arrow Sets, etc.

United States — Our friends across the line supply Dolls, Doll Carriages, all kinds of Tin Toys, Kitchen Sets, Pianos, Bell Toys, Rocking Horses, Furniture Sets, Mechanical Toys, Toy Trunks, Black Boards, Drums, 'Xmas Paper Bells and Garlands.

France — We are showing a variety of French Toys, including: Dollar Beauty Dolls, Bisc Dolls, Tin Toys, Tin Trains, Toy Watches, Tin Trumpets and Rattles, Skin Animals, Mechanical Toys, Target Games, Celluloid Bathing Toys, Celluloid Rattles, Celluloid Animals, etc.

Japan — It will surprise our friends to see how Japan has come to the front and is supplying a general variety of cheap and medium-priced toys.

Visit us at your first opportunity and place your import orders, as on account of German and Austrian markets being closed the other sources of supply will be taxed to the utmost.

We are selling agents for The Dominion Toy Mfg. Co. Get in touch with us.

Geo. Borgfeldt *and* Co., Limited

63 to 71 WELLINGTON ST. W., TORONTO

Coristine Building, MONTREAL

High Grade Bags

Pin Grain and Pearl Grain Seal and Suede the Popular Leathers—Moire and Cord Silks Lead in Fabric Bags.

BUSINESS is improving and the outlook is for a decidedly good business in novelty bags for the Spring trade. And paradoxical as it may seem the trade is more interested in the high grade than in the cheaper bags. The new bags are dainty affairs, and when it is considered that they have to do duty as the sole pocket a woman has, the size is small. The new bags are small and flat, and they are marked by graceful shaping. Not only is the bag shaped but the frames are curved also. Fabric bags vie with those of leather, and the leathers used are almost as soft and pliable as the silk materials. They have to be for they are draped and pleated just like the silk fabric is. Pin-grained, pearl grained, and suede finished leathers are those used and dull as well as bright grained.

The black bag is the big seller, as it always is, but sand, putty, battleship and a greenish shade of gray are also popular. The bags are lined with heavy cord silk or moire, and peach, purple, silver gray, Belgian blue and rose are the best liked lining colors.

The new frames are perfectly plain and are highly polished. Nickel, gilt and gun metal are all used and the fittings inside match. There is a disposition to reduce the quantity of fittings and to retain the mirror and powder pad case, the memo pad, and pin case or vinaigrette. Many of the new bags have the jewelled top and real agates are used as well as imitation jade, turquoise and other stones.

A new safety lock idea is always a help to making the sale as it is so easy as a rule to open the ordinary bag. A new safety that is as practical as any catch that has yet been introduced locks the catch by just turning the small handle attached to the lock. Ribbon handles, some of which are attached to the bag by metal slides, are used on the fabric bags. Gate-top bags are appearing in both silk and suede. These bags have the same fittings as those made in flat shapes and are finished with a tassel.

NOVELTIES SET IN BAG SHAPES.



No. 1—Flare bag, made of pin seal; leather-covered frame, with large gilt nob and trimmings. Lined with rich Belgian blue cord silk. An oval mirror is attached by a leather strap to the frame, and on the opposite side is placed a shirred pocket, containing a pin seal change purse. Strap handle of leather, lined with silk, and draped into the ring.

No. 2—Melon-shaped bag of pin seal. The front of the bag is draped and the frame leather-covered. The back of the frame and the nob fastener and attachments are of highly polished nickel. Link of rich ruby cord silk with oval mirror attached with silk straps to the frame, and shirred pockets, one containing vanity case, and the other a change purse, and strap handle of leather lined with silk. Shown by Julian Sale Leather Goods Co., Limited.

NO LACK OF TOYS FOR CHRISTMAS.

(Continued from page 34.)

When the front of this toy hits any obstacle the jar releases a spring and the ladder carried on the truck immediately erects itself. Then there is a fire reel that turns around and runs in the opposite direction when it hits against the wall or any other object. There is also a large collection of electric and mechanical trains, dump and other carts and a selection of expensive and popular priced toys too numerous to describe at length. Battle ships are very prominent and there are submarines, destroyers, and cruisers of every kind and type.

Quick Service

An Essential in Notions—New Helps to Dressmaking—New Girdling and Supporters.

WITH the approach of Spring and the gradual opening up of the new season everyone is interested in the preparation of the new outfits for Spring and Summer wear. Women are doing more of this work of preparation than usual, and therefore are on the look-out to save effort. Therefore, the store that shows supplies necessary to the easy accomplishment of home sewing and for completing the toilet in such a form as to save time and steps in shopping is going to get the business.

Careful grouping of the notion stock is very important, so that shopping is made easy for the customer. At this time when so many women are doing their own sewing it is of special importance that all dressmaking needs be kept together. Quick service is of value also as customers at the notion counter do not wait as patiently as they do at the counters where the larger items are sold. So keenly is this felt in many of the larger stores that cash registers are being installed in the department in the effort to give quick service. There are generally two registers in a department and the salesgirls make the change. The article or articles bought are handed to the wrapper before this is done, and the parcel is expected to be ready to hand to the customer with the change. This means that there is no time wasted and the customer is not detained. This system is found to be very satisfactory and is helping sales. A good assortment of merchandise well displayed and attractively priced will not, it is found, offset slow service in this department.

At the beginning of each season there always are placed upon the market a number of new articles specially designed to give the new effects that fashion is featuring. This Spring the girdle foundation is a necessity. The new girdles are deeper below the waist, and many of them extend right down over the hip. Many of these girdles come in waist sizes running from 24 to 42. A new girdling is made of percaline boned at intervals and can be bought by the yard. This is really a straight piece of material boned at intervals of a few inches and is fitted to the figure by darting to fit. High collars of lace and other flimsy materials need a support of wire or other material.

There are any number of supporters on the market and the variety of forms is great. There is always room for one more, particularly if that one hase some feature that is practical and new. Col-

Art Novelties from "M & G"

Order our $50.00 General Assortment



Broom Holder.

Our large line of Leather Novelties comprises hundreds of attractive and useful articles: splendid goods for both tourist and home trade; for men, women and children.



Shopping Bag.



Work Bag.

In our Fancy Silk and Art Cretonne Novelty lines are hundreds of quick-selling, profit-making articles you need; work-bags, sachets, fancy cushions, trimmed baskets, sewing sets, etc., etc.

We are HEADQUARTERS for decorated pillow covers (Leather, Felt and Plush); also table and piano scarfs, table mats, wall hangers, etc., comprising a wide variety of well-executed, artistic designs, high quality in every respect. These goods are of special interest to Art, Art Embroidery and Upholstery Departments.



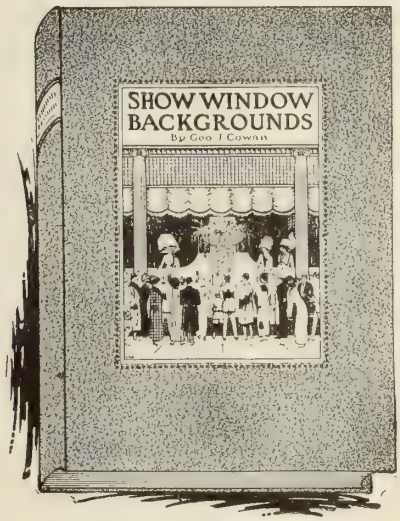
Pillow Cover, 24 in. Square.

Free Catalog

MOORE & GIBSON CORP. of N.Y.

43 West 19th St. NEW YORK

MANUFACTURERS



This Book Will Help Trim Your Show Windows

"Show Window Backgrounds"

By GEO. J. COWAN

Vice-President of the Koester School of Window Trimming

This is the most useful window trimming book ever published and sells at only $1.70 postpaid; a price that makes it possible for every window trimmer and merchant to possess it.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

The first half of the book has the windows arranged in the order in which they should be installed, thus being a yearly window trimming program.

The following partial list of contents will give you a clear idea of what a valuable book this is:

New Year's Windows.
White Goods Windows.
St. Valentine's Day Windows.
Spring Opening Windows.
Easter Windows.
Summer Windows.
Horse Show Windows.
Fall Opening Windows.
Carnival Windows.
Hallowe'en Windows.
Thanksgiving Windows
Christmas Windows.

Period Decorations in backgrounds, showing examples of *Greek, Roman, Gothic, German, Japanese, Egyptian, Moorish, Italian, French, Empire, Colonial, Mission, etc.*

Sale Windows,
Bas Relief Backgrounds.
Stencil Backgrounds.

and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in colors.

It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

This book is 7 x 10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of $1.70.

The MacLean Publishing Company, Ltd.

143-153 University Avenue, Toronto

lars are not always of the same height and therefore the height of the supporter has to vary. A new supporter is on the market made of silk covered non-rustable wire made with a loop top. This loop can be bent so that the height of the supporter can be varied to suit any height of collar. This is a great convenience and it is predicted that the sales of this article will be large.

The illustration given shows the same supporter bent so that it forms three different heights.

The dress skirt is still cut to give the high waistline without the belt. This means that inside belting is in great demand. Beltings come in cotton, mercerized, and silk finished effects. A new belting has a curved edge that fits it exactly to the curves of the figure. There is an extra demand for button moulds as covered buttons are very much in evidence and there are still people who prefer to do the covering themselves. The majority of notion departments are linked up with some button covering factory and can have this work done easily and cheaply for customers. Covered buttons are very popular and there are quite a number of novel shapes on the market.

NEW EMBROIDERY COTTONS.

There is no lack of embroidery cottons for quite a number of manufacturers have taken advantage of the present opportunity to put embroidery and crochet cottons on the market, and the woman who embroiders has quite a choice of makes presented. Many of these new cottons are finding favor and are sure to hold a proportion of the business they have gained even when the old makers come into the market again when the war is over.

BOUDOIR SETS.

Another novelty is a bureau scarf with pincushion to match. A boudoir set is also new. There are five pieces in this set—scarf, round centerpiece, oval pillow, pincushion and fancy bag. Cream linen or repp is the material used and the patterns are worked out in a variety of stitches. Luncheon sets come with a centrepiece in the shape of two scarfs crossed in the centre with a circle worked as a doiley in the centre. The set may be enlarged by adding to or reducing the number of doileys of various sizes.

A new feature is the use of crochet in the place of lace or fringe for edging scarfs, doileys, etc. These edges are very simply done and do not run into deep scallops. When the embroidery is in color the color is introduced into the crochet border. The crochet border is worked right into the materials.

What Japan Sends

Special Eastern Touches Add to Former Lines—Quaint Bull-Dog Face.

THE surprise in toy lines comes in those toys sent over by the Japanese, and it seems entirely likely that should Germany not be in a position from any cause to hold the cheap toy trade after the war is over that this business will go to Japan. Even when the war is over should Germany be allowed to trade with the British Empire under old conditions it is hard to believe that she will be able to regain her old control of the toy trade, even though the war should be stopped at an early date. Therefore, Japan stands a good chance of capturing a big slice of the trade in cheap toys that had hithertofore gone to Germany. The line of tin toys from this source are a surprise to the trade and many well known German toys are so easily imitated that an expert is needed to distinguish them from those obtained from Germany before the war. There are some toys, however, that gain by having the characteristic Japanese touch and one of these is the Japanese version of the British bull dog, which it is impossible to pass without notice. To begin with this dog has a stuffed body and a head that looks as though it were carved out of some composition and the Japanese type of bull dog face is irresistibly quaint. The head matches the stuffed body in color which is a sort of red brown and the body is just as exaggerated as head.

NOVELTIES, ETC.

(Continued from page 30.)

Made-up Lingerie.

Made-up lingerie stamped ready for embroidering and stamped and with the outline of the garment indicated is a big line this season and includes a number of garments cut on decidedly original lines. The newest is the basque combination which is an ideal garment for Summer wear as it is cut on long, loose lines. Another good combination is cut along princess lines and finishes with dainty ruffled knickerbockers. The gowns are particularly attractive, the majority of them being trimmed with narrow ruffles and insets of Valenciennes lace.

Made-up undergarments for children are another new line and include night gowns, drawers and chemise and petticoat combinations.

The lines upon which blouses are cut at the present time lend themselves particularly well to development in hand embroidery. Linen finished lawn, batiste, voile, crepe and a number of new sheer silk and cotton novelty materials are used in the development of the stamped, ready-to-work blouse. These blouses have all the latest fashion touches in the way of collars, yokes, etc., and are worked both in white on white and in color on white. Solid embroidery is most used but lazy-daisy, French knots and other familiar stitches are used in combination with button-hole and a new ladder stitch.

The old style napkin ring is no longer used, but in its place comes the napkin holder. These can be had singly or in sets. They are made of linen with an embroidered design so arranged that there is a space for a monogram.

In package goods there is an alphabet included with directions for marking.

FEWER COLORS FOR FALL.

Crochet work and knitting continue to interest, and the development promises to be big in this direction in the coming Fall. There will be difficulties, however in doing this business as not only are the prices of knitting and crochet wools advancing but the variety of colors will not be so large as usual owing to the dye stuffs situation. Hitherto the range of colors has been large but for the coming season only about one hundred and twenty-five colors and shades will be available. White, pink and blue are the usual shades and the restriction should not touch these colors.

EXHIBIT OF BRITISH GOODS.

An exhibition of British manufactures is to be held at the Agricultural Hall, London, England, from May 10th to May 24th next, with the approval of the Imperial Board of Trade. The exhibition will comprise the following trades: Toys, fancy goods, earthenware goods, glassware, cutlery, electro-plate, clocks, common jewelry, paper and stationery. The object of the exhibition will be to secure contracts on behalf of British Manufacturers, from firms who have previously purchased such articles on the continent. Any buyers leaving Canada for the United Kingdom in time to see the exhibition should communicate with the Director, Board of Trade, British Industries Fair, 32 Cheapside, London, E.C., immediately on arrival. Advice of their names, together with the firms they represent, should be sent to Mr. C. Hamilton Wickes, British Trade Commissioner to Canada, 3 Beaver Hall Square, Montreal.

Louis Tritt, Moose Jaw, Sask., has succeeded Mrs. G. Mendels, dealer in men's furnishings.

Embroidery Hoops

The Best and Most Popular Hoops on the Market.

"DUCHESS" HOOPS

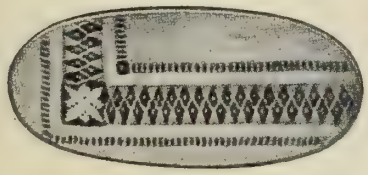


The Felt Cushion protects the fabric and embroidered work from injury and holds either light or heavy fabrics tightly stretched. Sold for 16 years in over 18,000 retail stores.

Made in the round and oval shapes.

"DUCHESS" (round)—Sizes 3, 4, 5, 6, 7, 8, 10, 12 in. diameters.

"DUCHESS" (oval)—Three sizes, 3x6, 4½x9 and 6x12 inches.



THE "DUCHESS-OVAL"

accommodates a full design for embroidering as in a large round hoop, but has the convenience in use of a small hoop.

"ROYAL-OVAL" A lower-priced, smoothly-finished and carefully fitted, plain oval Hoop (without the Felt Cushion or Bow Spring).

Made in Three Sizes.

6x12 inches, for drawn work, pillow covers, etc.
4½x9 inches, a popular size for all kinds of work.
3x6 inches, for working designs on hosiery, etc.

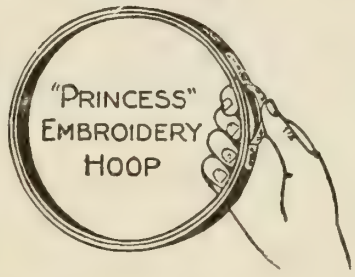
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Made in the round and oval shapes.

"Princess" (round). — Sizes: 3, 4, 5, 6, 7, 8, 10. 12-inch diameters.

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To retail at 5, 10, 15 cents. Mounted on attractive display cards. The latest fashion. quick sellers. Big profit.

Write for sample assortment on approbation.

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like everything else, must be in style and this Spring and Summer Madame Fashion dictates that they must be military. You will, therefore, make no mistake in looking into our line, including the "dum-dum bullet," the "bomb" and the "ball."

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THE "WANT AD."

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

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The "want ad." is the great force in the small affairs and incidents of daily life.

READY-TO-WEAR

Spring Dresses

Bolero, Eton and Coatee Effects a Big Feature Even in Lingerie Lines —Band Timmings of Valenciennes Lace—Many Double Shirts Shown.

THE outstanding feature in women's dresses at the present time is the very general incorporation of the Eton or bolero in many forms in the production of dresses. This means that the dress is made practical for street wear. Other models are made with this end in view and show various coatee effects.

Since the season opened there has been a big sale of popular-priced serge dresses in simple styles; black and navy have been the best selling colors but seal, Copenhagen, grey and a few Russian greens have also sold.

There should be a great lessening of the complaint of similarity of style that has always injured the sales of ready-to-wear garments, for more than ever before is there a tendency to show numerous different styles. Women can exercise individuality of taste hitherto impossible and can choose models that are suitable to their particular types of figure.

Though the full flare skirt is featured as high style there are plenty of smart models that do not show this particular feature. For instance, there are many pleated skirts that follow the line of the figure, only they are a little fuller around the feet. There are also gored and two-piece skirts that are only conservatively full. Indeed, it is remarked that as the season opens up the lines of the skirt show a tendency towards narrower, straighter effects. The double skirt that is cut with a full upper skirt and a drop below that is just about two yards wide is by no means a dead issue and is coming into favor again. The overskirt is very long and when it is made of silk or cloth over a drop of the same, it reaches to within two or three inches of the hem of the drop skirt. When the overskirt is of net, voile, chiffon or some such transparent fabric it is fully as long as the underskirt, and generally has a band of silk material as a finish. With skirts of this kind the waist is cut in jumper fashion and sleeves and guimpe are of the trans-

(Continued on page 48.)



TAFFETA THE FASHIONABLE SILK.

Dress of striped taffeta and plain faille. The waist is in bolero effect outlined with a narrow fancy braid in the two colors of the stripe. A deep girdle finishes the waist. The skirt is laid in pleats and is completed by a deep flounce made with the stripe running round. The vest has a high military collar and a collar of white satin turns back over the coat. The sleeves are long and fitting and fall over the hand.

Crepe Waists

Dressy Waists Developed in Crepe and Lace—Some Novelties in Stripes But White and Light Colors the Sellers.

SIMPLE styles are well established and buyers are still chiefly interested in waists of crepe de chine and Georgette crepe and lace, and it is here that the best business lies. White is the big seller but light colors such as flesh, maize, pink, rose, grey, sky and Copenhagen are also in great demand. Sand is showing, but is not selling as well as it did a few weeks ago. Very large orders have been placed for Japanese silk waists made up in good quality silks. There is a very general tendency to favor Japanese silks and the manufacturers of waists are putting attractive models on the market made of shantungs and pongees, as well as of a new washing satin that has a finish similar to charmeuse.

Lingerie waists are selling but the interest so far seems to be confined to the cheaper models. Many low priced waists are on the market, but it is the waists around the dollar mark that are selling best. Voile, crepe and also lawn are the leading materials, and lace and embroidery worked right on to the material are the chief trimmings. Many of these waists have the high flaring collar made of organdie.

Even for dressy wear the waist is simple and there is just enough blousing to make the waist comfortable to wear. There are, however, new ideas coming forward among which may be mentioned the Eton and bolero. There are many forms of vest effects and waists are showing also with some forms of surplice closing. Collars are military in effect. Some are veritable stocks and button high at the neck, but the collars high at the back and with some sort of side flare and with the V cut in front are most in favor. Very few waists are offered with short sleeves, and practically all the smarter waists are made with the long sleeve.



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Weatherproofs

A stylish, as well as serviceable Weatherproof, is a necessity in the modern wardrobe.

Only the highest grade of Para rubber is used in Kenyon Weatherproofs. It is milled from its crude state to the finished garment in our model factories; hence the reason for the Kenyon Kenreign guarantee.

C. Kenyon Company

Fifth Avenue Building, Twenty-third Street and Fifth Avenue
NEW YORK
CHICAGO: Congress and Franklin Streets

Current Styles in Suits

Merchants Are Buying Carefully, But Presence of Smart Taffeta, White Gabardine, and Linen Suits Points to an Extended Summer Season — Gabardine Serge and Black and White Check the Leading Materials.

IT is now or never in the suit department for the selling of the Spring suit comes pretty well to an end with the passing of the Easter trade. City stores are doing very well with suits at the present time and some fair re-orders are reaching the manufacturers. Though there are suits selling up to $50 and $60, the big business is coming from $17.50 to $25, as below these figures the quality of the goods used makes little appeal.

Beyond the fact that all suits are built upon plain simple lines, there is a wonderful variety in the suit styles. The newest coats are made in Eton effect, longer at the back. Many suit coats are made with the flaring separate peplum joined on under a belt or just seamed on to the waist part. Some of the recent models have straight cut jackets buttoning up the front. More of the collars lie flat or are high at the back with no revers and a deeper V in front, and the front closing is accomplished by one or two buttons and bound button holes. Many coats are made on the military or Tommy Atkins order with belts, patch pockets and rows of buttons. Belts are generally of the same material as the suit but a number of models show the belt of patent leather or kid or both combined.

The skirts are all made in flare effect, but they are not so wide as was heralded when the first models were put out. It is the modified circular cut produced by setting in circular pieces or by means of gores cut so that the skirt falls in ripples around the feet.

The cheaper suits come in plain tailored styles cut on semi-fitted lines and with notched collars and plain coat sleeves. In expensive suits there is a tendency to introduce the bell-shaped sleeve and some are in ¾ and ⅞ lengths, but all popular priced models carry the full length sleeve.

Serges and gabardines are the popular materials. Black and white checks are growing in favor, and there is a feeling also that homespuns and tweeds are becoming more popular. Mannish worsteds are used by the high class tailoring trade and this fact will in all probability influence Fall business in the ready-to-wear section.

Black is selling very well indeed, and so far city stores have done fairly well with coverts in sand and putty colors. Blue, however, is by far the best seller, both in navy and in military shades including the new Belgian and soldat blues. The new dreadnought grey is being shown and all shades of grey are working into a stronger position. Black and white checks are always good sellers at this time of the year, but this Spring they are even more prominent than usual.

A SUMMER SUIT.



Suit of blue Madras with collar in bib effect and big cavalier cuffs of white linen. The coat has a panel front outlined with self covered buttons, and the top turns back forming the original bib effect. There is a wide belt at the normal waist line, and the high military collar buttons in front. The skirt has a yoke to well below the hips, which has a buttoned up panel matching that on the coat. Hat of red hemp trimmed with button-holed edges in white floss with fantasy made of ostrich flues.

Fancy suits of taffeta and bengaline are making their appearance and suits of this description are certainly more dressy in effect than those made up in wool fabrics. Circular flounces and three-tier effects are common in the skirts and the coats are high waisted and have flaring peplums. Pronounced stripes in black and white are used to trim the collar and cuff and for other trimming touches.

White is becoming more the vogue and some very smart suits are appearing in white gabardine. A very remarkable suit seen at one of the openings was made in Russian peasant fashion with the coat made of a long straight piece, the width of the shoulders, falling to well below the knees, both back and front, which is drawn in at a fairly high waist line by a belt of black satin drawn through a series of taps made of white kid. Under-arm pieces reach to this belt under the arms and the sleeves are somewhat on the bishop order set in at the regulation armhole. The cuffs, high backed collar and a border around the long stole-like coat are worked in black floss silk embroidery.

The skirt under this elaborate coat is a perfectly plain gored circular cut model finished with a cuff at the foot instead of the regulation hem.

There is evidently a feeling in the air for suits made of linen or of heavy cotton suitings. Very smart suits have the coat with the slightly raised waist line and flaring peplum, and some kind of gored circular skirt model. Suits of colored linen have the collar, cuffs and belt of white linen, while the suit of white or cream linen has collar, cuffs and belt of striped or solid color.

Pink, rose, green, mauve and grey are the leading colors and smart effects are shown in combinations of white with black and white stripe.

WIDE FLOUNCINGS.

Lingerie models developed from wide flouncings are also shown. These dresses are usually made up in double skirt form and some of the models show the underskirt of very sheer lawn trimmed with several ruffled flounces. The bolero finish to the waist is very much used but waists in simple blouse styles, some of which show Raglan and yoke effects, are very much in evidence. Many of these waists are put together with hemstitching.

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E. J. WILE & CO.
160 5th Ave.
NEW YORK
Corner of 21st Street

PARIS MODELS AT NEW YORK FASHION PARADE



MODEL NO. 1.



MODEL NO. 2.

No. 1.—This is a Premet suit of battleship gray gabardine. The coat is mannish in style and has a tiny waistcoat of brocaded silk fastened with Rhinestone buttons. The hat is of blue silk and fancy satin-finished straw with a stripped ostrich effect posed to one side of the front. Note the Colonial shoes with small pointed tongue and the silk stockings in a light shade of gray.

No. 2.—Callot has refused to make models with the wide flaring skirts. This is a Callot model developed in black taffeta and Callot checked taffeta in black and white. This is a model based upon peasant styles. This model is taken from an old print, The Roguish Girl. The laveuse or washerwoman skirt and the odd slashed sleeves are new features.

Both shown by courtesy of Gimbel's, New York.

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Rosebud Wash Dresses are the wonders of the trade at $18 to $39 a dozen.

Their accuracy and beauty are marvelous for the money; their remarkably good workmanship and materials are possible only on account of our immense output.

To extend Rosebud reputation we have prepared

10 Special Numbers
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Write for the box of Rosebud popular-priced beauties, *at once,* and earn the reward of early action in increased trade and quick, clear, good profits.

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Uptown Showroom : 1133 Broadway, at 26th Street, NEW YORK

IMPORTANT

RETTIE & SMITH, LTD.

Manufacturers of

Popular-Priced Waists

New Address:—

CARON BUILDING

233-239 Bleury St. :: :: MONTREAL

¶ You can talk to the dry goods merchants from Halifax to Vancouver for only two cents for each word with a condensed ad. in the DRY GOODS REVIEW.

Summer Demand Centering on Dresses

Misses' and Children's Lines are Selling Extra Well—Orders Are Not of Any Size But Repeats Are Very Frequent—Advantages of the New System—Sets of New Models to Freshen Stock.

THERE is a very fair demand for some lines of ready-to-wear garments, with dresses slated as the leading sellers. This is not astonishing as there are some wonderful values shown, and the question that naturally arises is as to how it is done. For one thing, the manufacturer is sacrificing some profit, and the retailer is following suit, but the chief reason is that the profit now comes on the turn-over, for no one is buying ahead as in the days before the war. For many years this change has been looming ahead, and just the same condition that now prevails would have been arrived at, only the upsetting of general conditions in the upheaval caused by the war brought matters to a head. And this change is one that in the opinion of many authorities has come to stay, and the whole trade—the manufacturer of materials and the cutter-up included—will have to adapt themselves, their plants and their methods to the change. Orders are coming in and all call for quick delivery—some of them unreasonably quick—for no manufacturer can get out 25 new styles over night. Orders vary from one dozen to 25 dresses at frequent intervals, and this means that one lot is pretty well sold up before the next comes along. It also means that there is a constant succession of new models in show in the department, and so varied is the showing that the old complaint of the woman who likes to be exclusive, that it was impossible to select a model without meeting your double two or three times over is done away with.

This change in the manner in which ready-to-wear garments are sold means that all precedent as to the time when travellers go out with the line for the new seasons has been utterly done away with. Under the old conditions, travellers would be out about now for the coming Fall. It is pretty certain that no house has so far shown any of their Fall line, and it is pretty certain also that no buyer would look at it, for he knows that no style put out now could be depended upon to be right in August and September. Not only will the early sample be eliminated, but the early line will not be so large; it will be frequently supplemented as the season advances by other models embodying the later style points as they come out.

Manufacturers used to discourage doing business in this manner, but now there are firms that are courting this business and who are prepared to furnish customers with new models at stated intervals right through the season, or whenever an event takes place in a town that necessitates the making of elaborate displays.



POLKA DOTS ARE FASHIONABLE.

Misses' dress of corn-spot voile, the spots being French blue, tan, and black on a white ground. The waist is made in bolero effect with a panel reaching below the waist, hemstitched into the back. The vest is of white tucked voile with buttons matching the dots and there is a stole effect of plain blue, passing around the neck and ending under the shirt coat. The skirt is made in double flounce effect; the lower one being trimmed with a band of plain blue voile, and is set on to the upper one under a similar band. This dress is put together with hemstitching. Shown by Home & Watts.

Many merchants are taking advantage of this offer and are using selections of new models from the manufacturer in connection with the openings they are holding. Quite a few stores are using living models this year and are holding fashion displays. Displays of this kind always bring out a crowd, and add to the sales made in the ready-to-wear department.

In some quarters retailers do not seem to have cleared stocks of dresses as completely as could have been wished. These merchants are adopting special methods in turning these stocks into cash. One method that is proving a success is to buy a number of new models for window and interior display to get customers into the department—pricing them fairly high. These models create the interest, but the customers are apt to remark upon the price. Then she is switched on to the general stock which is selling at decidedly attractive prices. Of course, style often proves tempting and therefore the new models also sell.

Judicious work of this kind is resulting in the clearing out of these left-over lines before the selling of Summer models becomes general. Prices have been made so attractive that merchants figure that these garments will not interfere with the later business, as women will feel that they can still afford the new style gown.

Another selling idea comes from the manufacturer. To a selected list of customers who appreciate having the newest models at the earliest possible moment, he is offering to ship a dozen or more, according to order, new models each month so that the department will always have new and stylish merchandise to show, and so that there will be a constant procession of the latest styles through the department. Such a succession should be a valuable help in holding business that would otherwise go to the larger centres, as by availing themselves of this offer merchants will have the assurance that no more up-to-date models will appear in the city stores.

The stores of J. M. Richard & Co. and J. D. Guay, St. Jerome, Que., suffered serious loss by fire. Both handled dry goods and shoes.

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Waterproof Satisfaction



MADE-IN-CANADA
BRITISH FABRICS

Everything gone up in price but our waterproofs

Everything that goes into the manufacture of **High-Class Waterproof Garments** has advanced in price owing to the war.

Raw material has to be imported from Great Britain and with increased cost of production, transportation and customs duties, prices of most manufacturers have been materially advanced.

Notwithstanding this increase we are offering goods at original prices until further notice, as we prefer to keep the wheels of commerce going even at less profit.

Our travelers will be out during this month with a complete **range of new and attractive styles and latest materials** for Fall orders and immediate Spring business. We advise early purchases while these prices last.

All orders for Spring will receive immediate attention and prompt delivery.

If our traveler doesn't reach you, drop us a card for samples or prices.

The
Montreal Waterproof Clothing Co.
The Largest and Oldest
Waterproof Clothing House in Canada
Montreal **Canada**

Eiderdown Robes

We wish to announce that we have added a new department to our business.

Under competent management we have a complete plant for making Galtfleece Eiderdown Robes for Women and Children.

The Samples are on the road now with our travellers, but if in a hurry, write direct.

HOME & WATTS
LIMITED
19 Duncan St., Toronto, Canada

Do You Want More Money?

OF course you do and are willing to make use of your spare hours in a way that will net you the biggest returns. Many others like yourself have had the same desire to turn their spare time into money and profitable experience. They are now making from $5 to $20 a week, according to the time given.

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High Top Corsets Easy to Fit

Salespeople Like the New Models—Medium High Busts Are the Best Sellers—Some Customers Complain That New Models Give Less Freedom But They Are Indispensable When Tighter Waists Are Worn.

THE new models are finding favor with the salespeople in the corset department, for the corset for Spring has many features that are sure to bring good business for the retailer. The new bust line of medium height is undoubtedly a great help to the fitter and certainly makes the adjusting of the corset to the figure a much easier matter. Here and there a complaint is made because the corset does not give as much freedom, but the fact that it is necessary to wear the new models in order to obtain the proper figure line is an argument that in the end prevails. That is, if the model is one of the more conservative ones with the height above the waist only from 3 to 4 in. Retailers have been very careful in their ordering and it is only the more conservative of the new models that have been put in by the average store.

Selling is well confined to models having the bust moderately high and with a very slight curve at the side front, just below the bust. The height of the corset is just enough to encase the base of the bust but not to raise it in any degree. The top of the corset is made full enough to allow the bust to drop inside, and the back and hips are kept as flat as possible. This flatting of the hips and back is important, as the majority of the new skirts still fit closely to well below the hip line before they commence to flare.

The fact that the waist of the dress fits closer and shows a tendency to follow the lines of the figure means that this new corset model must be adopted if the new dresses and suits are to look right when they are worn. The corset, it must be borne in mind, is always the foundation of all figure outline, and there can be no change in this respect unless the right corset is worn. This argument is a potent one in selling corsets.

The low bust models are by no means off the market, for the woman who has become accustomed to the comfort of low bust models is loath to give them up and therefore many re-orders are coming in for models of this kind. The general fashion tendency, however, favors the models with the higher bust and the sales are increasing as the season advances.

The acceptance of the new models is largely in the hands of the salespeople. Careful fitting is essential for if the first model does not prove a success the wearer is apt to acquire a prejudice against all models of the same type. This prejudice once acquired is apt to be passed on to other customers..

A growing feature is the demand for front lace models. Corsets lacing in front were introduced some years ago by one firm. The first models were high priced and it took some time to accustom women to so radical a departure. The many improvements that made the models more adaptable and, above all, the putting out of popular-priced models, largely increased the sale, and the point was reached where other manufacturers began to take notice and put lace-front models into their line. Besides the convenience of having the corset lace in front, the smooth flat back and hip effect are certainly more perfect than that given by the back lace corset. Though there is no raising of the abdomen, corsets are pulled well down. Many models have elastic fabric inserts to make the corset skirt clinging, and some of the new high top models have elastic gussets set in at the top to allow for deep breathing and to give snugness of fit without undue compression.

Silk Petticoats

Those Selling Measure About 2¼ Yards—Silk Jersey Top Petticoats With Satin or Taffeta Flounce.

THERE is no question about the fact that more petticoats are selling, for with the wider skirts a petticoat is necessary to make the dress flare becomingly about the feet. Though there are wider models on the market, the conservative widths are the best sellers and few buyers are taking skirts that measure more than 2¼ yards at the hem. A pointer that shows how the land lies is that in the newer models there is a dust ruffle to hold out the skirt away from the ankles. Many skirts have fine accordion pleated folds, but there is a growing number of models trimmed with silk flounces.

Petticoats are required to fit closely around the waist and hips but from this point down the flare is permissible. Only the softer makes of silks are as yet taken for the extremely full skirt has not made its mark as yet.

Soft satins, and silk jersey top skirts with the frill of satin or taffeta are very much in favor at present. A few taffeta petticoats are shown, but these are in the softer makes, and it would seem as though this silk was going to be somewhat slow in coming back into general use.

The preference seems to be for the silk that matches the dress or suit. As dark colors are best liked, black, navy and the novelty shades in blue are the big sellers. Sand shade is included and there are several good shades in grey. A few high colors such as French blue, deep shades of rose and some of the lighter shades of green, round out the list of selling colors.

SPRING DRESSES.

(Continued from page 40.)

parent material with the high collar on chemisette of lace.

The newest lingeries come in lawn, voile and batiste and the skirts are trimmed with bands of Valenciennes lace alternating with tucks. The waist is trimmed with bands of lace reaching a fold of material in such a manner as to simulate a bolero. The fastening is hidden under the fold and bands of lace and material form the front. The neck has a V shaped opening and the collar, which is high at the back, is formed of Valenciennes lace, The sleeves are fitting and full length, and are finished at the wrist with a pleating of lace. A satin girdle pulled down to a point in front forms the finish at the waist.

There are any number of linene, repp and other heavy cotton suiting dresses shown. These dresses are very simply made with moderately wide circular gored skirts and many of the waists are in Eton or coatee effect. Some models show the skirt mounted on a dip waist which forms the full front with shows in vestee effect. Some of these coatees are cut jumper fashion and go on over the head.

TURN-DOWN COLLARS IN PARIS.

Paris is showing collars that turn down all round and are cut to fit the V extension in front and finished with a velvet, silk or cord tie. These are worn with tailored dresses of blue serge. They are of linen and often have a tucked guimpe attached.

DEVICES OF MERCHANTS

For the Promotion of Sales

IN THE ANNUAL SPRING NUMBER of The Review a suggestion was made based on the experience of a store in Strathroy that dress goods could be cut up in suitable lengths and if the card labeled "Remnants" was set up above them, the result would be a number of sales that might not have come had the cloth been left in the bolt. This idea is carried out in the staples department of the store of Richard Hall & Son, of Peterborough, Ontario, by the manager of this section, Mr. Redman. It is the custom of this department to cut up sheeting, table linen, flannelette, circular pillow tops, and at certain times of the year wash goods in waist length. The card above them reads, "Mill Ends at Mill Prices." As a usual case there is a slight reduction but still a sufficient price is secured for them to mean a good profit to the store. The object of cutting these pieces up is, first of all to secure them a much better display; secondly, to prevent the soiling of the bolt that would likely result if the pieces were tossed over; thirdly to assist the clerks in handling them quickly, as the cutting up is done at leisure periods, and thus more sales can be made in the rush hour with the pieces ready than would otherwise be the case. The idea is one that might be carried out in a number of departments of a store.

THE LATEST VARIETY OF VOTING contests is being tried out in Welland, where ten merchants, including The Ross Co. in dry goods, and G. R. Lahey, men's and boy's clothing and furnishings, have united with a jeweler, a druggist, a boot and shoe store, furniture dealers, a grocer, bookstore, etc., in a contest for an automobile. The ad. reads, "This is the car that is given away free. Boys! Work for this hard. Parents! Enter your sons in this contest."

AN ADVERTISING COMPETITION is being run by C. D. O'Conner, The Men's Shop, of Gananoque. He offers a stylish suit made to order free of charge for the winner in the advertising competition. Anyone, except a professional ad-writer, may enter the contest and each person may submit as many ads as he pleases.

THE J. F. CAIRNS' STORE of Saskatoon is announcing several changes in the layout of the store for the purpose of securing extra business. The soda fountain department which has been in the groceries on the top floor is being moved to the ground floor on the south side of the right of the main entrance. It will extend the whole length from the main entrance to the north side, 40 feet, and have two fountains, the longest department, it is said, in Western Canada. The partition forming the back of the front window will be filled in with large plate glass mirrors to render the store more attractive. The candy counter will take the place of the bookstand and the hat and cap department which occupied a position where the soda fountain will be, is being moved to the men's clothing department. A "lounge" room will be fitted up on the fourth floor next to the dining room.

THIS IS AN INTRODUCTORY page of a whole section of the Ottawa Free Press that was used by the A. E. Rea Co., Limited, of that city to introduce their Made-in-Canada week, from February 15 to 20. The section of the paper was given up entirely, except in a couple of pages toward the end, to advertisements of various lines which



are being featured in this sale. All of them had an impressive top line showing an outline in black of busy factories and the letters "Rea's Made-in-Canada Week" across the bottom in white. While the first page and one or two more were taken up by the firm itself, the others were used to advertise special lines of hosiery, umbrellas, clothing, cottons, perfumes, etc. It is presumed that the manufacturer in each case paid a portion of the cost of this advertising. The whole scheme was well planned and with the advertising which followed during the following week, drew forth a large response from the public and was considered one of the most successful events in the history of the store.

MILLINERY

BEAUTIFUL TYPES OF SEASON'S LATEST MODELS



MODEL NO. 1.

For description see page 52.



MODEL NO. 2.

For description see page 52.

Fisk's Trimmed Merchants Hats

Order an assortment of these Profit-Producers to-day.

All orders are shipped the day they are received.



F732 - $3.00



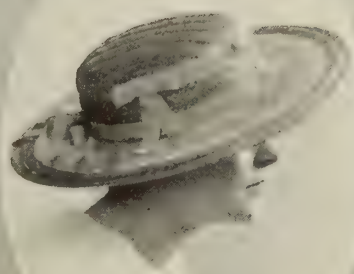
F403 - $4.00



F405 - $5.00



F377 - $3.50



F379 - $4.00



F728 - $3.00



F731 - $3.00

D. B. Fisk & Co.

Established 1853

225 North Wabash Ave.

Chicago.



F411 - $3.00

Flower Trimmed Hats for Summer Wear

Wreaths, Mounts and Separate Blooms as Well as Berries, Cherries, Grapes and Other Fruits in Vari-colored Effects Are All in Favor—Flowers Wrapped in Tin Foil.

AS the season advances it becomes more and more evident that flowers are to be lavishly used. For some seasons now their vogue has been growing and everything points to a big flower season. Once again flowers are in the ascendant and the variety, if possible is greater than ever. Much is made of wide open flowers and such blossoms as marguerites, camellias and begonias lead; then there are daisies, roses, lily of the valley, forget-me-nots, sweet peas and self-colored foliage, bluettes, jonquils, buttercups, dahlias and many other varieties of flowers in a big variety of pastel tones. Very few hats are trimmed with just one flower, but a mixture of blooms and colors is used and these are mixed with fruits and berries of all descriptions. Such fruits as strawberries, gooseberries, grapes, and various kinds of small berries made both of glass, silk, or various compositions are used and many of these berries are frosted.

Fine wreaths are made of small flat flowers in variegated colors, and these wreaths and sprays that can be spread flat are much used for the decoration of crowns as well as brims, and they are also placed between the layers of maline or other sheer fabric that forms the popular transparent brim. Marguerites are specially adapted for this work, and because they look so well when spread out flat are used in all sizes and colors for this purpose.

One beautiful hat had the crown of blue crepe, and the brim formed of blue tulle in two layers covering bars of pink daisies in graduated sizes radiating from the crown to the edge of the brim. A black velvet ribbon girdle fastened under a tight bunch of pink roses, blue forget-me-nots, and violet bells in front and a bow and streamers finish the back. The edge of the brim is bound by a row of solk hemp braid in pale blue.

Wrapped in Tin Foil.

A new idea in trimming is the use of small button-hole bouquets of mixed flowers with the stems wrapped in tinfoil as though they were real. Pansies are shown in all sizes from the tiny stepmothers to the giant natural sized blooms. A good many violets are used to mix in with other flowers. Garlands and wreaths of mixed forget-me-nots, violets, lily of the valley mixed with roses, pansies, buttercups, etc., encircle brims or crowns, and a new idea is to place a thick garland of mixed flowers right across the crown from front to back.

Among the novelties may be mentioned flowers made of kid or silk backed by a vivid color which shows through. Another novelty that is attractive is shown in the enamelled flowers made of silk or muslin and covered with a hard lustrous coating that makes them look like celluloid or china.

In fruits, at the present time cherries are very much to the fore, but it is hardy expected that their sale will be so extensive when Summer millinery is in first place. Very smart, black sailors in rough, varnished straws are simply trimmed with wreaths or bunches of ripe, red cherries often mixed with black velvet foliage. Hats made of alternating rows of black and white straw braid radiating from the centre of the crown in wheel fashion have a bunch of vivid, red cherries hanging off the brim on the left side. Cherries are used, dangling from the stem in fringe fashion around the crown, particularly when the hat is a cloche in shape. Cherries are also much used for trimming children's millinery.

Another much used fruit is strawberries. Strawberries in various stages of ripeness from dead ripe to half ripe and green are used to mix in with flowers and other fruits. The variety of grapes and berries is endless, but those best liked are made of silk and such colors as old blue and pastel shades of pink, lavender and lime green are very much in evidence. Often all colors are blended both in berry clusters trimmed with wreaths or and bunches of grapes. Wheat and grasses are very much used for blending in with mixed flowers.



Leghorn plateau hat trimmed with velvet ribbon in deep Belgian blue, with bunches of mixed flowers, berries and fruits. The flowers used are pink roses and bluettes and the the fruits are gooseberries and strawberries.

FRUIT AND FLOWERS.

Flower, fruit and foliage effects are made of ostrich, and one way in which these motifs are used is as the centre of wheels of pleated ribbons from which jut these feather, flower and fruit sprays.

Foliage made of black or very dark green leather or velvet is new and is very effective when it is combined with such delicate blooms as lily of the valley, tiny roses, etc. A hat was seen the other day wreathed with black velvet foliage and out of the centres of each group of leaves peeped a tiny rose.

MODEL NO. 1.

Transparent brims are a feature in Summer styles, but this brim strikes a new note. The crown is of black rough-polished straw and just two pink roses and black velvet foliage posed in front form the trimming.

MODEL NO. 2.

Second Empire model in Leghorn in natural shade, trimmed with pink ostrich and French blue roses. The bridle is of black velvet with a rose knotted in with the loops at the side.

GAGE MILLINERY



In utilizing our foreign connections, and the designing facilities of our Chicago and New York establishments, we insure

Originality and Correctness of Style

GAGE HATS are now on display daily in Chicago and in our new establishment in

New York

At the S.W. Corner of Fifth Avenue and 37th Street. Delivery direct from New York.

GAGE BROTHERS & COMPANY, Chicago - New York

Shapes are Many and Varied

Small Models of the Early Season Are Succeeded by Larger Shapes — Sailor Shapes in the Ascendant—Crepes, Maline and Lace Succeeding Faille and Satin—Transparent Brim the Feature of the Moment.

FORTUNATELY for the trade the very small military models and toques have given way to a great diversity of shapes, and though it would not be true to say that these models have had their day, there are a number of other shapes shown that are both more becoming to the avearge woman, and more suitable for wear in the time of the year that is coming. In the opinion of most milliners this diversity of shape is a good feature and one that will make for excellent business. When one type of hat is featured to the exclusion of almost all others business is hard to do, and the season is seldom a profitable one, for sales are concentrated on a limited line and there is always a loss at the end of the season because the general stock did not sell.

Then a season that produces diversified types makes it easier to do business for this reason; everyone knows that a sailor or a tricorne does not become every type of face, and therefore cannot be worn becomingly by every woman. When one style dominates every woman buys the hat that is the prevailing mode, and the milliner has a difficult problem to face in arranging the trimming so as to make the hat even fairly becoming. This year there is such a wide variety that this trouble will be almost entirely eliminated, and this fact alone should help to make the season a better and more successful one. Though the black hat does not dominate to the extent that it has in some of the past seasons, nearly every color scheme is completed by a more or less extensive touch of black. Tailored hats are trimmed with wings, ostrich and straw novelties, wheels and motifs made of ribbon and flowers that can be appliqued flat to either the brim or the crown of the hat. The more dressy models are trimmed with exquisite color combinations in flowers worked out into beautiful color schemes. Sometimes the flowers used are in a variety of shades of just one color, but more frequently the flowers come in varied pastel tints and colors. This style of floral trimming is especially suited to the new summery type of models that are worked out on picturesque lines.

In making up the Summer hats such fabrics as Georgette crepe, maline, chiffon, and silk batiste are coming into use in place of the heavier satins and failles. These materials are used in combination with leghorn and other fine braids. The bright finished straws are still in evidence and for smart tailored straw hats the lisere straw is well shown.



Torpedo toque of putty Milan straw bound around the edge with a narrow cord ribbon in Belgium blue, and with ostrich mount in the same color. A New York model.

Towards the Sailor Shape.

Hats are not only larger but the tendency to revert to the sailor shape is very marked. There are sailors of every type. The strongest lead comes, however, in the form of wide, flat-brimmed shapes that are worn at very pronounced tilted angles. Some of the newest sailors almost merge into poke shapes which turn up behind. Then there are the new Watteau sailors with the plate-like crowns and narrow irregular drooping brims that are raised by a bandeau behind. Bretonne sailors, and small sailor shapes with narrow brims and high crowns are also very much favored. The rule seems to be the smaller the hat the higher the crown. Quills, wings and narrow ribbons trim the small models, while the larger hats are trimmed with ribbons and flowers.

For dressy wear poke shapes will be in high favor, and there will also be larger types of military shapes. Shepherdess shapes and also flat models that recall the period of the early eighties are among the numerous models for the coming season.

In straws, leghorn promises to be a more important straw than for some seasons. Milan is coming to the fore in the more expensive grades, and plain hemp, Milan hemp, lisere and fancy, bright finished braids, as well as lacy horsehair braids are all included in those selling.

For Summer wear Panamas, leghorns, peanuts, Javas, etc., are growing stronger and later they will come to the fore as the popular straws for street and outing wear.

Milan hemp is selling well because it looks like Milan and comes at half the cost of a fine Milan straw. There some very cheap hemps and tagels on the market, and a silk hemp is becoming popular because it is nearly like hemp and comes in any color. This straw is very much used in making up handmade hats. The genuine barnyard braids are high-priced but there are a number of rough braids that are not so expensive and which sell as barnyards.

Satin, velvet, maline, crepe, and chiffon are used in combination with these various straws. Suede is also used in combination with straw although it looks heavy for wear during the season that is coming.

Black and Cream Laces.

During the last few days a number of models made of lace in combination with straw have been put out. Leghorn hats covered with straw are also shown, and there seems to be a possibility that both black and cream laces will be more used.

Recent models launched in Paris show fruit trimmings to be in very unusual prominence. Small fruits and berries are being used in a new way. Plateau

hats are made of leghorn or horsehair braid arranged over a pleated foundation of pleated crepe or maline. Where the braid is caught to the pleated foundation the stitches are hidden under a tiny cluster of diminutive berries.

Even the milliners who were always partial to the use of ostrich and other feathers are using flowers and fruit lavishly this year, large flat flowers such as begonias, camellias, gardenias, marguerites, flat roses, etc. Floral novelties made of silk, kid and various materials are worked into delightful applique motifs that can be tacked flat to side crowns and brims, which are often veiled with a layer of crepe, tulle or lace. Single flowers, sprays and wreath effects are placed between the layers of material forming the transparent brim.

A Touch of Feather in Paris.

There is a wonderful wealth of novelty effects coming now from Paris and many of them have just a touch of feather to give character and emphasis. For instance, trimming spray formed of cutout silk had the veins of the leaves outlined in heavy rope silk and the points of the leaf tipped with tiny tufts of osprey or marabout. Another idea is the use of antennae or stripped quills used in connection with masses of blossoms.

"Sailors"---Paris

Large Sailors Have Low Crowns; Small Sailors High Crowns — Big Parisian Modistes Showing Them.

ALL the big Paris houses are featuring sailors, and the Georgette sailor has scored a very great success. It is shown in all the new colorings, and a very favorite combination comes in lisere straw in dark green faced with velvet to harmonize. Flowers garland the crown and the usual combination consists of various colored daisies, gooseberries and roses. A Reboux sailor comes in black Milan hemp and is faced with black chiffon. A band of foliage encircles the top of the crown and a single large hand-made rose of rose velvet is posed right in the centre front.

Evelyn Varon, Madaline, and Lewis, are all advocating sailors and this fact alone indicates the position the sailor is taking in millinery to-day. Georgette shows one that is trimmed with wax daisies; these flowers are not really wax but have the appearance of wax. The flowers on this hat come in Belgian blue, white, and yellow, and are intermingled with fronds of ostrich feather.

Another Parisian sailor, a large shepherdess model this time, is of pink hemp, and has a chiffon facing in exactly the same shade; the wide brim is trimmed with flats of pink ostrich with blue roses set at intervals.

So-called lingerie models come in horsehair braid, and one of the most charming of these models is a large picturesque hat from Evelyn Varons. It is made of oyster white horsehair braid, trimmed with clusters of sprays of ostrich in absinthe, gray and pink; and between these sprays are placed tiny clusters of pink roses and forget-me-nots in the darker shades of blue.

Another new sailor has the brim slashed and scalloped at the centre back. Encircling the crown are three bands of ribbon in contrasting shades which fall in streamers at the back. A cluster of field flowers is placed in front a little to the right side.

Another sailor—this time a narrow-brimmed, high-crowned model—is of green lisere straw with a broad band of bronzed straw around the crown and from the top of this band are clusters of small red apples and green leaves.

Not all the hats shown are sailors and there are new ideas in turbans, for there

(Continued on page 57.)

MILLINERY NOVELTIES

Spring or early Summer, including French Flowers, Black Fancies, imitating Ospreys, and Paradise, real Ospreys, Black and White, from $1.50 to $24.00. Black Paradise from $10.00 to $50.00.

Tagel Sailor Hats from $1.15 to $2.50 and the Newest Hats, **White Felt Hats,** for Summer, from $1.50 to $3.50. Mail orders promptly filled.

Marabout. We are specialists in marabout by the yard in Black, Natural, White, Sky and Pink at $3.00 per dozen.

E. M. DeBOECK & CO., 85 St. Peter St., Montreal

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¶ A condensed advertisement in the DRY GOODS REVIEW will bring good results.

Modern Store Methods for Millinery

"Bargain" and Clearance Sales at Frequent Intervals as in Other Departments to Secure a Continuous Patronage—Special Sources for Buying—Many Seasons Open For Selling.

SOME idea of which way the wind blows may be taken from the fact that even at this early date the big departmental stores are beginning to lay plans to attract more business by offering very good values in smart trimmed hats at decidedly popular prices. These special sales are usually held on Friday or Saturday mornings. Suppose the sale is to be held Friday—the window display is made on Thursday. The models are as varied as possible in shape and material and all the new colors are included in the hats made up or selected for the occasion.

Experience dictates just about how many models should be made up for the sale. Of course all need not be specially made, but hats that you wish to sell because they have been in the department some time and have not sold, or those that show some feature that is passing, provided they are good value for the price asked, may be included in the sale.

Same Methods as in Others.

The fact that the large departmental stores are beginning so early with these special sales does not mean that the business outlook is unfavorable to millinery this season. It only proves that these stores are up to date and are beginning to run their millinery departments just in the same manner as they are running other departments, selling goods of which novelty is the chief element. It means that they are endeavoring to give the people just what they want, when they want it. It means that there is a call now for popular priced millinery at such values that the hat may be well classed as a "bargain."

It does not follow that the department is losing money in featuring these bargain hats, for there are many ways of obtaining merchandise that can be used to put on one of these sales. There are houses that make a business of supplying hats for just such sales, and because they make them in numbers they can get the price down and still make a profit. The manager of the department also uses a sale of this kind to clear out materials that would otherwise be held over to the end of the season and would then only fetch a nominal price—a price that it should be said would cut most markedly into the season's profits.

The new way is to get this merchandise sold while it is possible to make a fair profit, and to re-invest the money in other materials for which there is a quick sale.

Another reason why these popular priced sales are put on and why so many window displays are used featuring popular priced millinery is because the majority of women are paying less, much less, for their millinery this year. Women who used to pay $18 or $20 for a hat are now looking for wearable models at $10 or $12, and there is a corresponding decrease in all lines. And this condition is not confined to just one store; even the stores catering to the very best trade are having to meet this condition. Nor is this condition confined to Canada alone—New York, and all the large United States cities are feeling it.



Leghorn shepherdess sailor in natural color covered with blue chiffon embroidered in pink and silver. In front is placed a mount of mixed flowers—pink roses, bluettes and foliage. Long streamers of old blue velvet ribbon fall from the underbrim over the hair.

A millinery buyer who has just come back from New York reported to The Review, that stores with enviable reputations in the trade for selling high-class goods are holding similar sales. While he was in the city he noticed three different windows in Lord & Taylor's store showing hats at popular prices. One window contained hats priced $3.95, one $4.95 and one $5.95.

"A couple of years ago," continued this buyer, "at this time of the year no hats would have been found in Lord & Taylor's store under at least $12, and the variety would not have been great at that price."

Trimmed Free, to Clear.

Another sign of the times is that many of the more exclusive stores are trimming hats free of charge. One large Toronto department used this inducement very successfully in connection with their plans to clear stock when the best selling portion of the season was over. Customers selected the hat and the trimmings and the hat was trimmed free of charge. This feature resulted in the clearing out of a quantity of materials at a better profit than would otherwise have been obtained, and this in itself helped to pay the workroom expenses. Many milliners, we know, will consider both these ideas as radical departures and perhaps as far as their trade is concerned of doubtful value. Milliners who are in this class are going along the old lines; they are taking orders for high priced hats showing a big rate of profit and are busy for the opening months of the season, but their trade amounts to very little in the off months.

Slowly but surely the trade is changing and the idea that there are 52 weeks in the year and six selling days in each week and that each day should bear its own burden is taking hold. Women wear hats every day of the year and there should be some business doing every day that the store is open.

Milliners who figure in this manner do not look to selling a big number of expensive hats but they expect to sell each customer more than the regulation Spring and Summer hat. They figure also upon buying close, and upon having something new to show not just at the opening periods but every month in the year. They make numerous displays of new

models and always make any event that interests the community they serve the excuse, as it were, for an attractive millinery display.

Stores of this kind show between season models before the openings take place. After the openings they show Easter millinery and then the Summer hat. Afterwards comes lingerie models, and then outing hats fill up the round until the period for mid-season models comes round again. The most is made also of bridesmaids' hats in June, and hats for special dress occasions. In such stores children's hats, misses' hats and hats for matrons' wear are given special importance.

Possibly fewer expensive hats are sold when business is done in this way, and the profit on each individual hat is smaller. Stocks are turned over more frequently, and the profit is made on the turn-over. Also there is less loss from unsaleable merchandise at the end of the year.

When business is done in this manner there is more responsibility resting on the department head, stock has to be more carefully bought, and more carefully watched, for as soon as there is any sign that a shape or material has lost its novelty it must be cleared out even if it is sold below cost.

Very few stores are departmentalizing as rigidly as they did a few years ago, and it is now permissible to show goods out of the department. It is a mighty good thing for the sales in the millinery department if a special case can be placed either in the entrance or in some prominent position in the front of the store. Often there are vacant spaces that cannot be utilized for selling, that is just the place for such a display.

The show cases, of course, are to be kept attractively dressed and should be a centre of interest, as they should be used to display the different millinery novelties as they come along.

"SAILORS"—PARIS.

(Continued from page 55.)

never is a time when some turbans are not worn. A new model is four-square and is of French blue straw, and the crown is entirely covered with pink and blue roses and foliage.

A number of poke shapes are shown made of smooth, glossy satin straw. These hats are trimmed with velvet ribbon with a satin back and edge and having clusters of variegated flowers as the trimming.

For Summer wear there are various types of small and medium sized sailors made of hemp, Milan and novelty braid straws combined with crepe chiffon or maline and solely with large bows, or with huge daisies, roses, sweet peas and self-colored foliage.

This will interest you

APRIL, 1915

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FOOTWEAR DEPT.

New York Letter

Fancy Styles in Lace Shoes Due to High Skirts—Black and White For Summer.

NEW YORK, April 2.—As I told you in my last letter, there is considerable discussion over here as to the advisability or not of the patent leather shoe for men. War has been waged very actively in several of the shoe journals and shoe men generally are talking of it. The vexed question has been taken up at several of the recent conventions of shoe manufacturers and so far nothing seems to have been done either way. It seems to me that the one outstanding fact about the discussion is this: People like the look of patent leather shoes. The bright, shining, neat, appearance is the thing they [illegible] for, and no amount of discussion is going to alter that. Shoemen and clothing salesmen and people who sell jam and anything at all you like are going to sell the public what the public wants. It is true, of course, that patent leather does not wear as well as calf, or glace or buckskin and that, therefore, of course, the shoeman who makes a specialty and does his best to sell this kind of shoe, is getting more revenue into his coffers. Two pairs of patent leather shoes will have to be bought in the time that one pair of ordinary glace or box calf would be bought by the average wearer.

I see that the "Shoeman," a prominent shoe journal here, has a very ingenious contention. In discussing this question it says that the fact of the average consumer having to buy two pairs of patent leather shoes to one pair of ordinary shoes, does not mean so very much, because the customer takes it out on the money he saves on shoe shines. This is an important point. The average man, if he is at all fastidious, likes to have nice looking shoes, and will spend the money to have them brightened up every day. With patent shoes this is not necessary. In conclusion, it looks to me as if people were going to go on selling patent shoes, whatever anybody else says to the contrary and that the opposition to them is doomed to disappointment.

Attractive Patterned Shoes.

I saw some differing styles in men's shoes on Fifth Avenue the other day. It is true that there isn't anything very particularly new. So far as the cloth tops are concerned, I see several men are wearing a bright yellow cloth top on a dark brown shoe. This is about the most hideous thing we have seen in the days of hideous things. A vision of a pair of bright yellow top shoes approaching down the street is enough to stagger a man. The predilection seems to me to be for light tops rather than the black ones. Black ones still have a good deal of run, particularly for formal wear and for evening wear too. Some very smart men are wearing a grey suede cloth top shoe, lace of course. The trend towards lace shoes, so far as men are concerned, is flickering again. Some buttons are worn, but they are in the minority.

There is a distinct tendency here, if I am not much mistaken, to patterned shoes. This is the one kind of freakishness that we permit ourselves these days. We have gotten entirely away from the huge bulldog toe, and the general form and shape of the shoes we are wearing is much more conservative. There seems to be, however, some desire in some quarters to resurrect these little soupcons of freakishness, and this is showing itself in certain lines of shoes with a good many more lines on the face than are absolutely necessary.

As to Shoes for Women.

In women's shoes there is not a great deal new either. I suppose the most outstanding thing to record in this letter is the fact that the lace shoes about which there has been considerable discussion have definitely come and come to stay. Albeit, they are in very much more fancy styles than heretofore. This resurrection of lace boots for women is part of a movement toward military style. There is no doubt, of course, that the lace shoe does look even more military than the button shoe.

The outstanding characteristic of women's footwear this year is the fancy trimmings. The introduction of the cloth tops allows, of course, a good deal

(Continued on page 61.)

Colors for Fall

In Contrast to Dress Goods, Not Conforming — Slightly Darker Shades of Fawn, Etc.

THE question of color in women's shoes for next Fall is being determined now. The salesmen are out taking advance orders, and dealers must soon decide what they will stock.

This matter of color is going to depend, as it has done for Spring, upon a certain relevancy to dress and costume shades, but with this difference: whereas in the Spring the tendency was to have the shoes conform with the costume, for the Fall the shoe color will contrast with that of the attire. It is decreed by those who do decree these things that the prevailing note in garments for Fall will be the sombre note. There will be a good deal of mourning worn in England, and that will be influential in determining upon dark shades in Canada. These will be mainly, dark blue, dark green and dark brown.

In high contrast, then, colors for women's shoes in the Fall will be putty, fawn, grey and sand shade. These are having a good run at present, but for Fall wear, they will be slightly darker than are selling now. Grey is a good choice for a general color, so long as you have it dark enough. Fawn will have a big run. Sand shade and putty will be possibly the most distinctive of all. Putty is a particularly natty shoe.

Greys will be in big demand for evening slippers; most of all for younger women. There will be a riot of grey in the Fall in all articles of dress, both men's and women's.

Black cloth tops have apparently fallen from grace for general wear. This color—if you can call it a color—always has its own particular public. There is always a certain demand for it. But it will be second.

BUTTON SHOE FOR MEN.

There is indication that for the creme de la creme, the button boot is de rigeur. It is creeping in again, though nine out of every ten Fall samples are lace shoes.

NOVELTIES IN FOOTWEAR.

The High Boot Worn by the Russian Peasants the Newest Thing for Street Wear in Striking Combinations Such as Soldier Blue and Patent leather, White Buckskin and Patent Kid.

To the smart woman this season her footwear is almost as important as the millinery she is to wear, for the feet are as much noticed as the hat. Skirts are flaring and full and very, very short, and not even when the hobble was at its tightest and the slashed skirt most pronounced, was so much seen of the foot and stocking. Therefore smart footgear is imperative and it must be said that the boot manufacturers are living up to their opportunity. The new shoes are cut so as to produce a slender, graceful looking foot, and this is done without having resource to the very long vamp of a few seasons ago.

All the fashionable boots are made with cloth tops and the light colored top is worn almost exclusively. All shades of sand and light tan are selling, and gray in all shades from pearl, to battleship; and taupe is, though at present not so much worn, perhaps even smarter. Boots with the tops made of black and white shepherds' check and also in checks in other color combinations are new. In short the idea seems to be to have the boot top to either match the gown in color or to have it in some light color that tones in or is in contrast to it.

In a season when black and white is so much in evidence this combination was sure to come out strikingly in boots and shoes, and some of the most attractive of the boot and shoe novelties shown come in white buckskin trimmed with patent leather and having the diamond-shaped tips. Another novelty that promises well for Spring and Summer wear is bronze-colored kid. Bronze colored kid was extensively worn in New York during the latter half of the Summer of 1914 but this fashion did not touch Canada. This year bronze is showing both in boots and in shoes, and these are so smart and so dainty that they are sure to sell.

Many of the boot novelties are almost altogether of cloth with kid or patent leather only where the wear comes. For instance, the newer models show a protective piece on each side above the heel of the boot and these pieces are skilfully cut so that their shaping helps in giving the long line to the foot.

Now that spring models are out, the laced boot is very much seen. This is because a much closer fit can be obtained by lacing with a cloth top than when the boot is buttoned as the lacing tends to draw the material close around the foot. Some of the very newest models lace up the side in gaiter or spat fashion, and freakish boots have been shown that lace up the back.

(Continued on page 61.)

SARNIA AS A SUMMER RESORT.

MAKING use of an article in Dry Goods Review on the advisability of the Canadian Government advertising Canada as a Summer resort since Europe is now cut off to pleasure seekers, Geddes Bros. of Sarnia, drew forth favorable local comment by using part of their regular advertising space for a similar object. Part of the article in The Review was reproduced and the town council was urged to bring the advantages of Sarnia before possible holiday seekers.

"NUGGET" WHITE CLEANER



FOR BUCKSKIN AND CANVAS

DRIES A PURE WHITE AND WILL NOT RUB OFF

It can be safely recommended for babies' shoes.

Retails at 15c. a bottle and shows you a good margin of profit.

ORDER SOME NOW

The "NUGGET" POLISH CO. Limited

9, 11 and 13 Davenport Rd., Toronto, Ont.



View of section of shoe department of Goodwins, now all in one. Note low, uniform fixtures, and extensive use of tables and tops of cabinets for displaying the best of their stock, as well as bargains. Polishes and other findings are given prominence.

All Departments in a Group

Difficulty in Women Asking for "Child's" Shoes in Wrong Department Obviated by Bringing All Together—Every One Over Two Years a Boy or Girl—Showing Best Shoes On Fine Tables.

BY RESIDENT STAFF CORRESPONDENT OF THE REVIEW.

THERE has been some important shifting around in Goodwin's, Montreal, during the past few weeks, and the most important move of all was probably, the transfer of the shoe department from its scattered locations to a place of its own. Now it is one of the best departments in the building. It is situated in the west corner at the rear of the store, a corner that was formerly quiet and dark, but is now a beehive, and flooded with light. It has a magnificent side entrance, and right over all is the word "Shoes" in large letters, illuminated night and day. It combines all shoe sections, men's women's, boys,' girls' and infants.' There is no children's section. The word "child" is absolutely forbidden in the store now. This is the reason:—

Forced to Go Downstairs for Boys.

Shoes were formerly divided into two departments—the women's on the second floor, with which also was connected the children's section. The men's department was on the ground floor, hidden somewhere in the middle of the men's clothing department. It often happened that a mother entered the store, and inquired on the ground floor, "Where is the children's shoe department?" She was directed to the second floor. Having arrived there, she asked for a pair of shoes to fit her boy whom she had brought along with her. Her chagrin was plain when told that to get a pair of shoes to fit him, she must go downstairs to the ground floor.

"Why I was directed to come up here," she would exclaim. "Do you think I've got nothing else to do but run up and down elevators all day?"

This was happening constantly, and the cause of it all was that mothers failed to realize that there came a time when her little boy had grown a foot as big as a man's. It was decided eventually not to use the word "child" in the Goodwin store; that after reaching the age of two years, there was no such thing as a child, but either a "boy" or "girl." Furthermore, it was decided to run all departments into one.

Now you can purchase anything from a street boot to a boudoir slipper right in that one corner. On Saturday afternoons, a man and wife come into the store say, with two children. She wants shoes for herself, for the boy, and for the girl. Formerly it was necessary for them to wander all over the store to get served. Now they are all fitted without changing their seats.

Ladies' Fitting Parlor Secluded.

In designing this new department, care was taken to make the ladies' fitting parlor as private as possible. It was placed in the left hand corner, and hedged about with show cases. The men's section was kept in the foreground, so that no one unless he had special business, had occasion to pass by where the ladies were being fitted.

Considerable value has been placed on the selling power of display tables, which are especially made of mahogany, with inlaid surfaces that will not scratch the shoes, or vice versa. The impression is in some stores that to be stylish it is necessary to have shoes either in boxes or in show cases. Goodwin's appreciate the value of table displays, and are showing all the latest styles at popular prices for the masses. Already there has been a fifty per cent. increase in sales from this cause.

While display tables were used when the department was on the second floor, it was too much trouble getting people there. Here is evidence of the superior value of the ground floor over the second floor. The advertising necessary to draw women to the shoe department on the second floor was excessive. A shoe, the manager claims, displayed on the tables shown in this picture will bring its full value easily, whereas on the second floor the same shoe would some-

SOLD 2,000 BOUDOIR SLIPPERS.

The value of display tables is shown in the fact that, between Fall and Christmas, Goodwin's disposed of over two thousand boudoir slippers, principally by making a nice display of all the colors. Young ladies seeing them, bought a pair for mother or a sick aunt, which they would never have done had they not seen them displayed. The same applies to most lines. Spats for instance, have sold in thousands, chiefly by showing them on tables in tempting displays.

times lie for weeks and weeks, eventually being cleaned out at 69 cents.

Mr. McCann, the manager of boots and shoes, will have a bigger rent to pay for his section of the store, but it is safe to say that his turnover is going to be big enough to make it worth while. This change is said to be the most diplomatic made by Goodwin's for a long time.

NEW YORK LETTER.

(Continued from page 58.)

of latitude along this line. I notice that most of the shoes fit a good deal more snugly than before. This is doubtless an effect of the high skirts which are worn more now than they were a year ago. Just how long this is going to continue is difficult to say, but I understand from fashion experts who know more about this than I do, that at any rate we shall not see any reason for altering the shoe in this particular until after next Fall.

Black and white combinations in all sorts and conditions of styles are featured very strongly for Summer wear. Indeed this year, as never before, there is a riot of color in women's footwear. Possibly this is part of the military movement, but certain it is that there are all sorts of combinations of blue, red, green, purple and other fancy fabric ideas in tops. The favorite color for tops for women's shoes, as for men's, still continues to be putty or fawn, with grey as a good second. The black top shoe is, of course, very popular too. The tendency toward ornamentation and braiding and so forth that I remarked on in connection with the men's shoes is even more pronounced in connection with women's.

I saw a shoe the other day in one of the stores here that had a top tapestried all round. A long line of double stitching ran from the top to the front of the shoe in ringlets, all sorts of queer, occult curves being the outstanding characteristics.

NOVELTIES IN FOOTWEAR.

(Continued from page 59.)

But the high novelty is the Cossack or the royal Russian boot. This boot is patterned upon those worn by the Slav peasant women in Russia and in the Balkan states. It consists of a smartly shaped boot with high French heels, and a wrinkled top of soft leather reaching almost up to the knee. The top is trimmed with a wide band of patent leather which is cut out in fancy patterns allowing the kid or leather of the boot to appear beneath. These boots come in suede, and in kid, gun metal and patent calf, trimmed with patented leather. Some models are of black glazed kid with patent leather cuff, and others come in tan or gray also with the cuff and trimmings of patent leather. Much more striking are the models in soldier blue, or in white calf with the cuff of patent leather. But perhaps the prettiest of all are those of soft, gray suede with patent leather cuffs. These boots are intended for fashionable street wear and all the best stores are showing them.

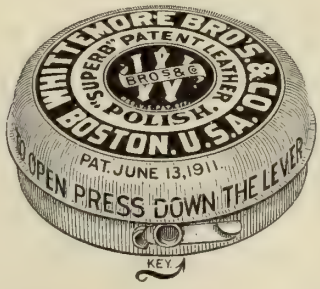
Usual Low Shoes in Summer.

Fashion certainly is favoring the high boot, but high boots are by no means suitable for general wear during the period of Canadian Summer, and therefore when the heated season arrives there will come the usual call for pumps and low cut shoes. Some attempt is being made to re-introduce the Oxford. These shoes are very low cut and follow the lines of the street slipper. The uppers are of colored cloth—tan, gray or shepherd's plaid, and the vamp and trimmings are of patent leather, buckskin or calf. Some of these shoes are buttoned up the side, and a very smart shoe was fastened over with just one button, while the majority of the laced shoes, had invisible eyelets. White buckskin combined with patent leather is particularly fashionable.

Finest Quality **Whittemore's Shoe Polishes** Largest Variety











Oldest and Largest Manufacturers of Shoe Polishes in the World

"GILT EDGE" Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retails 25c.

"QUICK WHITE" (Liquid) makes dirty Canvas shoes clean and white. A sponge in every package, so always ready to use. Retails for 10c. and 25c.

"SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Cover remover attached to each box. (See cut.) Retails 10c.

"DANDY" COMBINATION. For cleaning and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retails 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color).

"ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retails 25c. **"BABY ELITE" COMBINATION** (10c size). **"ELITE" PASTE** in 5 sizes.

"ROYAL GLOSS" self-shining dressing, for ladies' and children's black shoes. (See cut.) Retails for 10c.

Send for circulars giving full particulars of our other Polishes to WHITTEMORE BROS. CORP., Boston, Mass., U.S.A. For sale by the Wholesale Dry Goods Houses in all Canada.

Draping in Late Spring Styles

Tangible Plans Are Absolutely Required to Execute the Work in an Intelligent Manner — Skirt the Most Difficult Problem—Illustrations With Detailed Descriptions—Spring Flowers.

PREPARED FOR THE REVIEW BY C. J. NOWAK.

THE first step in portraying a style tendency is to choose a model with simple lines, and one with the possibility of execution.

The next step is to determine whether it would be an advantage to start the draping of the waist or the draping of the skirt first.

The next point to determine is whether it would be advisable to drape one side of the figure with one dress length and the opposite side with a second dress length, the suggestion being that we are using two 7 yards of material.

Fourthly to execute intelligently full form drapes portraying style tendencies it is necessary to lay the above plans and then definitely note where you are going to start and where you are going to end, so that the work will be done in the shortest possible time.

These are a few of the pertinent points that are absolutely necessary before starting work of this character. The display man who has been doing form draping for the past season or two now finds that methods of old will hardly do for present-day requirements. Analyzing most of the new styles for Spring, we find added fullness to the skirts, and this now, naturally, is treated in an entirely different manner.

Difficulty With New Skirts.

The skirt problem presents the greatest difficulty, but added width of materials overcomes the difficulty in many ways. Of course, it is understood that materials are not cut or damaged in any way, and and to secure the great width at the base of the skirt, it is either necessary to gather, shirr or pleat the material at the waist line to take up the difference between the diameter of the waist and the diameter at the base of the skirt. Where the material is wide enough, one selvage is usually placed at the waist line and the opposite selvage at the base of the skirt. These materials naturally would run about 44 or 45 inches wide.

In handling material that is in the neighborhood of 27 inches, it is necessary to use the material on its length, using the raw end at the base of the form carrying the material up to the waist line and then disposing of the surplus around the waist line to the rear.

To secure the necessary wide flare at the ankles, it is advised to attach heavy manilla wrapping paper to the base of the form arranging same in tapering pleats. This will help to hold the material out at the base.

If the display man will carefully study and follow the lines in his sketch or fashion picture, he should have no difficulty in executing his drape in a successful manner, and his success depends 98 per cent. on the amount of system and theory that he injects into his work, as any work which is to be successful must have the necessary forethought and carefully laid plans, and no work of the display man requires the careful amount of attention that full form draping does.

Description of No. 1.

Illustration No. 1 shows what can be done with 25c mercerized material. This material was 27 inches wide and two dress lengths, seven yards long each, were used. A full fashion wax head and arm figure was used. One dress length was used for covering the right side and one dress length for covering the left side of the form. One end is placed over each shoulder and the top of each sleeve is thus formed, after which the material is brought down gracefully over each shoulder to the waist; and arranged in a series of neat graceful pleats.

The material is then brought down each side of the form to the base and arranged neatly to the rear. One end is now doubled which is attached to the form and forms the sweep to the right.

The other end is now used for the flaring tunic effect. This is arranged around the form with the selvage at the waist line and two pleats formed on each side of the centre at the waist line in front.

The selvage is lowered around the waist line to each side to the rear. This lowers the lower selvage to the rear which hangs away from the form and forms this graceful effect. Raising the pleats in the front about 1 inch improves the drape. The figure is then given the finishing touches with lace buttons and girdle.

The artistic setting in the rear of this form is as inexpensive as it is beautiful. Two upright panels 18 inches wide, and 7 ft. high are covered with imitation bark paper, between which is suspended a frame on which has been mounted a lithographed scenic panel.

Two cylinders 40 inches high and 10 inches in diameter are rolled up from card board, which in turn stands on a box 12 by 18 inches. These also have been covered with bark paper. Sprays and foliage complete the setting.

Description of No. 2.

Illustration No. 2 shows a full form drape which has been treated in an entirely different manner; 36-inch silk has been used for the execution of this drape, one 10-yard length being used. The material is arranged around the form, with the selvage up 2½ inches from the floor, the upper selvage having been shirred or gathered around the hips and held in position with a string. The material is now brought around the form the second time, the lower selvage hanging about 16 inches from the floor, the upper selvage coming about 4 inches above the waist-line. The material is shirred fully around the waist-line and held snug and fast with a silk thread of the same color as the material.

A strip of velvet ribbon is now brought around the waist-line and over each hip

on an angle. The material is then arranged over each hip, as shown in the photograph; ¾-length sleeves are used, and these and the yoke are covered with all-over lace.

The waist is finished by the following steps: Two ends are formed by doubling the material, each being brought over each shoulder. The ends formed are draped around the waist. Three pleats are formed at the bust and fastened. The material is then turned under at the shoulder to the proper depth and arranged around each sleeve.

The background setting of this drape is a muslin water-colored panel, set in a frame about six inches wide. The cardboard cylinders are about 18 inches high and 10 inches in diameter set on two low plateaux, which are finished in black and white effect.

Apple blossom sprays and maiden hair ferns give the setting its Spring appearance. C. J. NOWAK.

Join C.A.D.M. Now

Campaign Begun For Membership — Honorary Positions For Buyers and Merchants.

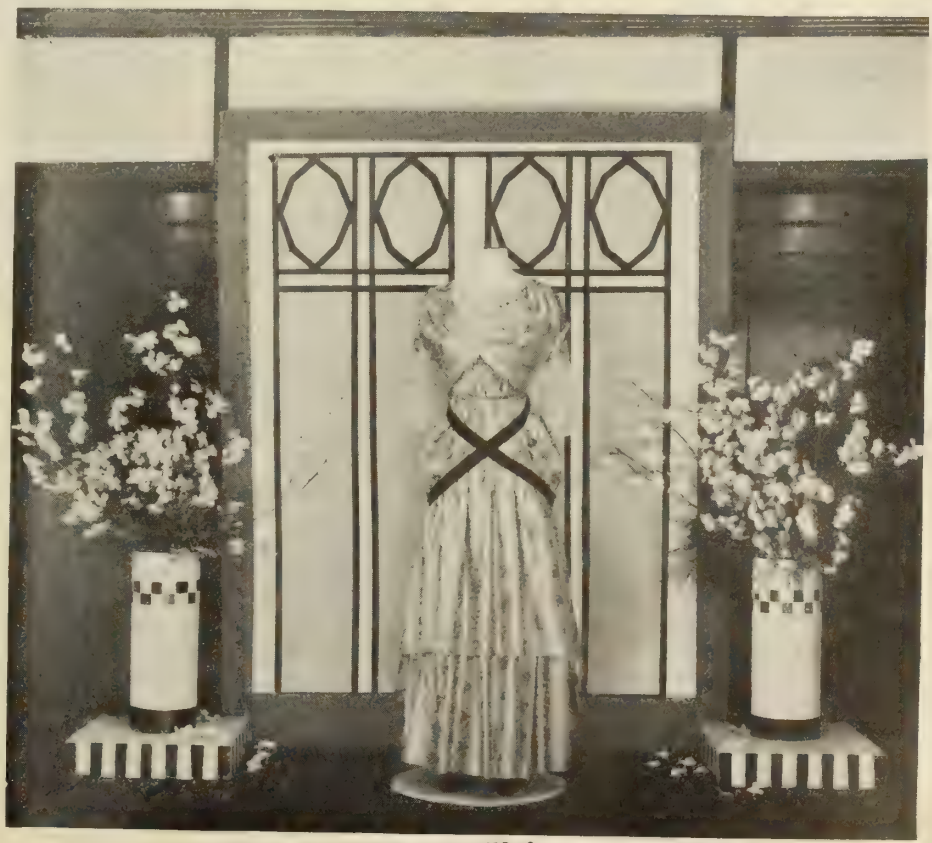
THE meeting of the Canadian Association of Display Men in New York, in conjunction with the International Association Convention which will open on the 3rd of August next, at the Waldorf-Astoria was considered at a meeting of the Executive of the C.A.D.M. held early in April. It was felt certain that arrangements could be made for a special car to leave Toronto with delegates to this convention, according to the favorable responses so far received. It should be pointed out that only those who show certificates of membership will be allowed the special rate by the railway company. These must be signed by the secretary.

A membership campaign was inaugurated and circulars will be sent out to several hundred display men throughout Canada urging them to join the Association at once. It was decided to make arrangements by which buyers and merchants, as distinct from the window trimmers themselves, should be allowed to take advantage of the trip by becoming honorary members at one dollar each. Circulars will be sent to a number of these inviting membership on these terms. The secretary, Mr. F. J. Thompson of 52 Stanley St., St. Thomas, Ont., would like to hear from all those who feel they can go in order that some arrangements may be made for hotel accommodation as soon as possible.

SHOWING LATE SPRING DRAPES



NO. 1.



NO. 2.



This window, which Mr. Gagnon, who is responsible for its production, describes as an "impressionistic" trim, shows a seated figure wearing an imported gown, and surrounded by Easter millinery and other accessories, and dreaming most probably of the Summer days to come. The effect of an interior is well brought out, and the display is well calculated to appeal to the more discriminating customer.

Creating Desire by Impressionistic Displays

Example of Work Executed by Henri Gagnon, of Goodwin's Ltd., Montreal—Evidences of a New School of Window Dressing—Showing the Spirit of Style — Hints on Varied Treatments.

WRITEEN BY A RESIDENT STAFF CORRESPONDENT IN MONTREAL.

WINDOW dressing appears to be passing through a period of transition. The selling or merchandising window is not becoming obsolete. It cannot. Merchants realize more to-day than they ever did that people come into their stores via the window more than by the newspaper ad or the circular. Men who can dress windows that sell goods are in great demand, and always will be, for to sell is the primary object of a window display rather than to please.

Nevertheless, we are seeing the advent of a new school of window dressing, or, if it is not new, it is being more closely followed by Canadian dry goods stores. Like a clever cartoon or a mystery painting, the new window has a deeper, more subtle meaning than is conveyed by the mere goods. It is not merchandising windows in the ordinary sense, for the merchandise displayed is insignificant quantitatively, and is utterly lost in the general scheme.

The new window gives a picture of still life, and more than that of soul. It is a window which, like a wonderful oil painting, holds the fair shopper spellbound, and unconsciously she exclaims: "How beautiful!" An impression is formed, and entering the store, she goes in search of something she has seen in that window. It has created a desire, and has produced action. The woman has been impelled by the picture to go inside and buy. It has not helped her to form an idea of what she wants—simply gives her an impression, perhaps of blue—a blue silk dress, or a hat. The salesman can do the rest.

Some of the best examples of this work in Canada are those of Henri Gagnon, of Goodwin's, Ltd., Montreal, whose windows are declared to be equal to the best in New York and Chicago. A typical window, dressed for the Spring millinery opening, is illustrated here. It is intended to show the spirit of style and millinery. In the face of the figure is seen a look of admiration; or perhaps she is dreaming, and in fancy sees the coming of the Spring season.

It is an impressionistic window rather than a demonstrative one. It draws from the woman on the sidewalk an expression of delight, and a longing for the same beautiful attire. She does not see much, but understands the meaning.

Another window, created by Mr. Gagnon, illustrated the spirit of "trying on my hat? Doesn't it look sweet?" with a figure in the act of adjusting her hat, and admiring herself in the mirror.

They are not "cheap" windows by any means, even though the construction looks simple. Some of these windows with their exquisite backgrounds and settings cost several hundred dollars.

The idea is first conceived by the window dresser, who conveys it to the artist. He commits it to canvas in the form of a painting, which is complete as far as background and furnishings are concerned. It then becomes the duty of the window dresser, who knows the shade he wishes to display, to have the tone of background gauged in order to give the effect desired. Then the design is handed over to the carpenters and decorators.

The danger of detracting from the excellence of the dress by the coloring of the surroundings is always present. Thus, in some windows we see a mass of foliage, and the onlooker wonders whether these are intended for hat trimmings or merely for backgrounds. The background and environment should be neutral, leaving the figure and all that goes with it, free to form the desired impression.

While impressionistic windows are very successful, merchants do not rely upon them solely. A second illustration is also one of Goodwin's, Ltd., of similar construction, yet giving an atmosphere of ready-to-wear, the figures being dressed for visiting. Here are costumes, and an impression of exterior rather than interior,—of the street. There is life in this window, whereas the other expresses more of the soul.



47E. Price $30.00
With Short Hands, $27.00

Creating Interest

in an article is practically **making the sale.** But —before this interest is aroused, your goods must, of course, be seen. There is **no better way** of getting your merchandise before the attention of the public than through the medium of good displays. **Richardson forms, with their attractive, intelligent face,** the real hair charmingly coiffured; **the graceful, up-to-date lines of the body will make a display** so full of interest to women that they simply cannot resist looking at the merchandise displayed—becoming interested—in buying.

Write to-day about our "MADE IN CANADA" PROPOSITION and for our latest booklet.

A. S. Richardson & Co.

Old and Tested

Showroom: 99 Ontario Street
Factory - 101 Ontario Street

TORONTO



Head No. 20. Price as above, $52.00



The "Spring Line" of America's Representative Merchants will be displayed by J-M Frink and Linolite System of Lighting.

Most people who will buy your Spring line will look it over first. Why not let more people see it than ever—see it at its best? Then notice the difference on the sales sheet at the end of the season.

In Spring, evening promenading becomes a general pleasure. The weather invites people out-of-doors, the bright streets direct them to certain localities and the bright show windows to certain shops.

Will your window extend this invitation?

Here is an opportunity to install a system that is primarily designed for show windows. A system that insures perfect, shadowless, brilliant illumination at reasonable cost. A system that has been installed in the most representative shops in the country, in which list your store properly belongs.

The question is—are you interested in making a comparatively small initial expenditure to have your goods in the public eye for 18 hours a day?

Are you willing to make impressions on customers and prospects while others are waiting for to-morrow? If this sounds like good Spring business logic ask us for particulars by writing our nearest branch.

A few of the many stores where this system is used:

Lord & Taylor's, New York Emporium, San Francisco, Cal. Scribner's, New York
Gwynne Building, Cincinnati, O. Kauffmann-Baer Co., Pittsburgh, Pa.

The Canadian H. W. Johns-Manville Co., Limited

TORONTO MONTREAL WINNIPEG VANCOUVER

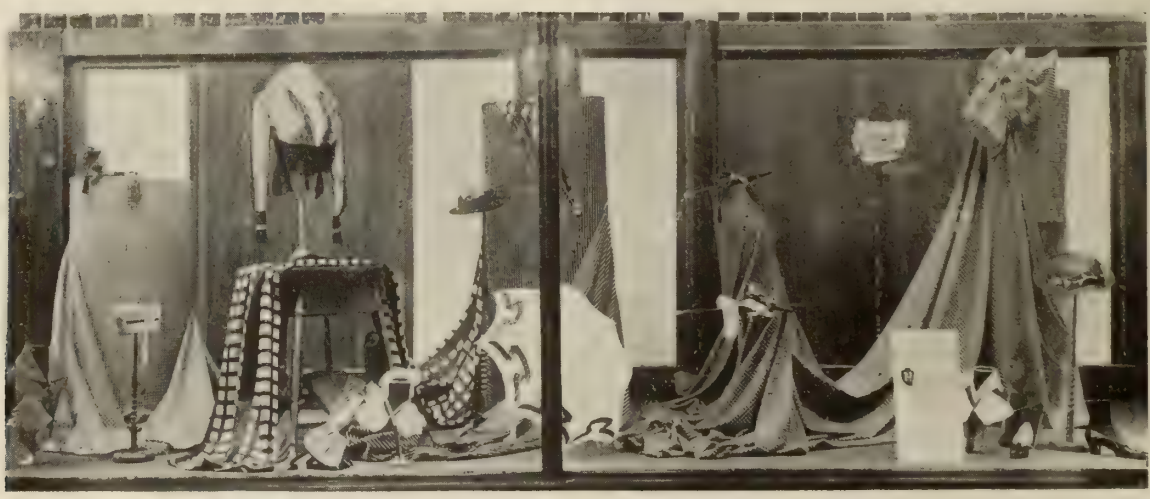
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BLACK AND WHITE WINDOWS VERY POPULAR



This ranks among the best trimmed windows that have appeared in The Review for some time. The draping of the materials is excellent, and the display is wonderfully striking and attractive, and this is achieved without any resort to the usual background elaboration. It is the goods that form the chief feature of the trim. This is literally a black, white and green display, than which no combination could be more Springlike. Note artistic use of white enameled stands, the front one, a little the shorter to conform with the lower trim, of which it is a part. There is just enough material used to enable every piece to stand out distinctly. There is a pleasing variety also in the forms of draping.

Mr. Palmer, of The Cressman Company, of Peterborough, in describing this display, says: The colors were black and white stripes relieved with Tipperary green. The figure is just a plain, ready-to-wear one draped with black and white and trimmed with plain black braid. There are pleats on each side of the skirt which do not show in the photo. The hat box is covered with black and white stripe sewn on, and a large green satin bow is pinned on to the cover.



Here is another window treatment of black and white. This window also shows how background elaboration is being omitted for the time being, and how decorators are concentrating on drapery and grouping effects. So far this year the windows have gained by the change. Note on right side long flowing drape caught up on lower stand. The white panels in the walnut background serve to bring trim into greater relief. Millinery, bags, neckwear, gloves, shoes, hosiery and parasols all help to make up an attractive display.

Only the In-Coming Foot-Steps Pay Profits

HOW MANY people pass your Store every hour? What percentage are sufficiently interested to enter? That's the thing—the in-coming foot-steps are the only ones that produce dividends. Big rentals are paid to get into the path of the greatest number of people and it is money well spent if you can attract a fair percentage of those passers-by.

Has there ever been a time in your entire business career when a good KAWNEER FRONT could boost your business as now?

If you doubt the ability of KAWNEER FRONTS to increase business, ask some of the Merchants who have adopted them. They will tell you what percentage of increase in business resulted from the changes in Fronts. Let us give you the names of KAWNEER users near you so you can investigate. We *advise* you to investigate—get together all the information possible, then your decision becomes more or less a matter of arithmetic. For a thousand-dollar KAWNEER FRONT to pay for itself in ten years, your gross business will have to be increased only $1.09 per day. Don't you *know* that you can increase your business more than that with a new Front?

Kawneer STORE FRONTS

STORE FRONT BOOK

To be of greatest help to you we have compiled "Boosting Business No. 21"— a book on Store Fronts with photographs of actual Fronts and suggestions that will be of interest to you. This book shows what other Merchants have done and will help you decide. Don't risk the amount of money it requires to install a new Front when a mere request will bring this authentic book on Store Fronts. It is neither a book on window trimming nor a picture book for your errand boy, but a dignified, authentic book on Store Fronts to help you.

Kawneer
Manufacturing Company
Limited
Francis J. Plym, President
Dept. Q. Guelph, Ontario

561

What Attracts Your Attention?

Have you not ofttimes been walking along the street when suddenly your attention has been arrested by some display? But why this particular display? Was it not that the selling points—the special features of the goods—were shown more effectively, attractively and to the best possible advantage? To get this result requires a reasonable amount of skill and originality, plus up-to-date, life-like display forms.

Make your displays perform their mission of attracting sales-producing attention by showing your Spring garments on the superb, dignified, charmingly life-like Dale Wax Models.

As good as the best on the continent.

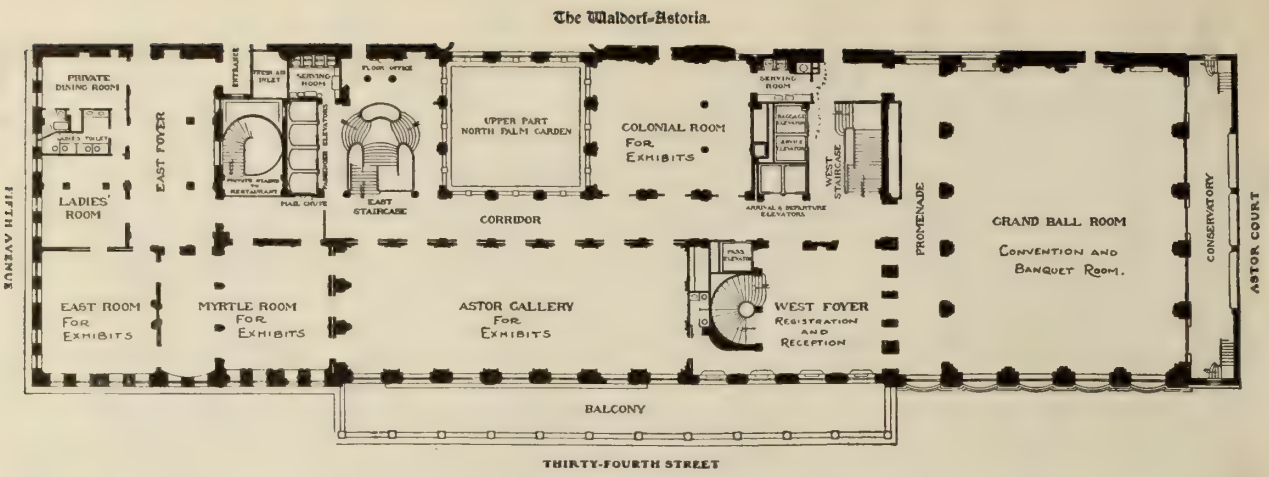
Write for catalogue to-day.

MADE IN CANADA

Dale Wax Figure Co., Limited, 106 Front Street East TORONTO

Manufacturers of High-class Forms and Figures Formerly Dale & Pearsall





PROGRAMME FOR NEW YORK CONVENTION

THE following report of the Programme Committee for the annual convention to be held in New York the first week of August has been received by The Review:

The accompanying plan gives a comprehensive idea of the ideal quarters for the combined C. A. D. M. and I. A. D. M., which are located on the second floor of the Waldorf-Astoria, New York, within easy access of the street.

The Grand Ball Room (see accompanying chart) will be used for the convention sessions. This magnificent room is one hundred feet square and forty feet in height and is equipped with a special ventilating and lighting plant. The ceiling of this room holds the largest scenic panel in the world.

The Exposition of Manufacturers will be held in the Astor Hall, Myrtle Room, East Room and Colonial Room (see chart).

All members of the Association will be pleased to learn that in a response to a letter to manufacturers of equipment and supplies, that seventy booths are practically reserved, which assures the Convention of the greatest exposition of equipment and wares ever held for the education of merchants, display men and card writers.

Merchants' Day.

The West Foyer (see chart) will be used for registration of members and the information bureau.

Special rates have been given by the Waldorf-Astoria for the convention days to all those in attendance. Six hundred rooms can be secured at the following rates: $2 per day for room without bath: $3 per day for room with bath.

These rooms are elegant in their appointments and during the Winter season run from $4 to $10 per day.

It is none too early now to reserve your accommodations.

The introduction of "Merchants' Day" has met with such favorable comment that it promises to be a regular feature for all future conventions.

This will give all the display men an opportunity to demonstrate the value of these conventions to the merchant and let him judge the calibre of men that make up the association. All of which is sure to cement a greater feeling of co-operation between the two.

Display Work of Absent Members.

An excellent suggestion which will be adopted by the Program Committee comes from Tom Allen of the Phelps, Dodge Mercantile Co. of Douglas, Ariz. This is to set aside part of the convention hall for contributions from absent members who are invited to send in either one of two show cards or window display photographs.

The Educational Program.

The educational work of the New York Convention promises to be far reaching in its good results. Following are a few of the features that can be definitely announced at the present time and further announcements will be made in the next issue:

J. A. McNabb of Messrs. Richard Hall & Son, Peterborough, Canada, President of the Canadian Association of Display Men, 1914-1915, will speak on "The Show Window as a Sale Promoter."

Mr. McNabb understands and appreciates the needs and viewpoint of the merchant both in selling and advertising problems. He will tell you of the kind of show window and advertising he uses—tell you why some pay more than others—the kind of publicity that is used in Canada and what it produces in cash and advertising value. Mr. McNabb has something very practical to say to all display men.

Fred S. Pratt, with Dinet, Nachbout & Co., Joliet, Ill., President of the Joliet Local, will expound the value of "Efficiency, Organization and Co-operation."

Samuel Friedman of the S. Bloch Co., Birmingham, Ala., President of the Birmingham Local, will demonstrate "Something Different" with men's and boys' merchandise and show cards. He will show you what kinds of displays to make in order to interest the refined and high-class trade; he will show what constitutes a display that would draw the shekels out of the public and cheaper class of trade.

Accompanying each demonstration he will explain what show cards to use for different classes of displays and how they should be lettered and made.

Clever Draping Demonstration.

F. H. DeRhodes, with the DeRhodes Department Store, Chadron, Neb., has chosen for his subject and demonstration, "Modern Display Methods."

Walter F. Wehner, head display manager for Brill Bros., Broadway and 49th street, New York City. Subject: "New and Practical Stunts in Men's Wear Units."

Mr. Wehner is one of the old members of the I. A. D. M. and his work, which is placed in Brill Bros.' finest store, is considered among the best in this country.

Harry W. Hoile, with Loveman, Joseph & Loeb, Birmingham, Ala., former president of the Birmingham Local, will demonstrate "Live Model Draping," and explain how he made a success of it from an advertising and sales standpoint.

His plan will be disclosed in a way that will enable you to use the idea with the very success the same idea brought to him.

Never before have you had an opportunity to study the facts and figures of so interesting an idea.

You can get this Combined Set for $52.00

SIX IN ONE



The Combined Set

9 Pieces Forming 6 Different Forms

1st. Shirt waist form used with or without head.
2nd. Full form standing used with or without head.
3rd. Seated tango form, separate body with or without head.
4th. Skirt form standing.
5th. Seated form for skirt.
6th. One metal T stand.

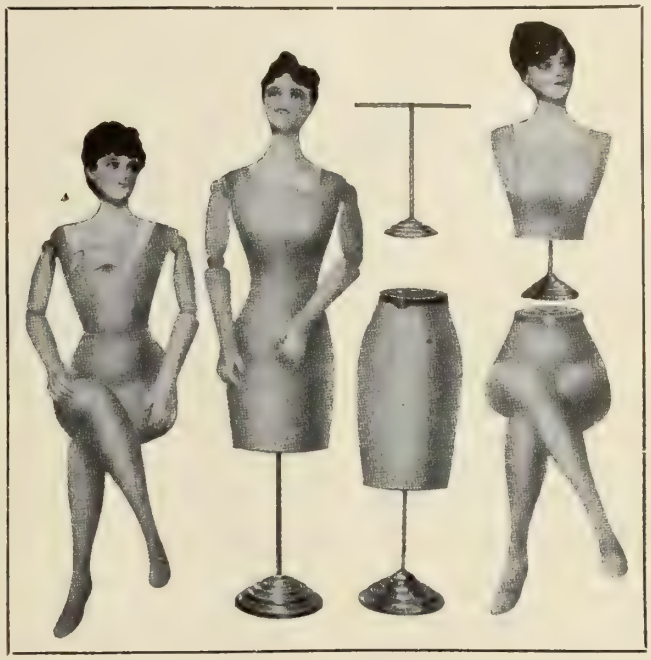
The combined set is comprised of one fine wax head, one pair of wooden jointed arms with half wax arms, one bust, one standing form for skirt, one seated skirt form, one metal T Bar.

To introduce this Combined Set to our Canadian Trade we will make this offer for one month at $52.00 the Set, worth $120 regular way.

ORDER AT ONCE

DELFOSSE & CO., 247-249 Craig St. W.

Factory 1 to 19 Hermine St., MONTREAL



How they will show when all in use separately. Easy to Handle.

---and 8c per week will do it!

This small amount invested in the Dry Goods Review for each of your department heads will mean the difference between a wide-awake, efficient staff, thoroughly conversant with the trade, and one which consists of mere order-takers. Worth while, isn't it?

Your Waste Paper A Valuable Asset



Sell It For Cash

by baling it in a

Climax Steel Baler

A saving of only 5c a day pays an annual dividend of over 50% on this machine. It also reduces your fire risks and keeps your place clean and neat.

"Made in Canada."

Patent applied for

USE IT TEN DAYS FREE

Write for particulars

Climax Baler Co., Hamilton, Ont.

RAYMOND MERCANTILE CO., LIMITED
RAYMOND, ALTA.

DAILY SALES REGISTER

DATE. _____ 191

CLERK No.				CLERK No.				CLERK No.				CLERK No.			
CHECK NO	CASH	CHARGE	RETURNS	CHECK NO	CASH	CHARGE	RETURNS	CHECK NO	CASH	CHARGE	RETURNS	CHECK NO	CASH	CHARGE	RETURNS

CLERK'S SUMMARY

CLERKS	CASH	CHARGE	RETURNS
NO. 1			
" 2			
" 3			
" 4			
" 5			
" 6			
" 7			
" 8			
" 9			
" 10			
TOTALS			

DEPARTMENTAL SUMMARY

DEPARTMENTS	CASH	CHARGE	RETURNS
GROCERIES			
DRY GOODS			
IMPLEMENTS			
TOTALS			

This is the second of a double-page form which provides space for a daily record of every sales slip of ten clerks. The summary at the right appears at the bottom of the page in the original.

First Steps in Departmentizing

A Very Needful System for Stores These Days—Keeping Record of Each Department's Sales and Each Clerk's Daily Record the Basic Procedure.

FROM time to time we have urged upon retail merchants the advisability of knowing definitely whether each department is netting them a profit or a loss. This advice has included in its scope the largest as well as the smallest stores. Indeed, inquiry has made it clear that while some of the smaller stores have gone into this question and worked out a satisfactory method, some of the largest stores in Canada are still bulking all receipts and expenses, bulking their salaries and bulking their profits, and—it should be added—bulking their losses.

They either do not believe in what is commonly termed departmentizing, or they fear to attempt it from the idea that it will involve a heavy expense, extra help and a great deal of bother for themselves and other members of their staff. Before the year is out, however, we hope to convince them that they will be disappointed in all these particulars.

The present time is particularly opportune for the merchant to start and analyze his business so as to find out what department is making him a profit, what is breaking even, and what perhaps is proving in reality a loss and lowering his total profits year by year. When business was going ahead by leaps and bounds, and when customers came without being asked or without any special effort on the part of the merchant, when turnovers, like Topsy, "growed" without any other human intervention, there was no less need than now for keeping departments separate, but the need was less apparent. In the majority of the stores in this country and the United States, and indeed, over the whole world, the gross profits have been cut down, and where the total turnover has not been lessened the percentage to be credited to profit has in nearly every case been curtailed.

DEPT. SALES SLIP.

Date.....

Dept. ....

This Year .....

Last Year .....

Increase ....

Decrease ....

Manager ... .

Form used by Bryson & Graham, Ottawa.

In the best of times the policy of ignorance is bliss and wisdom folly could be carried out perhaps without incurring serious loss. But now it is different. Now of all times the merchant should feel that he is getting the utmost from all his departments as well as from all his clerks, from all his advertising, from all his window dressing, from every plan that he is making for the upbuilding of his business and for securing and cementing the confidence of the public. Why then carry on one's business and throw everything as it were into the melting pot, from which there will come but one massed return, good or bad?

In one's business an intimate knowledge of the details is absolutely necessary if one is to secure efficiency in all departments, cut down expenses here, improve the management there, get a slightly larger profit in this department, and possibly take a smaller one in this, where such is possible, and where it would be likely to increase the general business.

Daily Record of Department Sales.

The first step for intelligent action is to departmentize—that is, to know what

Summary of Department Sales for Month of 19

		A		B		C		D		E		F		G		H		J		K		L		M		TOTAL	
	DATE	CASH	CREDIT	CASH	CREDIT	CASH	CREDIT	CASH	CREDIT	CASH	CREDIT	CASH	CREDIT	CASH	CREDIT	CASH	CREDIT	CASH	CREDIT	CASH	CREDIT	CASH	CREDIT	CASH	CREDIT	CASH	CREDIT
	1																										
	2																										
	3																										
	4																										
	5																										
	6																										
	7																										

Form used by The Ritchie Co., Belleville.

each department is doing. In this article The Review will just touch the edge of this subject. A complete article might tend to confuse those who might study it, and so all that will be done here will be to present a couple of forms that are used commonly in dry goods stores. The one given first is a daily record of the sales in each department. Here it will be seen that entries are made for the first day of the month in vertical columns, and in cross columns the figures show the amount of the sales in department A, B, C, D, and so forth. The figures A, B, C, D are optional ones, and many stores simplify matters by using the first letter of the alphabet for departments wherever it is possible. For instance, Dress Goods is D, Notions is N, Staples may be called S, House Furnishings H, Ready-to-wear R.

Mark Departments on Each Slip.

The division, of course, of the sales of a department must be based on the marking down on each sale slip of the department that it would come under. In large stores this is a very simple matter, for as a rule the clerks remain in the department and do not sell outside of it. In that case the clerks in the dress department would have their slips printed or stamped D, and they themselves would not need to make any mark, but simply to write down in the ordinary way the article they had sold. In this case all the duplicate slips which are sent to the office to the bookkeeper are separated in her spare time and put on files for this purpose, A, B, C, D, E, F, and so forth. At the end of the day, or probably the first thing the following morning, when these files are complete, she totals up all those under A, making perhaps $75; all those under B, making $87; all under C, $48; all those under D, $95, etc. She enters these on the slip, a sample of which is given here. Sometimes these sums are put under "cash" and "charge." In other cases there is a third column, "cash," "charge" and "returns," the returns, of course, being deducted at the end of the month from the total of the other two.

There is a little more difficulty, al-

(Continued on page 75.)

Copeland-Chatterson Monthly Accounts System

FOR RETAIL MERCHANTS

is the **SIMPLEST, SHORTEST, MOST ACCURATE** method ever devised for taking care of Customers' Accounts.

It has stood the test of **fifteen years** in use by thousands of Retailers in every line of business, and nothing has yet been devised to equal it.

If you are not already our customer let us send you full information about it.

Our **Counter Check Books** are superior to anything on the market.

A postal to-day will bring you information about other systems which would be of incalculable value to **your business.**

The Copeland-Chatterson Co., Limited

Exclusive Manufacturers of Loose Leaf Accounting Systems

156 YONGE ST., TORONTO

CARDWRITING MADE EASY

by

R. T. D. Edwards





LESSON NO. 4.

IN this article, No. 4 of the series, I am going to dwell at some length on one of the most important features of card writing, viz., brush work. The brush is the most important tool of the card writer's equipment. The card writing pen is quite satisfactory for some kinds of lettering, but if a card writer is a master of the brush he can get along much more easier without pen work than he could without the brush. With a brush it is possible to do heavy one-stroke lettering or very small work, and this can be done rapidly by the man who is able to master the brush. The brush can also be used for making large outline lettering such as used for posters or large cards. For work of this kind a pen is not the correct tool, but it has been shown in previous articles that the pens will do the work if brushes are not available.

In selecting brushes, I would recommend "red sable writers." The hair of the red sable brush is arranged in such a manner that it works out to a chisel point. The round ferrule can be secured in nickel-plated or brass. When testing a brush wet in clean water and draw the hair of the brush gently between the thumb and fore-finger. Thus, the length of the hair is shown and in a good brush the hair will be of uniform length, such as shown in Fig. 1.

The Best Brushes.

The five illustrations accompanying this article show the regulation sizes of the best red sable lettering brushes. The illustration is made from an actual photograph which shows the ferrules and hair of the brushes. The black stroke above each brush indicates the width of the stroke made by the brush below. Of course, the width of the stroke is very often regulated by the quantity and thickness of the paint carried in the brush while lettering.

In buying a brush be careful you do not get a brush with an uneven tip. In Fig. 2, note the centre brush. A brush like this is absolutely useless for good card writing. It is well to remember that the hair at the end of the brush is, or should be, the natural ends of the hair as it grows, and this is the reason why it can be brought to a fine wedge point. If the hair is uneven it is necessary to trim the ends and this makes a hard point in the brush. The hard point is not satisfactory in doing good lettering.

Figure 2.

Select the first brush I have shown in Figure 2. I would also advise the use of a sable brush with a round ferrule. The round brush is more easily controlled than the flat and will carry more color; it also has more spring and life.

Two, or at the most, three, brushes will be sufficient for the beginner to purchase. The card writer should always keep his brushes in good condition. Neglect will ruin brushes. Always wash the brushes thoroughly when through work. Paint left in the brush at the root of the hair will split the hair and cause it to fall out (see illustration in Fig. 2).

After washing the brush be sure and see that the hair is straight and in proper working shape. If stray hairs get out of shape and are allowed to dry the working quality is impaired. Should the paint at any time harden in the brush, let it soften in water for five minutes before attempting to clean it. Do not bend the hair if the paint has dried on it, for this loosens the hair from the ferrule and causes dropping out, thus rendering the brush useless for card writing.

Caring for the Brushes.

Do not allow the brushes to lie on a piece of cardboard or glass long enough to allow the paint to dry. Should the paint become hard and stick to the cardboard or glass, put a few drops of water on it and allow it to soften before attempting to remove (see Fig. 4).

Brushes should not be allowed to stand very long in a glass for this bends the hair and makes the brush unfit for good work. Should a brush become bent from standing in a glass it sometimes takes a considerable length of time to get it back to the original shape (see Fig. 3).

The card writer should treat his brushes just as the careful mechanic treats his tools—as though his job depended on them.

In Lesson No. 1 I stated that the card writer should have a

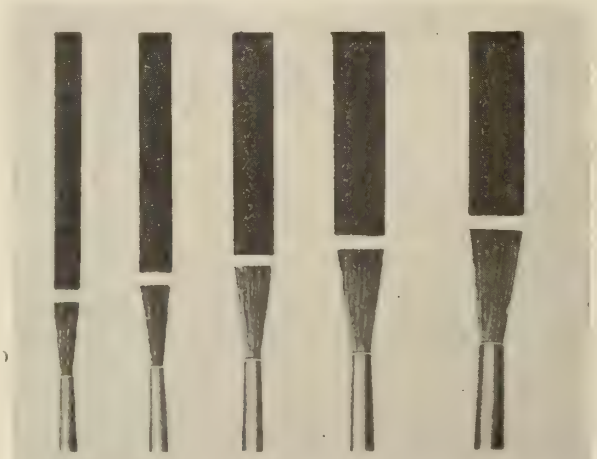


Fig. 1.



Some Big Store Needs You—For Important Work at a High Salary

You could start drawing the salary to-day—if you knew how to do the work.
You can start next month, or next year if you know how then.
For good men are scarce in the retail field. They are always in demand; always employed; always well-paid.
We have written a book that tells about a lot of men who have learned retailing and made good.
It will tell you about the opportunities there are for you—and how to grasp them.
It is free for the asking.
Send in your name and address and get your copy at once.

ECONOMIST TRAINING SCHOOL

Advertising, Window Trimming, Salesmanship, Sales Management, Show Card Writing.

247-249 W. 39th Street, NEW YORK CITY

Lettering soldiers' kits after four lessons

Hundreds of soldiers marched to the transport train recently with their Kits lettered by one of our soldier students who had taken only four lessons. He at least has a good start and has already made his course pay for itself.

You may have heard would-be cardwriting authorities say "You can't learn cardwriting by correspondence." Students of the Edwards short-cut system of cardwriting won't let them get away with such a statement.

When you get discouraged trying to master your brush, write to us. We give our students the personal instruction of Canada's leading cardwriting teacher, the author of the E.S.C.S. of Cardwriting taught only through



The Shaw Correspondence School

Yonge and Gerrard Streets, Toronto, Ont.

Write for handsome two-color prospectus.

PAASCHE'S 3 IN 1 AIR BRUSHES



One of the **many popular 3 in 1 Paasche Models.**

are making a big hit everywhere.
NO MERCHANT, WINDOW DECORATOR or CARDWRITER CAN MEET MODERN DEMANDS without using this WONDERFUL TOOL to illuminate and make the most attractive and winning display matter in colors or black and white. Also used for COLORING ARTIFICIAL FLOWERS, REFINISHING FIXTURES, ETC.

I am much pleased with your 3 in 1 Air Brush. It is quite easily operated and gives me entire satisfaction.
LEWIS W. KITELEY, 813 6th St., New Westminster, B.C.

INVALUABLE INSTRUMENT.
Model "E" Air Brush, which I purchased from you several months ago, is an invaluable instrument for original and effective show cards, as well as other uses, and I have had remarkable success with it.
O. E. WHEETE, Decorator c|o Pegram D. G. Co., Muskogee, Okla.

Write for latest circular on our brushes and complete outfits.

PAASCHE AIR BRUSH CO., MFG., 7 D S Clinton St., Chicago, U.S.A.

"First Aid" to Card Writers



Taking up card writing?
The best brushes and supplies produce the speediest instruction. When you work with

"Perfect Stroke"

Brushes and Supplies

you use the finest tools obtainable.
Investigate. Write to-day for big, illustrated catalog—free.

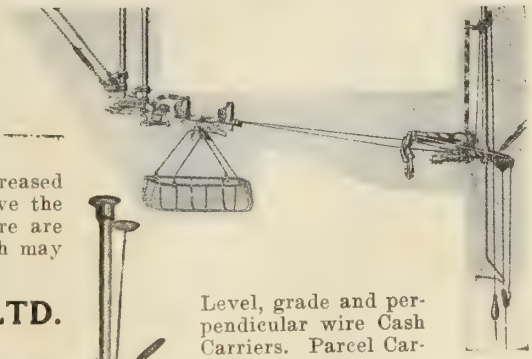
Bert L. Daily, Dep't R, Dayton, O.

CARRIERS for all situations. We build them—the most modern, too. Our many years of experience and well-trained artisans enable us to do this and means—

That our machines are brought to a degree of perfection never before attained.

With consideration of the most efficient selling service, there must necessarily come to the merchant the thought of carrier service. It not alone offers the greatest safeguard, but brings greater dispatch of business, less labor, and less confusion, which, altogether, make for more business and increased profits. Should the Carrier Service come from us you will have the satisfaction of knowing that you have secured the best. There are many reasons, and they are set forth in our catalogue D, which may be had for the asking.

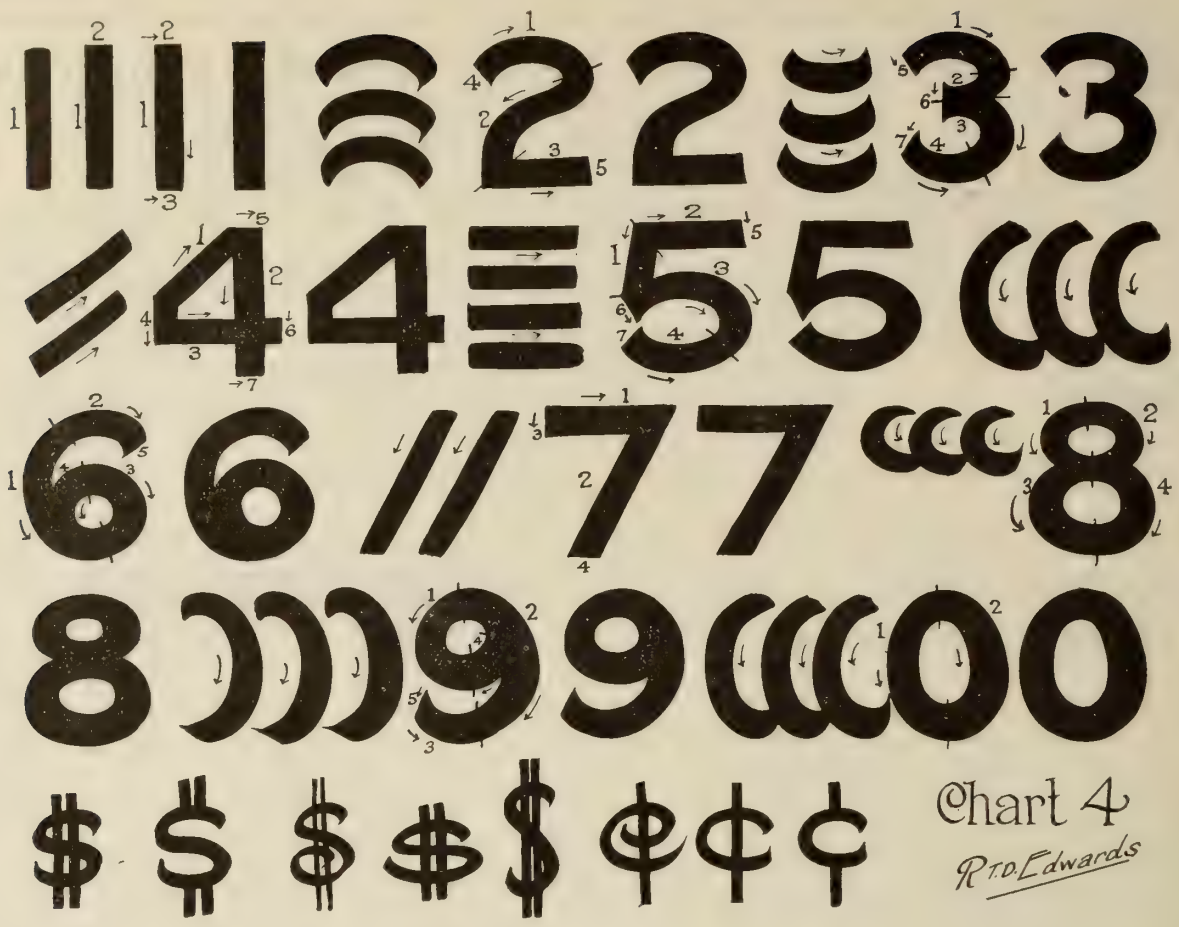




Level, grade and perpendicular wire Cash Carriers. Parcel Carriers, Cable Carriers and Pneumatic Tubes.

GIPE-HAZARD STORE SERVICE CO., LTD.

97 ONTARIO STREET, TORONTO, CANADA



slanting table. If a special table is not available you can use an ordinary kitchen table by cutting about three inches off the front legs. The height of the table should be such that it would not interfere with the free swing of the right arm. Always sit square in front of the table and keep the top of the card on which you are working slightly toward the left, so it will be parallel with your right arm.

Fig. 5.

Keep your pot of color at your right hand, with a piece of scrap glass or paper near it. This can be used for working the brush to a flat point after it has been dipped into the color. Do not attempt to letter in card by using the color direct from the paint pot to the card. To begin, lay out a blank card as shown in Fig. 5. Mark out lightly with pencil guide lines two and one-half inches apart. Then proceed to practise the exercise and figure separately as indicated. Remember, you cannot practise too much. Follow the instructions keep the brush flat and do not be afraid to spoil a little cardboard.

Chart No. 4.

Chart No. 4 shows the complete set of figures, dollar and cent marks necessary for making price tickets. These are made by the one-stroke method; each stroke is numbered, and by following the numbers you should not have difficulty in doing the work.

The "1" is composed of three strokes, the main down stroke and the top and bottom finishing strokes. The "2" is a five-stroke figure, the small cross lines indicate where the strokes join. The "3" is composed of seven strokes; in this figure the top loop should be slightly smaller than the bottom.

In Making the Figures.

The "4" is also composed of seven strokes; this figure requires a great amount of careful practice. Care should be taken in making figure "5." This is a hard figure to balance properly. The illustration shows where the strokes are joined; this figure is composed of five strokes. In making figures it is important that all joints be hidden as much as possible, and each letter should look as though composed of a continuous stroke.

The "7" appears simple, but to make this letter correctly considerable practice is required. The hardest part in making this letter is to get the plant

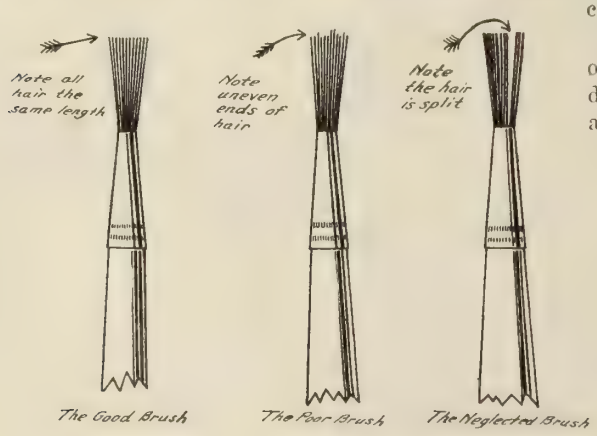


Fig. 2.

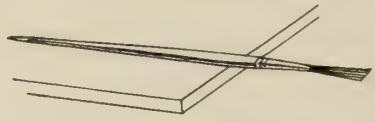
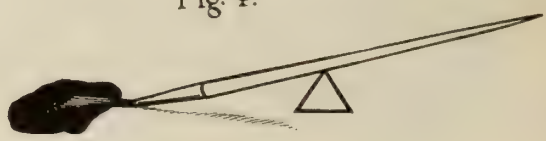


Fig. 4.



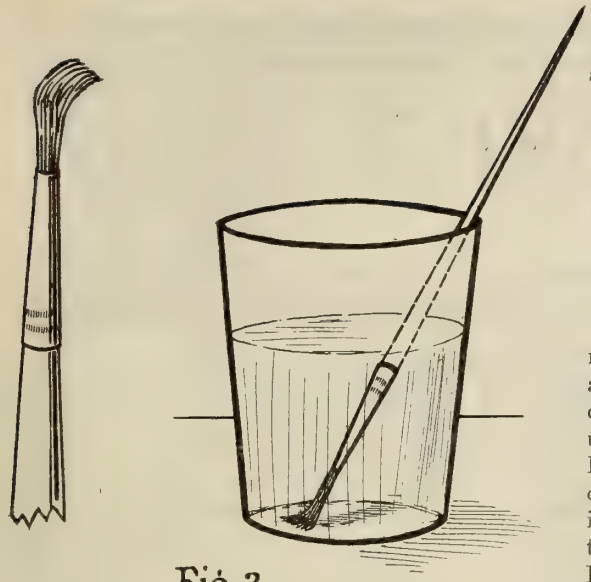
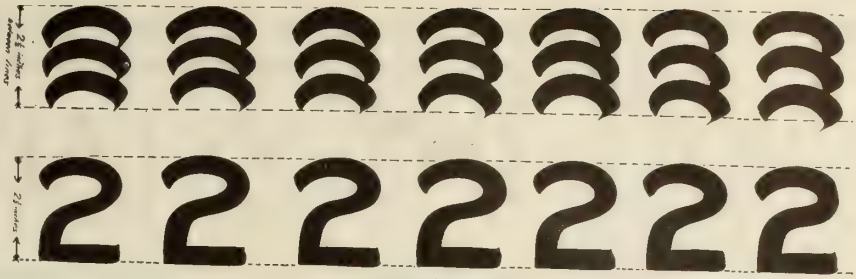


Fig. 3.



Exercise Work
Fig. 5

stroke at the right angle. As shown in the chart, the top loop of the figure 8 is smaller than the lower one. Four strokes are required in making this figure, but each stroke must be made correctly or the figure will be spoiled.

Collection of Price Cards.

The collection of price cards shown in Fig. 6 gives a fair idea of the work that can be done by a student who has mastered the foregoing lesson. The ruling on these cards was done with the stub pen shown in a previous lesson.

In buying materials I would advise the card writer to buy prepared show card colors as they are the best for brush work. These can be purchased in dull or gloss finish. The former is most desirable. Do not use pen ink for brush work.

FIRST STEPS IN DEPARTMENTIZING.

(Continued from page 71.)

though not much when, as in the majority of stores, clerks sell in several departments, or are expected to follow the customer around and help her complete her purchases. In this case the simplest way is for the clerk to mark down under each item on the bill at the end of the transaction, B, C, A, F, etc., so as to indicate the department to which the transaction properly belongs. When the slip comes back it may have two or three articles under A department, two or three under D, and one under C, and in this case the bookkeeper would add up those under A, those under D, and those under C, and credit the amount on the slip itself. The matter of filing in this case would be impossible. However, those who have tried the system make very little complaint about the extra work and find that their bookkeeper can keep track of the sales of the department quite happily.

A Monthly Sheet.

The "total" record is carried out day by day on a "monthly" sheet, ruled for this purpose or supplied by one of the firms who specialize in this work, two of whose forms are reproduced in this article. At the end of the month the sales will be totaled up and the proprietor would know how much he had sold in dress goods, how much he had sold in ladies' wear, how much in millinery, and so forth. This return would not be so valuable in itself, but it would become more so when he has finished a year of this, and is going on into his second year. In this case he has the value of a monthly comparison, because he knows how much he sold in each department in January, 1915, and he would be able to compare it with his sales for January, 1916, knowing in this way in what department he was gaining or losing, and what department, therefore, required strengthening in order to keep pace with the rest. He would be able to compare, for instance, the methods he used in a department which showed a considerable increase, and it would suggest to him that a department that fell behind needed bracing up in some way.

Let it be remarked here that some merchants instead of having their salesclerks divide up the articles sold into A, B, C, D, and so forth, depend upon the bookkeeper picking them out, recognizing at a glance that this belongs to A, and that belongs to B. This, of course, can be done with an experienced

(Continued on page 119.)

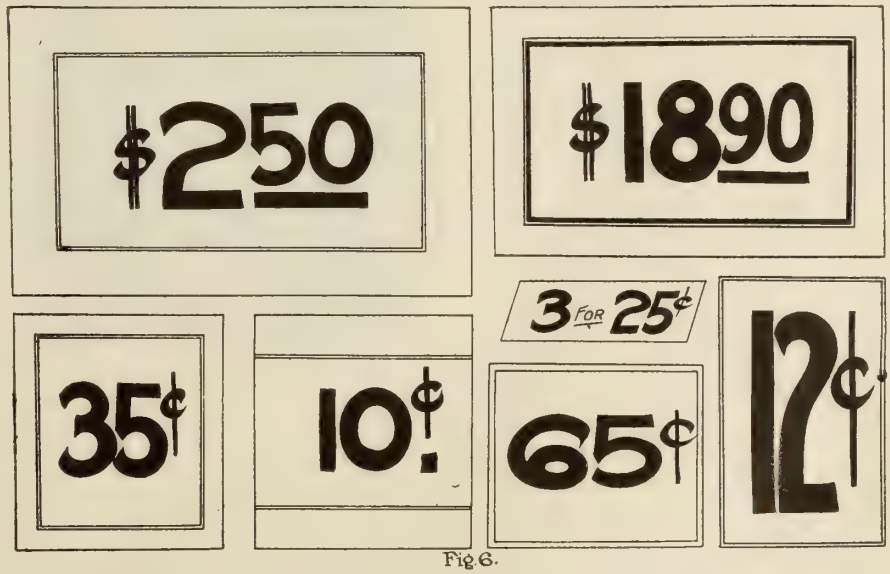


Fig. 6.

CARD WRITER'S SUPPLIES
Send for Catalogue!



THE ART EMPORIUM
23 McGill College Ave., Montreal

KINDLY MENTION THIS PAPER WHEN CORRESPONDING WITH ADVERTISER.

DRESS FABRICS AND SILKS

Cottons are Firm

Advances in Percales and Prints—Voiles and Crepes Leading Materials—Printed Novelties Strong.

THERE is a general looking up in the cotton goods trade and prices remain generally firm. The improvement that has taken place since the opening of the year is well maintained and the Canadian mills are fully employed. One reason for this condition is found in the delay in shipping goods from Europe due to congestion and other causes, and also to the increased freight and laying down costs. Reports from Lancashire point also to a general improvement and to better conditions generally in the cotton trade. American manufacturers are exceedingly busy and prices are advancing.

Some Advances Made.

Unfinished cottons used for printed fabrics are higher in price, and during the past month there have been advances made on percales and printed cloths. Much of this advance is due to the dye situation and to the big prices printers and dyers are having to pay for dyestuffs. The trade is expecting a big season in cotton goods, as high prices in other textiles promise a big sale in cottons. People are studying economy and more wear and style can be had for the money in cotton than in any other fabric, therefore the trade has confidence in the firm position of cotton materials. Printed goods are regarded as exceptionally good, and printed organdies, voiles and crepes are the leading materials this season. There is a decided revival in ginghams due most probably to the featuring of stripes and plaids in silks and other dress fabrics. High class ginghams are selling and have been taken up for Palm Beach wear, the new idea being the wearing of pleated skirts of plaid gingham with a white blouse and a black velevet bolero in imitation of the Russian peasant's dress. Striped and checked gingham dresses are also showing to be worn with the velvet bolero.

(Continued on page 80.)



FOR SPRING, 1916.

¶ Cotton manufacturers expect to be in the market with Spring, 1916, goods earlier than usual, around June 1, owing to the scarcity of wool. The general cotton business has shown decided improvement, bookings for the past three or four months being materially ahead of 1914. Prices rule about the same as a year ago.

Wool Still Soars

A Difficult Season in Wool Dress Fabrics Predicted — Materials Scarce, and Prices High—Very Few Novelties or Colors.

GENERAL business conditions are improving, but this affords very little relief to the dress goods buyer, for it only means an additional demand for goods that will be difficult to supply. Buyers, under these conditions, are endeavoring to protect themselves by placing orders wherever possible, as they know that all the goods ordered will not be delivered.

Raw wool commands very high prices, and the demand for it is undiminished. Though the last series of colonial wool sales was held only ten days after the one previous, the buyers were just as keen, showing clearly that raw wool was still wanted. And this want of wool is being aggravated by the slow delivery, for even when the wool is bought, traffic on the railways is so congested that it may be two or even three weeks before the wool comes to hand. If ship cargoes could be handled more quickly and wool cargoes sent to their destination within a reasonable time the situation would be vastly improved in the manufacturing districts.

The whole situation is unprecedented and is one that will create a record in the history of the trade. The margin between coarse and medium cross-breds is less to-day than ever before, and there is no sign of cross-bred wools becoming cheaper. As fast as wool comes to hand it is sorted and the pressure upon top-makers and spinners for deliveries is so great that the wool is rushed through the preliminary processes with all possible speed. The wear and tear on the soldiers' clothes is very great, and the home government are placing fresh orders for khaki cloth; also large orders are coming to hand for overcoatings for the Russian soldiers, and French grey cloth. Owing to the enormous demand for army cloths many mills are running

(Continued on page 78.)

NEW STYLES

Serpentine Crêpe

FOR 1915

WE desire to inform retailers and the ready-to-wear trade that all the leading Jobbers are now prepared to show the Spring and Summer patterns and colorings of this world-famed fabric, and make prompt deliveries of both the plain-dyed and printed patterns.

The regular line include some striking Japanese and floral designs, several dainty small figures, a number of medium size patterns suitable for dresses; also effects in the new shadow work.

Among the many beautiful patterns for 1915 are

Roman Stripes

in several patterns and many colorings.

We especially commend these as they are proving to be ready sellers wherever shown.

ADVERTISING MATTER

Our advertising department is prepared to furnish, free of charge, a large variety of circulars, cards and cuts for customers' distribution.

WRITE FOR SWATCH BOOK AND FURTHER INFORMATION

PACIFIC MILLS

Lawrence, Massachusetts

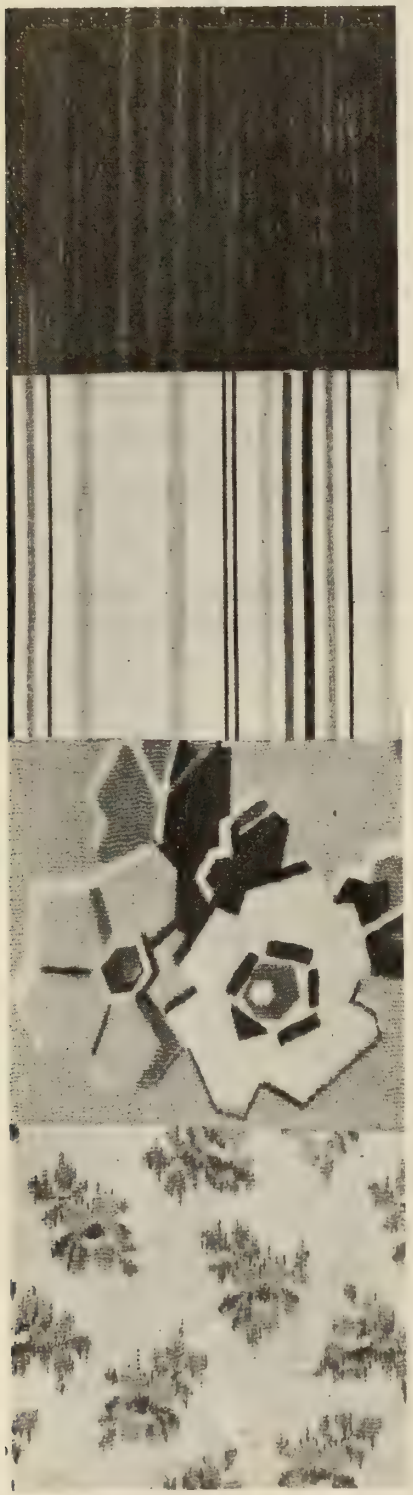
LAWRENCE & CO., Selling Agents

Boston New York Philadelphia Chicago St. Louis San Francisco

Wool Weaves Reproduced in Cotton

Manufactured With a View to Filling the Scarcity Felt on Account of Wool Famine — Brisk Demand for Linings.

BY THE REVIEW'S RESIDENT STAFF CORRESPONDENT.



Nos. 1 and 3 Striped batiste. No. 2—Striped crepe. Nos. 4 and 5 Printed crepes. Shown by Pacific Mills.

MONTREAL, April 3.—It has been repeatedly stated in these columns during the past four months that a dress goods famine was threatened particularly in low priced and popular lines. Many retailers were inclined to pooh-pooh that statement and trusted to Providence, despite the assertion made at the same time that even though the war ended the day following, it would require about a year for the mills in France, Belgium, and Great Britain to be in shape again to supply the demand.

Now the retailer has begun to realize that all that was said about a scarcity of woolen dress goods was true, and those who have bought well will show wisdom by insisting on getting big prices for their stocks. Many lines of dress goods that cost 50c a yard six months ago are worth nearly $1 to the retailer.

Informing the Public of the Famine.

It is the turn of the retailer now to educate the consumer to the fact that a wool famine is threatened. Unfortunately it takes time to drill this fact into the public. Travellers for jobbers have been telling merchants for months that they had better buy, and the reply has been "Oh tell that to Sweeney. You've been telling us about this ever since you came on the road." Now it's the retailers' turn to tell the story. Strange it is that the public will rush to buy sugar and flour as soon as they learn that the market is going up, but are indifferent about an advance in the dress goods market.

Good Imitations.

The cotton mills, realizing what has happened, and anxious to take full advantage of it, are early in the market with imitations of woolen and worsted weaves in dress goods, and in most cases very good imitations. Cotton gabardines have been received with open arms by the American trade, and it remains to be seen how this country will greet them. There are indications that more and more of these imitation dress goods will be placed on the market around May and June by Canadian cotton mills.

Situation in England Worse.

The situation in England is worse than it has been since the war began. There is still great difficulty in securing supplies for next Fall, manufacturers in many cases requiring nine months for repeat orders at enhanced prices. Some of the mills are not so badly off, and offer repeats in three to six months, but the feeling in Great Britain in many cases is one of indifference whether they get an order for twelve months or not.

What has been bought by buyers for wholesale houses is mostly plain stuff, and shows little change from what was bought for Spring. It might be said that little in the way of novelties will be offered for Fall, and little that can be retailed for less than a dollar. British manufacturers are not making cheap stuff; they have not got the material for making it.

France and Belgium formerly supplied Great Britain with large quantities of dress goods, are now producing practically nothing, and are being supplied by England, which naturally makes stuff scarce. The United States has been buying more or less, but if trade there had been good it would have been very difficult for Canada to have received more than an infinitesmal share of her orders.

WOOL STILL SOARS.

(Continued from page 76.)

from 6 o'clock Sunday night to Saturday evening, as manufacturers making army cloths are required to keep up to a stipulated rate of delivery.

Skilled labor is getting scarce and dyers are very fully employed. The difficulty in obtaining the proper dyes is another problem, and in all probability will mean a restricted range of colors for Fall.

Few Novelties.

As it looks at present, novelties in dress fabrics will not be numerous, and much the same materials and weight as are selling now will be put out. It is pretty safe to say that style will be on the quiet side. Quiet greys in stripes with white, and suiting effects in stripes and checks will be as far as novelties promise to go. The colors used will be subdued and on the staple order, and blue, black and Russian green, with brown and purple, will almost cover the color list.

VELVETEENS

Owe their richness, lustre and beauty,—and their utility too,—to the skill of the Dyer and Finisher, and the wise buyer will make sure that his costume velveteens are in the best dye and finish obtainable.

For a century and a half Messrs. J. & J. M. Worrall, Ltd.—"The Premier Velveteen Dyers of the World"—have led the way in the treatment of these beautiful pile fabrics, and their discovery of processes yielding fast-to-rubbing dyes gave to Velveteens a quite new value—and utility.

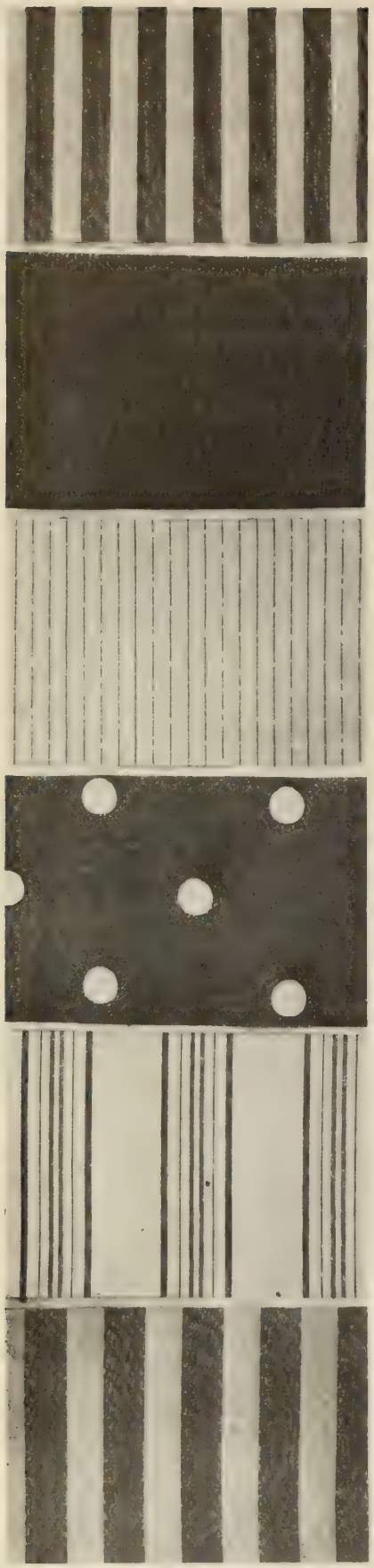
These fast-dyed Velveteens were awarded the Grand Prix at the Franco-British Exhibition in 1908 and at Turin in 1911, and the careful buyer will ask for and insist upon a guarantee that his Costume Velveteens are in

WORRALL'S
FAST DYES

GRAND PRIX FRANCO-BRITISH EXHIBITION, 1908.

WORRALL'S FAST-DYED VELVETEENS DYED AND FINISHED BY J. & J. M. WORRALL Limited MANCHESTER THE PREMIER VELVETEEN DYERS OF THE WORLD.

GRAND PRIX TURIN EXHIBITION, 1911.



SUMMER SILKS

1—Pekin striped Habutai. 2—Faille. 3—Habutai with Jacquard pattern and hair line. 4—Polka dot foulard satin. 5—Novelty striped Habutai. 6—Pekin striped Habutai. Showa Dy Silks Co., Ltd.

Big Summer for Jap Silks

Striped Tub Silks a Big Feature and the Demand is Growing for the Better Qualities in Habutai—Tussahs and Shangtungs Are Growing Scarce—Deliveries from France Very Uncertain.

BUSINESS in the silk section is showing a decided improvement and the outlook is the most satisfactory yet since the outbreak of hostilities. The demand is broadening, though buyers are still exercising considerable caution in placing orders and will not go far towards anticipating their requirements. Orders are coming in steadily and from day to day the trade continues to show improvement.

Prices continue to improve in the raw silk market and stocks are reported as well sold up in Milan and Japan. From Shanghai come advices indicating that tussahs are very active and that considerable business is being booked on this class of silk for American buyers.

Should the Allies continue to make satisfactory progress it is confidently expected that special style novelties for the coming Fall will be produced in France, as the Lyons manufacturers are already in conference with the Paris model houses. Business was more or less upset at the beginning of the war and many factories closed down. After the battle of the Marne and the driving back of the German army, confidence was restored and the majority of the factories are running. Staffs are in many cases much reduced, as so many men are with the colors. The work is being carried on chiefly by men who are over 45. Manufacturers are anxious to keep up their reputation in foreign markets, and are busy creating novelties in colors and styles for the coming Fall.

Deliveries Uncertain.

For the present, however, deliveries from Europe are very slow and irregular. Shipments of Swiss silks are coming out by way of Genoa, or through France, and as facilities are very limited and many of the railways give first consideration to army requirements goods are a long time on the way. In this emergency more and more business is going to the United States and will continue to do so at any rate until the war is over. Japan is also benefiting. Even before the war started there was a movement in habutais. This movement has made considerable progress and besides white and black there is a large and a growing demand for striped and novelty effects in Summer silks. Shantungs, tussahs and pongees are coming strong. It was the development in favor of the sand or natural ecru shades that first turned attention this way. These silks are now favored for coats, suit-dresses and blouses. Tussah raw silk is rising in price and besides the imported Japan and Chinese made silks, the American manufacturers are showing novel striped, corded and crepe weaves made of this silk.

Faille has been growing in favor for many months and has been the forerunner of other effects in cord weaves. Materials on the poplin and bengaline order are very strong sellers with the trade that specializes on popular-priced materials. Faille and kindred weaves have just the right body to bring out the graceful flare of the new skirt and yet the material is soft in texture. For the coming Fall heavier cord silks are expected and such silks as gros de Londres and poult de soie are expected to sell.

Taffeta is again making a bid for popular favor, and while this silk makes slow headway with the popular-priced trade, it is easily the leader in silk fabrics with the better trade. One reason for this is because of the heavy batch of complaints received when taffetas were worn before that has left a doubt of taffeta's wearing qualities and a prejudice against this silk that is difficult to overcome.

A novelty in taffeta comes in the so-called needlework effect which shows stripes of drawnwork used in lengthwise and bayadere effect as well as in the formation of line checks. Pekin and other stripes, particularly in black and white, are very much in evidence.

European mills are putting out combinations of stripes in the Allies' colors.

COTTONS ARE FIRM.

(Continued from page 76.)

Among the novelties are shown silk and cotton fabrics resembling corded velvet. The backing is of sheer material so that they are soft and drape beautifully. Each cord is cut like velvet, but the mixture of silk and wool gives a beautiful silvery appearance. These materials show the cord both in bayadere effect and lengthwise of the material, and besides being obtainable in solid colors, they come also in two-tone and two-color stripes. Beautiful wrap and outing coats are made of these pile fabrics and they are used for trimming and combination purposes.



This Label Marks the Genuine

Photograph of one end of a bolt of our Steelclad Galatea with label just as it appears on the goods.

When ordering GALATEA be certain that you get the genuine, by demanding Dominion Textile Company's trade-marked

Steelclad Galatea

This line is superior to any similar goods on the market and is backed by our unconditional guarantee.

The colors are absolutely fast, to sun or tub—the cloth is perfect in weave and finish.

The adaptability and wide variety of designs have made our Steelclad Galatea the most useful of Canadian-made household fabrics.

Sold by all wholesale houses at 11½ cents per yard.

LOOK FOR THE "STEELCLAD" LABEL

Complete sample book upon request

Dominion Textile Co., Limited

110 St. James St., Montreal

DOMINION GUARANTEED TEXTILE CO. COTTON FABRICS LIMITED



View of the staples department in store of Ogilvie, Loche ad & Co., Brantford, over 100 feet long. Note advantage taken of every chance for displaying goods, on ledges, counters, tables, etc. On top is a display of linens. Price tickets are used freely.

Sales Methods of Big Staple Department

Four Special Ones Held Each Year in Ogilvie, Lochead & Co. Store, Brantford—Several "Winners" in Each Ad.—Clearing Out Slow Sellers at Low Prices — Splendid Display Work.

WRITTEN FOR THE REVIEW BY W. C. GREENHILL, THE ADVERTISING MANAGER.

TO lay claim to the one largest staple department in Western Ontario, is as the small boy would say, "Going Some," but nevertheless that is the claim of Ogilvie, Lochead & Co., Brantford. Starting business 24 years ago in the old stand of McLean & Co., these progressive young business men set out with the earnest intention of building a successful business, and today their store speaks volumes for their activity.

Now in the staple department, which practically takes up one side of the entire length of the store—which by the way measures 150 feet—a large stock is kept and contract orders are placed for supplying the demand, such as white cottons, towellings, towels, household linens and such like staple goods. The actual buying in this department, as in most of the departments throughout the entire store, is supervised by the firm themselves, along with the head of the department.

Stocks are replaced from the large reserve carried in the basement every morning. Nothing is allowed to remain dormant; if one line of goods fails to move out as it is expected to, the price is either cut or a more prominent place is found for it. That is one great feature in this department, as in all others: stock is not allowed to remain in the fixture or have any set place if it does not sell. Some may think too much prominence is given to this department; that of course is a question of policy. I mean by that that a good many merchants think that the staple department is more or less an untidy department, and consequently is given a place in the rear of the store. Not so here, this department starts in at the very front of the store on the right aisle and runs through to the rear. Then there are display tables also running the entire length on which goods are displayed. These are changed from time to time.

Now to give you an idea of what this department means to other departments. Say we decide to hold a special sale for this department—I will mention the methods used later—the firm, the head man and the advertiser get together and arrange this sale and always there is a hearty response; consequently the other departments benefit by it on account of the extra amount of people in the store.

The fundamental principles of a successful business are never lost sight of; buying the right kind of goods, and above all the rock bottom cash price is always secured as cash is paid for everything bought.

The linen department, which is included, would be a credit to any store in a city three or four times the size of Brantford, and the reputation that has been built and is still being built in linens places us in the very front rank. A slogan that is always used by the advertiser in linen ads. is, "THE HOME OF GOOD LINENS."

Now a word about successful sales:

First of all, all sales, no matter from what departments, are kept recorded by the advertising man, a point that no live man should neglect as it helps him wonderfully in his next year's work.

This department has run some really wonderful sales. I could give you figures, but prefer to keep them as they would interest nobody; suffice it that they are successful.

Some "Real Winners" in Each Sale.

Four big sales are usually run off by the one department in a year. By the word "sale" I do not mean a few days' special selling but something that will take a hold, sink deep and bring response. The same principle in all sales is strictly adhered to, viz., the firm, head man in department and the advertising man go through the stock, making special prices, all of which the ad. man takes a list of for his special campaign of advertising to be used during the sale.

Now one thing that is very important, or at least considered so with this firm, is to have two or three lines that are real winners; these are featured in the ad. very prominently. Say for instance

(Continued on page 119.)

For article on Home Dressmaking, see page 119.

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most salable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."



SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

We want an Agency in Your Town

A sign drawing attention to the fact that you take orders for covered buttons, hemstitching, box, accordion, kilt and knife pleating, embroidery, scalloping, etc., in a conspicuous place in your store will not only give you good profits on this extra business, but will increase your fabric sales.

It will smoothen out difficulties that every woman has. *Ask for the Agency to-day.*

Write now, for it's worth while.

Covered Buttons · Hemstitching · Box Pleating · Accordion Pleating · Kilt Pleating · Pleated Skirts to Order · Embroidery · Scalloping · Knife Pleating

SEND FOR ILLUSTRATED CATALOG

TORONTO PLEATING CO.

14 BREADALBANE · STREET · TORONTO

PHONES N.6400 6401

MADE-IN-CANADA



No. 500

Make your special suiting displays doubly effective by allying with them the big sales-producing

EVERLAST Coat Foundations

It's not always the price of the goods that sticks sales, but the price of having the suit made.

When you put on your weekly suiting special, whether the price is reduced or not, make a special display of Everlast Coat Foundations right along with your suitings, and mention them in your advertising (special electros sent on request, as well as a handsome hand-lettered show card).

This will open the way for more sales.

Write to-day for prices of the various Everlast styles. A style for every need.

Toronto Pad Co., Limited

333 Adelaide St. W. TORONTO

Eastern Representative:
A. J. COULL, 243 Bleury St., Montreal, Que.
Western Representative:
J. W. LEATHORN, 603 Mercantile Bldg., Vancouver

DRESS ACCESSORIES

Colored Gloves

Smart Women Buying Gloves to Match Either the Costume or the Tops of the Shoe—Big Season in Silks.

LARGE departments are ready for Easter business and are now making elaborate displays of gloves. For some time back there has been a growing demand for black gloves and this is looked upon by most glove buyers as presaging a return to the vogue of the colored glove. Many buyers would welcome such a return as it would mean that many additional sales would be made, as the glove would either be bought to match the accessories or the gown. Reports from New York indicate that there is a tendency developing there to require the gloves to match the colored tops of the shoe of boot. This fad means that there is an increasing demand for white gloves stitched or trimmed in some way with black, and that the new sand, putty and various shades of grey are showing an increase in sales.

Easter business is being closely watched and the sales of colored gloves studied for guidance in placing orders for Fall. Buyers in the large stores are already ordering colors in a conservative way and there seems to be little doubt that colored gloves will be more largely sold in the coming Fall. Three new colors that were featured for Easter wear in New York were mauve, which is really a delicate lavender grey; oak, which is a soft wood brown, and "snuff" which is a regular snuff shade of brown. Gloves in these colors are shown with self stitchings and also stitched in black and white.

There seems little doubt colored gloves are on their way back into favor, and that they will assume more importance in the Fall than at the present time.

The question of lengths is also of great importance and as sleeves will continue to be long, short gloves will be in the preponderance. Long gloves will sell only for evening wear, as the dressy gown promises to be made with the full length sleeve.

Big Season in Silks.

Everything points to a big season in silk gloves, for even at this early date they are selling freely. For the early season, at least, short gloves will be the best sellers, but when the Summer season opens the longer lengths will be in demand as the wearing of short sleeves will be more general. In the larger centres and for the better trade more short gloves than for some seasons will be sold, as the smart woman is preparing to wear the full-length sleeve in her Summer gown.

Veiling Novelties

Chantilly Borders the Feature in Expensive Veils—Filet Meshes Lead—Striking Croquele Effects

ON the whole, business in the veiling department may be said to be on the up-grade, due in a great measure to the early introduction of the drape veil. The drape veil has been accepted in all sections and even though hats are larger the majority are of the sailor type which is the very best possible model for wearing with the fashionable draped veil. The veil with the bound satin or velvet edge is still a big

(Continued on page 86.)

Summer Laces

Outlook Improving as Paris is Combining Silk With Lace for Evening Wear—Silk Net-Tops.

THE market is well supplied with lace for the Summer season, and there is plenty of stock on hand to supply every need that promises to arise unless there should be a quick and unexpected switch over on to some unexpected item such as bands and insertions of Valenciennes. There is no doubt that these items are growing in favor, but their vogue for the present does not promise to be strong enough to create any shortage on the market.

Though lace is being produced in the States, and there has been a wonderful advance made in every way during the past few months, Nottingham may be regarded as the chief lace market from which supplies can be drawn. Calais and some of the other lace centres out of the war zone are still producing but they have many difficulties to contend with, among which slow delivery and transportation bulk very largely. Swiss laces are available and the laces that come from this centre are very near those of Plauen in character, but here again the difficulty of transporting goods again interferes. Swiss goods are now coming out through Genoa and France, and deliveries are very slow.

Nottingham reports that more orders are being received from the United States and that the feeling is that there will be a decided improvement in business in the near future. The demand centers, however, largely upon novelties and specialties, and is chiefly confined to the finer and more expensive kinds of lace.



NOVELTY RIBBON—Navy taffeta ground with cord stripes outlined with yellow. The wide outer stripes are black, and the center stripes are yellow, peacock, cerise, Tipperary, and Belgian blue.

SPRING HAND BAGS

LEATHER and FABRIC

100 NEW DESIGNS

PROMPT DELIVERY

SEND FOR SAMPLES



1054 Poplin $9.00 doz.
Colors Sand, Saxe, Navy, Black, White.



1100 Moire $8.50 doz.
Black, Tan, Saxe.



1107 Suede leather $6.00 doz.
Colors, Battleship Grey, Belgian Blue, Tan, Brown, Navy, Black.



1082 Seal $12.00 doz.
Black only.

Manufactured by

FLETT, LOWNDES & CO.
LIMITED

142-144 Front Street West
TORONTO

Turn-Down Collar New Note in Neckwear

Tipperary, Eton and Buster Brown Models Will be Worn With Crepe de Chine and Cord and String Ties—Wide Ruchings Are in High Favor—Thanks to Mrs. Vernon Castle?

THE coming of Easter has always quickened business in ladies' neckwear. Easter comes next to Christmas as a season for selling neckwear, and this Easter saw a most satisfactory business done in this department.

At the present time the interest is divided between sets and guimpes though fichus are also attracting some attention. Fichus are really the new thing on the market but as a rule they do not stir up much interest in this market and are soon dropped. The truth is that they do not become Canadian women so well as the smarter, neater styles, and heretofore fichus whenever introduced have never been particularly popular, and with so many smart collar effects to choose from the vogue of the fichu will not be extended. That is, unless fashion shows herself more partial to frills and furbelows than at present seems possible.



The Tipperary is one of the newest ideas in turndown collars. This collar is developed in soft-finished pique. Shown by Flett, Lowndes & Co.

The sheer styles are in the ascendant, with organdie the best seller in city stores and with nets and light laces rivaling organdie with the outside trade. Neckwear as a rule is light and dainty and very free use is made of embroidered organdies with scalloped or battlemented borders. Up to Easter the high neck models led, but when the warmer weather arrives there promises to be a revival of flatter collars and collars that give the open neck effect in front. Many buyers are looking for a revival of the collar that lies flat on the gown, leaving the neck bare and exposed. This is the style that is liked by most women for Summer wear, and is one that will be favored by neckwear buyers as it is an easy one to sell. These collars have been given the name of Dutch, and doubtless when the revival arrives there will be distinctive features that will mark them of the vintage of 1915.

More Medium Height.

Already there is a leaning to collars that are of a more medium height, and many of the new models are flatter or have just a soft roll. Organdies, voiles, and crepes are used for making these collars, and many of them are trimmed with lace and pleatings, and in many instances a tie of crepe de chine is combined with the collar.

Some very attractive collars with the high back pleated and with the jabot attached are shown among the novelty lines, and fichus are seen that have jabot ends. Much of the Easter neckwear came in maline and open fronted stocks with bias of velvet across the opening and with full loops of maline at the back.

Ruchings continue and will continue to be good, for with a yard or so of ruching and a band of velvet the woman who is clever with her fingers finds it easy to evolve an original neckpiece. Ruchings were only an indication a month or so ago, in that short time they have come speedily to the fore and are eagerly taken. New ideas are appearing all the time and beside the full pleatings and box pleated effects, side pleated mull and organdie is showing. These pleatings can be used in many ways. Standing up they form a high collar or they can be formed into a smart turnover collar, and the pleating can also be used in both ways as a cuff and sleeve finish.

The latest indications point to an increasing interest in laundered collars and during the past week or so there has been a marked increase in the demand for stiff collars.

No doubt one of the chief reasons is because Mrs. Vernon Castle has elected to wear them. This point may be disputed, but Mrs. Castle is making a name for herself as an introducer of new styles, and since she elected to bob her hair and wear a Glengarry cap and a turndown Eton collar New York has followed suit.

Etons, Buster Brown and the Tipperary that is notched up the back, are some of the new shapes that are appearing in laundered and in soft pique and linen collars. Other types of turndown collars have more or less of the V-cut in front, and all these collars are worn with a Windsor tie of silk or crepe de chine or with a cord, ribbon, velvet, or silk string tie with a fancy pendant finishing the ends.

Smartly dressed women are taking up these laundered and semi-laundered collars as well as the Windsor and the above mentioned cords and ties, and it looks as though both collars and ties were in for a big season.

VEILING NOVELTIES.

(Continued from page 84.)

seller, but it has become so popular that the trade that features novelties is looking for something different. In expensive veils this something is coming in the form of Chantilly borders, and in the form of novelty borders developed in woven and dotted patterns. The meshes are attractive and though some are so fine as to be almost invisible there is a growing fondness for bold, striking effects. This comes in filets and in large hexagonal and craquele effects. Filet meshes are particularly favored.

A good deal of attention is being paid to the mounting of veilings so that they will be easily adjustable. Some are mounted on elastic, and one new veil has a circle cut out and the elastic run into a hem around the circle so that when worn the veil falls in becoming godets around the hat. Another novelty is the parasol veil which is circular and is thrown over the whole hat and then draped as desired.

Up to date the black veiling has been the big seller, but already there are signs that colors are to receive more consideration, with the demand coming chiefly on sand browns and mode shades. Black and white is coming into more favor and there are indications that white will be strong for Summer wear.

Wright & Swift, Bethany, Man., have succeeded W. A. Wright & Co., general merchants.

EUROPEAN RIBBONS

SPRING SELLERS AT BARRY'S

EASTER and the advent of Spring always means a revival of business in the Ribbon Department.

We have anticipated this demand with an unusually large and well-assorted stock of **Failles, Moires, Fancies and all staple lines,** fresh from the manufacturers of Switzerland and other European centres, leaders in the Ribbon Fashions.

Owing to the careful arrangements made by our Mr. Barry when the war broke out, we have been particularly fortunate in deliveries despite the greatly increased difficulties of manufacturing and transportation.

We are therefore in a position to supply your immediate demands with the latest creations obtainable.

Present indications make it impossible to state how long this condition can be maintained and we advise customers strongly to fill in gaps while they can.

Look over your stocks, therefore, and let us know your requirements for **immediate delivery.**

WALTER H. BARRY & CO.

6 St. Helen Street
MONTREAL

Winnipeg Branch:
222 McDermott Avenue

"THE SPECIALTY RIBBON HOUSE"

Narrow Millinery Ribbon Still Leads

A Big Season in Velvet Ribbons Expected—Ribbon-Trimmed Gowns Are Featured in the New Fashions—Regimental Stripes.

ONE way or another a good deal of ribbon is selling, but the complaint as far as it applies to millinery is that so much of the sale comes in narrow ribbons, and therefore the price does not run into money so quickly as when the more expensive wide ribbons are used. The trade, however, is giving a very strong representation to the wider ribbons, and all the retail displays are made so as to give the greater prominence to wide widths in ribbons.

Judging by the way fashion is shaping there should be a very big increase in the sale of ribbons. Ribbons are being selected for a prominent place in dress trimmings and quite a number of the advance Summer models are ribbon trimmed. This is the outcome of the revival of 1830 modes, and as it is a long time since trimmings of ribbon were worn, the very novelty of the idea should bring success.

One of the very latest of Worth's models shows narrow ribbon velvet lavishly used for trimming purposes. This frock is of black chiffon and has a long straight bodice worn over a fitted slip of black satin and cream lace. Hung from the straight bodice is a skirt composed of graduated flounces of black chiffon, each flounce attached to the one above by a bow of narrow velvet ribbon. There is a high military collar, and beginning right under the chin and running to the hem of the gown is a narrow plastron or panel consisting of two rows of the velvet ribbon on either side of a close set row of small silver ball buttons.

Another dress, this time a Sauvin model, has the edges of the cross-over jumper bodice edged with a pleating made of narrow picot-edged ribbon. The belt is finished with a pleating of the same at the top and another pleating finishes the deep frill that forms the lower part of the skirt. A lingerie model recently shown had tucks run at stated spaces from the hem to the top of the skirt. These tucks were run through with pink ribbon which was passed through slashes in the material at each side and the ribbon ends tied in a bow, thus forming a ladder of bows at the sides.

Striped ribbons, and fancy floral printed ribbons are being used in the place of borders on flounces and ruches of narrow ribbon is another of the new trimming ideas. Narrow ribbons are used to encircle the waist and define the waist line; ends of ribbon or velvet are looped across the front of the skirt and narrow ribbons are used to finish the cuffs and to form the base of many of the new collars.

Ribbons are freely used for millinery purposes. Ribbons are not only used for bows but many of the more dressy models have bridles and streamers.

Warp prints are always in evidence as they are extensively used for fancy-work purposes. This season they are little used for millinery purposes.

TURN-DOWN COLLAR, THE NEW FEATURE



New Eton or Buster Brown shapes in laundried collars. The ties are of shaded silk and crepe de chine. Shown by Thompson Lace & Veiling Co.

PARIS ON NECKWEAR.

The collar that falls away from the throat all round in demure Quaker fashion is the newest Parisian idea. Martial and Armand show this type of collar falling from a high band and so deep that it is almost a cape. One gown of Quaker gray has a collar of this kind fastening closely around the throat and tying there with a twisted cord ending in two ball pendants. Another of these collars has this neck finish of black velvet ribbon. These Louis Treize collars, as Paris calls them, are made of plain white silk, embroidered muslin, and muslin trimmed with lace.

Beside the deep cape-like collars that extend over the shoulders, smaller collars similar in shape and made of muslin, or muslin and lace, are used to finish blouses and afternoon dresses.



These Ads

Are Working For YOU!

DO you realize that this great All-Canadian Advertising Campaign of ours is working for YOU—right now?

Our ads, like our products, are **Made in Canada.**

The series, now running in a strong list of Newspapers and Magazines covering Canada from Coast to Coast, has already created a nation-wide demand for

Queen Quality
Silk Gloves

Are you prepared to handle your share of this business? It is to be had for the asking. Merely keep your stock out in plain sight all the time. Put a few pairs in the window—in the showcase—on the counter.

Link up your store with this advertising, and stick every dollar of profit into your own cash drawer.

Write For Free Portfolio Containing Proofs of the Entire Series.

ST. CATHARINES SILK MILLS LIMITED

Richard L. Baker & Co.

Sole Selling Agents

100 Wellington Street West - - - - - - TORONTO

99-M

L T V Co

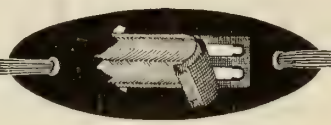
Spring Novelties

in

VEILS AND VEILINGS,
LACES, COLLARS
AND
New Embroideries, Printed Crepes
Net Allovers, etc.

Mail Orders promptly attended to

The Thompson Lace & Veiling Company
LIMITED
59 Wellington St. West, Toronto, Ont.



MADE IN CANADA

The Little Secret *of* P.C. Durability

The Double Interlined Steels



Take any kind of corset, pull it to pieces and compare the interior with that of P. C. Corsets. You will find each of the steels of P. C. held captive in the **double canvas interlining**, even after the strong coutil covering is worn out from constant wear, while the other brands have long since been discarded because of the protruding steels.

P. C. durability, and comfort lie in the scientific construction. Samples gladly sent on request.

"P.C. Corsets" RUST PROOF
573

PARISIAN CORSET MANUFACTURING COMPANY, LIMITED, QUEBEC

TO look back over the year's expenditures and to be able to say with truth that every purchase was made with wisdom, forethought and economy—

Isn't that something to be proud of—something to find satisfaction in?

The numerous ideas and information you'll find in the advertising columns of this paper will give you a sound basis on which to decide satisfactory purchases.

Look over the advertising columns **now** — while you think of it.



The Latest Thing in Ribbon Selling

No measuring. Saves time in cutting. Absolutely no waste. No short lengths to job. These Ribbons sell themselves.

All Profit

This carton contains 48 pieces of dainty Wash Lingerie Ribbon in shades of white, pink, blue, etc. Widths 1, 1½, 2, 3, blocked in lengths *to retail at* 15c *per bolt.*

All for $5.10 *net,* or about 10½c per piece.

Mail your order to nearest office.

Belding Paul Corticelli Limited

Montreal Toronto Winnipeg Vancouver

We make Silk Military Braids

Wide Black Velvet Ribbons are coming strong Get your stock in now

VEILINGS
LACES
MALINES
CHIFFONS
NETTINGS
SCARFS
NECKWEAR
NOVELTIES

WE are showing a very complete range of exclusive Novelties for Spring—novelties that will turn the scale of your season's business from good to better.

Every number is worthy of a place in your Spring Exhibit.

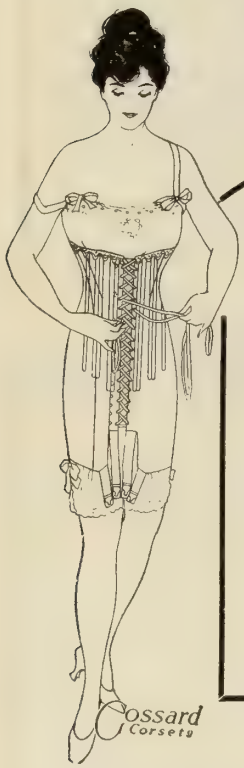
Write to-day for samples or see our representative.

Novelty Lace & Veiling Company

MILTON J. TELLER — MAURICE A. TELLER

64 WELLINGTON ST. W., TORONTO

Many New Gossard Accounts Opened in Canada



OUR Canadian representative has just completed her Western Canada trip and many new Gossard accounts have been opened. Trade conditions are improving and thousands of Gossard dealers in North America find their Corset Departments going ahead of their business of last season. Practically every dealer selling Gossard Corsets has found that they represent many features not found in other lines.

The long-wearing materials, the perfect workmanship, the wide range of models and prices and the ease with which they are fitted, make them the favorite corset for the corsetiere who is adding new business to her corset department.

The same features make them particularly desirable to your trade. Never were so many Gossard Corsets sold and never were women so willing to buy them. No store is too large and no store is too small to sell Gossard Corsets.

When shall our representative show you the line?

The H. W. Gossard Company

Largest Makers of Fine Corsets

Gossard Building — **Chicago, U.S.A.**

Wear **Gossard** CORSETS

They Lace In Front

¶ Have you something to buy or sell, or are you needing some experienced help? If so, an ad. in the condensed advertisement column of the DRY GOODS REVIEW will carry your message where it will be read in nine-tenths of the dry goods and departmental stores throughout Canada. You can reach all these prospects for only two cents per word for each insertion.

Careful Corseting

Women are becoming more enlightened as to the real advantage of Ferris Waists. They need not sacrifice a single line of beauty or good style in order to be properly, healthfully and scientifically corseted.

Increase the Volume of your corset sales

Ferris Corsets and Waists meet the demands of all ages, from babyhood to grandmotherhood.

They will increase the volume of your corset sales.

More permanent and regular customers

The efficient selling plan is to give customers what they ask for—don't substitute. Women know and have confidence in the genuine Ferris Waists. This means repeat sales.

WRITE FOR THE LATEST FERRIS CATALOG

Over 100 models, made in coutil and batiste, clasp front and button front, with or without shoulder straps.

Look especially for the Ferris Maternity Corsets and Waists. Made in 6 styles, and are most satisfactory.

Call at our salesrooms or write for samples.

THE FERRIS BROS. CO.
48-52 East 21st St., New York



The Successful Saleswoman

The successful corset saleswoman not only knows corsets, but she knows women. She will, of course, show her customer the particular style and size corset asked for, but meanwhile she is looking her over and deciding in her own mind the corset the woman ought really to be wearing. Then, with a delicate tact which never dictates and never assumes the air of superior knowledge, but always expresses only willing helpfulness, she suggests and shows other and more fitting styles. The successful saleswoman does not merely try to sell corsets; she tries to master the true science of corsetry, so that customers will recognize her skill and request her services.

Ferris Corsets and Waists are of the greatest assistance in demonstrating the Science of Corsetry.

REMEMBER
This FERRIS GOOD SENSE REG. U. S. PAT. OFF. Label
is on every genuine
Ferris Waist



EASTER DISPLAY AT J. A. OGILVY & SONS, MONTREAL

DENT'S D GLOVES

52 *Victoria Square,*
MONTREAL, P.Q.

DENT'S DAC CANADA

Mr. Retailer:—

Were you one of the fortunate merchants who experienced a good turnover in your glove department this Easter?

Did you feature "Dent's Gloves" and so take advantage of the advertising which backs this reputable merchandise in War as well as Peace times?

The world's greatest glove organization has been rendered possible owing to the popular demand for "DENT'S GLOVES."

Is your glove department a distributing medium to the great purchasing public, who are constantly reminded to ask for "DENT'S GLOVES" and can you always meet that demand?

Look over your stock, and let us know your requirements for immediate shipment. Our travellers are now out with Fall samples, and owing to unsettled conditions, we advise early placing orders. The glove situation will grow more difficult.

DENT, ALLCROFT & CO.

HOUSEFURNISHINGS

The French Plans

Roubaix Manufacturers Already Taking Orders Based on German Expulsion—Riot of Colors Coming.

DIVERS opinions have been given voice as to what will happen in Europe when once the war is over and many people there are who are of the opinion that the new world will find it an easy matter to take from the old the supremacy in many lines. Europe will be wasted and exhausted, so they argue, for many a long year.

It must be said that all indications are against this view. To go back to 1870 when Germany defeated France—the way France recovered and the quick paying of the huge indemnity Germany imposed was a matter of wondering comment at that time—and France was the defeated country then.

Everyone knows how Germany has wasted Northern France and Belgium in this war, how whole factory plants with the machinery and the raw materials have been confiscated and destroyed. Yet at the present time Leopold Arnal, a member of one of the largest and best known tapestry manufacturers in France, is now in America taking orders for delivery of goods in the coming Fall.

Mr. Arnal says that his mills situated at Roubaix are still intact and that when the big drive comes in the spring Roubaix will be one of the first places to be freed as it is situated at the apex of a point formed by the junction of the French and British troops. Once the Germans are pushed out of this point the line will straighten and there will be no fighting back and forth to spread destruction. Therefore, he believes that in a very short time he will have possession of his mills and will be able to start working them, and on this supposition he is willing to spend the money to bring him over to America to take orders.

This statement was made to The Review by the head of the house furnishing department in the Robert Simpson Company, Mr. Screaton. He further gives his opinion, based upon an infinite knowledge of the leading Parisian couturiers and producers of artistic designs that when the war is over all that France has gone through will only serve as a stimulating influence, and that a great creative period will follow. The artist who to-day is burrowing in the mud and filth of the trenches—living like an animal—will forget this dismal background and all the pain and suffering of the war. He will turn with joy to his life's work.

After the war, Mr. Screaton says, he looks for a riot of beautiful colors, gayer and brighter than ever before, and for designs and fashions, more individual and more flamboyant than ever.



HOUSEFURNISHINGS.

Novelty piece goods. Ivory marquisette with edge and insertion of Cluny dyed to match. Cretonne patterned in tapestry effect—the ground is ecru and the pattern is in soft tams, browns and greens, with touches of old blue.

Ecru curtain of marquisette with hemstitched and embroidered border with medallions in antique filet effect.

Shown by Daly & Morin.

Floor Coverings

Trade Shows Considerable Improvement—Still Oriental and Chintz —Slight Advance.

CARPET and rug stocks are beginning to move now, and the outlook shows a decided improvement. Stocks are large and buyers will get the advantage of this condition. There is little or nothing that is new in the way of patterns, and the patterns and designs made a year ago will again do duty for the coming season. As these designs are in the main part composed of copies of Oriental patterns or are designed along Oriental lines, and chintz effects, they will fit in admirably with the Queen Anne, 18th cutting, and Jacobean effects in draperies.

The rug and carpet business is slower to recover than that in other departments, and though sales are improving, there is no expectation of any shortage in the supply. As a matter of fact most wholesale departments already have plenty of stock on hand, and it will take some strenuous selling before they are in the market for further supplies. This, of course, is based upon present business and should the situation show a further improvement as it promises to do, this condition may change decidedly.

For the Summer Cottage.

There is an extra season in the housefurnishing department, devoted to the sale of furnishings suitable for use in the Summer cottage, and bungalow. Not so many years ago mattings were all the floor coverings available for this purpose, but since the introduction of the rag rug, and the fibre carpet, a number of floor coverings suitable for this purpose and also for porch and verandah use are on the market.

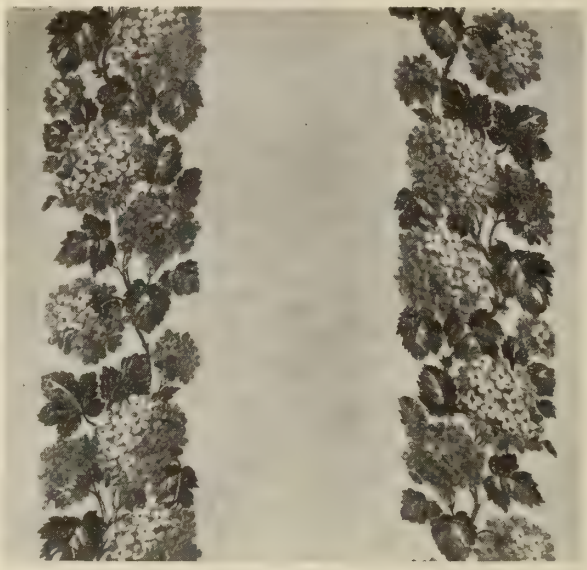
Colonial rag rugs come in a variety of soft colorings, with woven centres either in solid color or the familiar "hit or miss" effect. They are bordered across the ends and finish with a fringe made of the cotton warp threads. Some rugs have broad chintz stripes across the ends. For the present season these rugs come in various mat sizes suitable for use in bedrooms and for bathroom wear.

(Continued on page 100.)

Better Outlook for Curtains and Draperies

Opening of the Housecleaning Period is Bringing Business Into the Department — Bordered Scrims Best Sellers in Curtains and Curtaining Fabrics—Vogue for More Drapery Continues Strong.

SINCE the turn of the year things have been looking up in the housefurnishings department, confidence has been gradually returning, and now that Spring is opening up, because of the very general reduction in rents, people that doubled up, for the winter are again renting houses. Also there will be the furnishing of the new homes to consider for though there will no doubt, be fewer weddings this year than usual the war and war conditions will not succeed in altogether eliminating the June bride—not by any means. The trade generally is in good shape for there is no trouble in obtaining supplies of both staple stock and novelties. Nottingham is not particularly busy, and the Scotch firms who specialize on Madras muslins are looking for business. Business in both centres has improved in the past few months and the outlook is reported to be decidedly brighter.



Deep ecru scrim with floral border in tans and greens. The scrim is doubled over in the center. Shown by Dominion Textile Co.

Swiss curtains are coming to hand, but deliveries are slow as goods are said to come down the Rhine by water, and also by way of Genoa, and through France. Transit in all cases is very slow. There is no regular service through Italy, and the railways are disorganized in France, and all freight and passenger service is subordinated to the military uses. There is no shortage in any line, and as cotton is not needed to any particular extent for army uses the supply of the raw material is in excess of the needs, for the activity that obtains in the woollen industry finds no duplicate in cotton.

Retail sales are improving, and now that the time for the annual housecleaning has arrived stocks are moving in a way that is suggesting to buyers that they will need replenishment for the Fall season. The very fact that so many people have abstained from buying for the past six months or so, means that there is business ahead for the housefurnishing section. This applies particularly to the curtain department as curtains soon wear out, and must be renewed. Fashion also has invaded this department and where fashion meddles it is all in favor of increased business. New ideas and novelties are shown each season in window curtaining.

During the past few seasons there has sprung up a vogue for more drapery, and besides the curtains of net or scrim over-drapery in the form of curtains and valences are used. This fashion means a great increase in the yardage sales in the department. Madras is used for this over-draping and also cretonnes, chintzes, shadow cloths, and other printed fabrics. In very handsome rooms velours and tapestries are used.

A Service of Ideas.

A giving of ideas in the use of curtaining fabrics is a valuable service that is much appreciated by the house wife, and is one that has a big influence upon making sales. Salesmen can greatly increase the volume of their sales by keeping in touch with the latest ideas so that they are able to give their customers expert advice.

Another big selling service consists of the use of mock windows placed in prominent places in the department, and by keeping these windows draped in an attractive manner with the latest curtain and drapery fabrics. In many stores these mock frames are attached to the pillars and both sides are utilized for show purposes. A large department made very free use of this way of showing curtains and draperies in connection with the February house furnishing sales. A number of these frames were suspended from the pillars in the department. In addition sections of wall showing different shaped windows were used. The wall sections were papered and the paper and over-drapes and curtains were thus shown in combination giving the exact appearance they would present in the room.

The curtain fabrics were popular priced and so were the cretonnes and printed fabrics. All the curtains were made up and the drapery curtains and valances were edged with narrow guimpes. During the period of the sale all the curtains sold were made up free of charge, and this feature brought in numerous customers.

It is the use of similar selling and display methods that makes this department a success for nowadays women depend upon the department for information as to the proper uses of a material.

There is plenty of novelty in the new curtains, and in curtaining materials, and fabrics for drapery purposes. Among the most desirable are the curtains of Windsor scrim. These curtains are deservedly popular as they are more durable and lasting than the majority of fabrics on the market. On account of their textile strength and finish they stand the laundering process better than most materials. Housewives like scrims, not just because they are easily laundered, but because they drape so perfectly and because the material falls in such graceful folds. In better grade curtains there is a demand for Point Arabe Lacet, and Marie Antoinette curtains. These curtains come in white ivory and deep ecru shades with the latter color as the best seller, as they are chosen chiefly for the curtaining of such rooms as dining-rooms, libraries, and dens where the decorative scheme is deep and rich, and the ecru tone blends in with the rich browns, mulberries, greens, blues and reds that are the usual colors used in decorating such rooms.

For reception and drawing rooms, and rich rooms where the decorative scheme is lighter Point Nubian curtains are strongly featured. These curtains come in a very large variety of designs and in ivory and champagne shades. Handsome embroidered and applique patterned Brussels net curtains are also in great favor.

IT'S NOT A CREX RUG UNLESS C-R-E-X IS WOVEN IN THE BINDING

This electro will be mailed free on request. Ask for No. 120-d.c., also for CREX advertising helps.



—just the thing for library, living, dining, bed and sun-rooms—clean, sanitary, economical and a great labor-saver.

This and next month are the big Canadian housecleaning months—the months when Mrs. Canada unearths the winter's dust and discards her worn-out furnishings if she can.

Last year was a year of economy and this year will be the same, to a great extent. There's a limit, though, to everything—a rug almost worn out last Spring is going to be badly used up this Spring and must be replaced. The average housewife will not spend the money in expensive wool fabric rugs, but will look to you to give her something that will look as good for less money.

From the satisfaction standpoint you cannot afford to sell a cheap fabric rug, so why not try CREX as the solution?

CREX rugs for 1915 come in the most exclusive range of styles in weave and pattern—a style to suit every requirement of the housewife. For the veranda nothing under the sun can touch CREX. If for the den or bathroom CREX stands supreme. In fact, for nearly every room you will find CREX the popular floor covering.

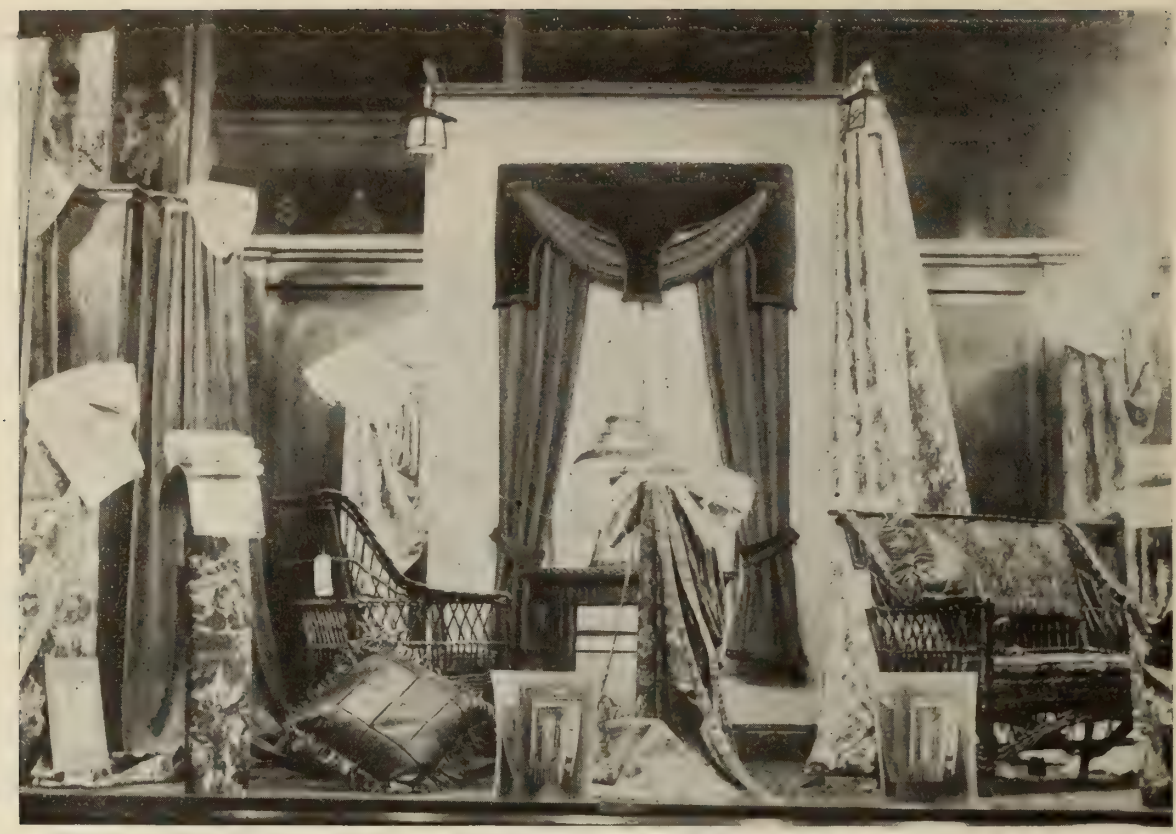
Satisfy your patrons and make a good profit by selling the famous CREX GRASS RUGS.

Write for color catalog and price list.

CREX CARPET COMPANY, Dept. 5, 212 Fifth Ave., N.Y.

Originators of Wire-Grass Floor Coverings

THERE'S A SQUARE DEAL IN EVERY SQUARE YARD OF CREX FLOOR COVERINGS



POWER OF SUGGESTION IN HOUSEFURNISHINGS WINDOW.

A good selling display of drapery fabrics, the centered figure of which is an archway in Chinese style with over-drapery and curtains. The upholstered wicker furniture, cushions, etc., suggest some of the numerous uses to which the materials shown may be put. A 5 o'clock tea-table in the centre carries a wicker-and-silk-shaded lamp. Decorators are making very free use of these electric lamps, as the mellow glow they cast add greatly to the effectiveness of the window. This is a trim by W. C. Greenhill, for Ogilvie, Lockhead & Co.

Operating First-Class Drapery Department

Display of Pleasing Combinations in Store One of Elements Behind Success of St. Thomas Business—Designs Submitted and Estimates Free of Charge — Suggestions for Beautifying Interiors.

BY W. A. ANDREWS, MANAGER OF THE DEPARTMENT.

THE addition of a first-class drapery department three years ago to the many other lines of merchandise carried by The Anderson Company, was somewhat of a venture, but one believed to possess splendid chances for development, not only in local trade but from many miles of the surrounding district and also from the larger centres. This class of business had up to that time gone to the large cities, the only local trade being done by different firms handling a few odd pieces of draperies in connection with some other department, merely as a side line, with no one in charge who understood the first rudiments of how or where the different draperies should be used.

The success of this department has fully demonstrated the fact that faith in its development was not misplaced. Not only has the business which formerly went out of the city been checked but by careful selection of materials, correct and pleasing combinations and designs in display an ever increasing demand for draperies has been created, from customers who previously had little thought of endeavoring to improve the interior appearance of their homes, through the use of velvets, tapestries, cretonnes, silks or the many other materials either for window or arch hangings or coverings.

This department occupies a space on the second floor about 60 ft. x 40 ft. well lighted and carpeted, with shelving for stock, the full length of one side and part of one end. A frame work made of gas pipe is erected about six inches in front, and even with the top of the shelving along its full length on the side of the department with other frames about 12 ft. apart, extending out from this, thus forming four separate compartments with three sides enclosed. These are used for the display of draperies, curtains and curtain materials. A different color scheme can be worked out in each one without one in any way conflicting with the other, however much they may clash if shown together. This display also serves the purpose of concealing stock kept in shelving, which is never very attractive no matter how much attention is devoted to its keeping.

Utilizing Pillar Space With Drapes.

The accompanying sketch shows the means of utilizing space around pillars in the centre of the department. There are three of these pillars, but only one has been surrounded in this manner, as yet, but has proved such a success, that I expect to have the others similarly treated within a very short time; also to have piano windows, door panels and frames, for other styles of smaller of the shelving. These drapes are all

Made-in-Canada

LINOLEUMS

and

OIL CLOTHS



All the workmen employed in the works shown above are Canadians and **their earnings are spent in Canada.**

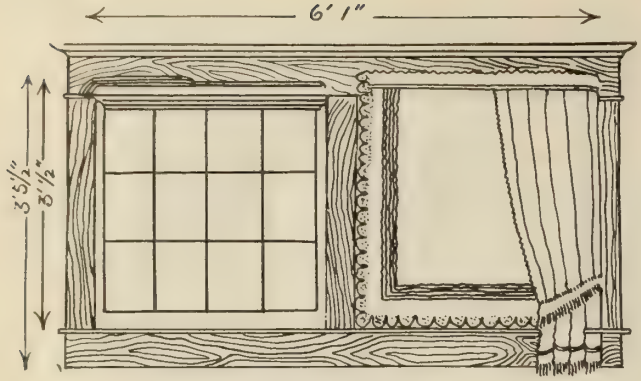
It is therefore to the interest of every Canadian dealer or consumer to assist in keeping Canadian workmen employed by favoring the products of Canadian industries, thus helping the country at large.

Handled by the Wholesale Dry Goods Trade

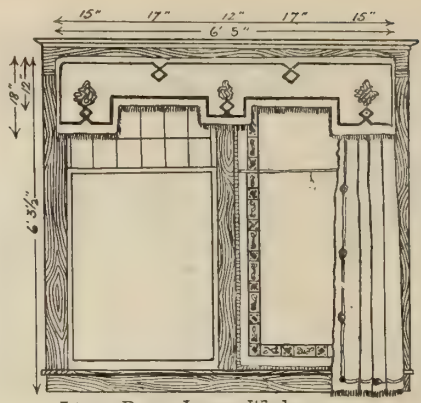
MANUFACTURED BY

THE **DOMINION OIL CLOTH CO., LIMITED**

Montreal



Reception Room



Living Room - Large Window

SAMPLES OF DESIGNS DRAWN UP BY MR. ANDREWS.

Work like this nearly always results in sales of curtains, hangings, etc. Details and estimates go with each. For instance, the living room window was of blue velvet, with the following trimmings: antique cord, bulbon and galloon; blue silk cord to match velvet; tapestry medallions cut from furniture covering; ivory marquisette curtains, white shades; chestnut woodwork.

drapes, made and placed along the top made to hang on the average size windows, arches, etc., so as to be saleable without loss, and each drape shown is designed as for a living room. The wall paper is a soft light brown with tones of green shaded through it, border to match, with of course, colors more pronounced, but very soft and well blended. Lambrequin of brown velvet, trimmed around edge with silk guimpe to match, on bottom with silk fringe to match. Festoon and side drapes of tapestry madras, in tones of brown and green to harmonize with paper and velvet, trimmed with same fringe as lambrequin, side drapes held back with velvet bands, fringe on lower edge. The curtains are ecru marquisette. It made a very pleasing effect and has been a great aid to the department.

On the reverse side of the pillar a bedroom effect in pink was shown by using white wall paper with pink wild rose border, cream madras with pink rose as curtains, and side drapes only, of cretonne, with pink rose designs. The frame on this side was white enameled. On the living room side it was of mahogany to match the other woodwork on this floor. These frames are held in place by a strip nailed from them to the pillar and can be easily removed to show windows if needed.

Designs are sketched and estimates of completed work are given free of charge. Of course all making up is charged for, a fixed charge of so much per pair or per window for ordinary work, and special work estimated. One of the rules strictly adhered to is the finishing and delivery of any work promised on time. I have on many occasions worked long after regular hours but have never disappointed a customer.

Another point of great importance is the treatment of "shoppers." The great majority of these people are going to buy sometime and somewhere, and every one of them should be approached and served as a prospective customer. Where so many attractive things are displayed they are going to see something to please them. They may not want it at the time but when they do they will remember where it was seen and the attention given them and pains taken to show the article.

The advertising of the department is cared for by a weekly ad. in the daily papers, and frequent window display, a large corner window 12 ft. x 15 ft. being used.

A special line of reed furniture is also carried in connection with this department and adds greatly to its attractive appearance.

W. A. ANDREWS.

Carpets and Rugs Hold Big Place in Modern Store



Section of the House Furnishings department of The Turnbull Co.'s new store, Peterborough, showing rugs on fine display platforms, and linoleums. Curtains and hangings are shown around pillars and on tables.

DALY & MORIN

IMPORTERS MANUFACTURERS DISTRIBUTORS

Dalmor Novelty Curtains
Dalmor Novelty Piece Goods



Dainty, Novel and Exclusive Combinations in

VOILES, SCRIMS AND MARQUISETTES

UPHOLSTERY, DRAPERY and DECORATIVE FABRICS



Cabinet, Drapery and Upholstery Hardware

WINDOW SHADES and SHADE CLOTHS

in all grades—Ask for "DE LUXE," our New Tint Cloth

OUR "GOOD SERVICE" DEPARTMENT MERITS YOUR ATTENTION

Factory, Warehouse and Offices:
LACHINE, QUE., CANADA

Montreal Salesroom:
27-31 CORISTINE BUILDING

Removal Notice

TRADE MARKS. "SHAMROCK" REGISTERED

JOHN S. BROWN & SONS
Limited

Linen Manufacturers

BELFAST IRELAND

80-82 Wellington St. West, TORONTO

Beg to announce their removal to much larger premises in view of the greatly increased demand for "Shamrock Brand Linens" from Toronto stock.

We have increased our warehouse space threefold and hold a very large stock of Linens at a time when it is very difficult to get shipments from European markets.

If you have not stocked Shamrock Brand Linens begin now.

Letter orders or enquiries will have our careful attention.

W. H. BAKER
Representative for Canada



12, 10, 8, 6 in. high. Oxidised Brass.

Don't Buy Brassware from Germany!

Write or Call on

Perry, Bevan & Co. Limited

Birmingham, England

London Show-Room
62 Holborn Viaduct, E.C.

Also Makers of Fern Pots, Screens, Coal Vases, etc.

Why Not Open a Permanent Remnant Dept.?

Home and Colonial Drapers will find one to be a valuable adjunct to their business. If this be impracticable, buy remnants for your *sales*. At once profitable and attractive.

The Best House in the Trade for these is

JOHN STONES
Shiffnall Mills

BOLTON, ENGLAND

CARPETS RUGS DELTOX TRADE MARK

DELTOX

Grass Rugs and Carpets

Complete Stock of:

Tapestry, Squares
Brussels, "
Axminster, "
Velvet, "
Wilton, "
Oriental, "
Persian, "

Mats, Rugs and Runners to match all designs.



DELTOX

Stocked in the following sizes:

18 x 36
27 x 54
36 x 72
54 x 90
6 x 9
8 x 10
9 x 12

A line that will help out your 1915 Rug and Carpet sales

There is sure to be a big demand this Summer for grass floor coverings—a demand that is a natural growth arising from the tendency toward sanitation and economy.

Deltox fine weave grass rugs give excellent service, are readily cleaned, easily handled, artistic in design, and low in price.

Our **new dye process results** in non-fading colors as near as possible in cotton warps.

There's a place in every Home, Summer Cottage, Bungalow, Club, Hotel, Office, etc., for Deltox Grass Rugs.

You should have them on your Rug and Carpet Floor to meet the demand that is sure to be.

Send for prices. Stocked in above sizes.

Sole Canadian Agents

Greenshields Limited

MONTREAL



The exclusive features of the Baby Invincible

The Swivel handle which permits of easy operation around furniture legs, wider tools used with hose, more suction, fewer parts to carry, most complete set of tools.

This small, yet powerful, vacuum cleaner is as reliable as the sun, easy to operate, durable and most complete in every respect.

Out of the Forty-Eight Thousand dollars profit on Vacuum Cleaner Sales made during 1914 by Canadian merchants, how much has been your share?

One sample sent on approval will open the road to a nice extra business in your home furnishings department.

Look into this to-day.

Write

The Invincible Renovator Mfg. Co.
LIMITED

81 PETER STREET TORONTO, ONT.

PRIME & RANKIN, Limited
Manufacturers of Windsor Curtains
MADE ON DOUBLE MERCERIZED VOILES AND MARQUISETTES

The most exclusive and attractive range of designs that will be seen this season. Fabrics of quality, beautifully designed and well made. Any length desired and at various prices.

Every pair guaranteed to hang properly because they are made right.

VERY SPECIAL VALUES at $2.25, 2½ yards long
A LEADER FOR THE DEPARTMENT

We are also showing a most complete line of **Nottinghams** in Filet, Brussels and Panel Effects.

OUR BUNGALOW NETS are well deserving of your consideration. These come in a wide range of patterns and prices.

HEMSTITCHED AND FANCY BORDERED SCRIMS —Complete new range now in our travellers' hands. Colors—White, Ivory and Beige.

COMFORTERS AND EIDERDOWN QUILTS—For Fall delivery, our own and British make, best values in the market.

FANCY CHRISTMAS HANDKERCHIEFS — Our Travellers are now showing the best line of handkerchiefs we have yet carried. The range includes every novelty—"San Marino," "Sheer Organdie," "Fancy Boxed Goods" and the fast color "Lissue" lines.

PRIME & RANKIN, Limited

18, Castle Gate, Nottingham, England **74 York Street, Toronto**

KNITTED GOODS

New Knitted Lines

The "Envelope" Combination — Further Advances in Prices Are Likely.

PRICES are firmer than ever in knit goods garments, and while buyers feel that the advances are warranted in mixed wool and cotton goods, they are questioning the justice of the advances in some lines of cotton goods. Raw cotton they point out has been down to a low figure and is still cheap. Therefore, there are many buyers who feel that there is no reason sufficient to merit the advance. Where goods are of mixed wool and cotton prices show a decided advance, and the end is not yet, for wool prices are still on the up-grade.

Changes in the shape of knitted garments are usually in the nature of some improvement in shaping and it is not often that a really new garment is put on the market. This garment is a new combination development and is copied from the envelope combination put out last season by lingerie manufacturers. It is really a knee length chemise with a flap that is attached to the edge of the hem at the centre back and buttons to the centre front, forming a drawer effect. This new envelope combination follows the shape of the envelope chemese in lingerie, and introduced in knitted goods promises to be a successful new garment. It will be greatly appreciated by women of stout figure as it cannot bind, and is cool and comfortable for Summer wear. It more nearly approaches the closed drawer effect than the combination.

These envelope combinations are on the market in both popular and high priced garments, and they are obtainable not only in cotton but in garments made of knitted silk fabric. These silk suits are finished with elaborate crochet tops and have ribbon shoulder straps.

The sale of combinations is growing for even though skirts are wider fashion still favors the slender figure. Combination garments are not only less bulky, but they are much more comfortable to wear.

While there is little change in style in knit garments, there is a constant gain made each season in ribbed goods over flat knitted garments. This is because they are both more sightly and more comfortable.



This "Niagara-Maid" embroidered union suit is a dainty and durable garment of pure silk with French bodice band top, ribbon shoulder straps, shields under arms and reinforcement at crotch. Comes in white, pink or sky. Made by Niagara Silk Co., Limited, Brantford.

Silk Underwear

Dearness of Wool Should Keep its Development—Cut Out and Fashioned.

DURING the past few years the wearing of silk underwear has become quite common. This was due very largely to developments in manufacturing under garments from Milanese or knitted silk cloth. The wearing of such garments has increased very materially during the past few years, and large quantities of silk yarn now go into the production of silk undergarments.

It is safe to assume that silk underwear has come to stay, though buyers may question as to what extent the selling of silk underwear will fit in with the economical views of many buyers. Silk underwear should not be unduly high in price as the raw silk has fallen in price considerably and though prices are firmer it is decidedly lower now than before the war started. There is a great amount of warmth in silk underwear in spite of its lightness, and as wool will be dear in the coming Fall there will be all the more selling scope for silk underwear.

Decidedly the greatest vogue comes in garments made from the knitted cloth, and cut out and fashioned along the lines of lingerie garments. These garments are reinforced where the greatest strain comes, and the neck and armholes are finished in much the same manner as in other kinds of knitted garments. White and flesh are the best selling colors. Flesh is liked because it keeps its color well when laundered.

KNIT GOODS IN ENGLAND.

A very interesting account of the knit goods situation in England has been supplied by a commercial attache, Mr. A. H. Baldwin, who writes from London. He states that retail prices on stockings sold in English shops are not held as in America at 15, 25, 35 or 50c, but include

While your opposition is *talking up* nameless goods for profit's sake, why not *sell* quality Made-in-Canada goods for profit as well as increased business?

Beaver Brand Knitted Goods



back up your Made-in-Canada campaign with a quality-argument that is most convincing. You cannot expect people to buy Made-in-Canada goods solely from a patriotic standpoint, for after all Canadians are only human and want real dollars and cents values every time.

By pushing Beaver Brand Knitted Goods you link up all three ideas—Made-in-Canada, Quality and Value so effectively that increased business is the inevitable result.

By selling Beaver Brand Knitted Goods you are not the only one to benefit, for every dollar's worth you sell means more work for Canadian labor, more prosperity for Canada and the Empire.

See the full range of samples and get our prices. Write to-day.

R. M. Ballantyne, Ltd.

Manufacturers of Beaver Brand Knit Goods

STRATFORD, ONTARIO

Representatives:

T. H. Allice	British Columbia
Thompson & Henselwood	Alberta
Thompson & Henselwood	Saskatchewan
F. G. Rumble	Manitoba
H. Cook	Toronto
W. Easson, C. B. Heath	Western Ontario
A. J. Turnbull, W. C. Brown, J. E. Patte	Eastern Ontario
	26 Beardmore Building, Montreal



Canadian Knit Goods Men Organize



MR. I. BONNER,
President Canadian Knit Goods Manufacturers.

Manufacturers Form Association to Discuss Mutual Interests—Mr. Bonner, President, and Mr. Turnbull, Vice-President.

A MEETING of the Canadian Knit Goods Manufacturers was held in the Royal Hotel, Hamilton, on Wednesday, March 31st, at which there were represented about 80% of the knitting industries of the country. It had been felt for a long time that an organization of knitted goods manufacturers was needed, whereby the different manufacturers might be brought together to discuss their mutual interests in the purchase, manufacture and sale of their respective products. Mr. M. B. Holton, of The Chipman-Holton Co., Hamilton, occupied the chair.

Mr. I. Bonner, general manager of Penmans Limited, was elected president and Mr. Charles Turnbull, of the T. Turnbull Co., Galt, vice-president. Mr. W. J. Westaway acted as secretary-treasurer pro tem.

The following members of the organization committee were among the forty manufacturers present: James Moodie, of J. R. Moodie & Sons, Hamilton; James Thompson, of the Zimmerman Mfg. Co., Hamilton; Chas. Turnbull, of C. Turnbull Co., Galt; W. H. Magill, of the Canadian Knitting Co., Hamilton; G. Smith, of the Mercury Mills, Ltd., Hamilton; W. J. Westaway, Hamilton.

The organization will include the following sections: Ladies' underwear manufacturers; sweater coat and kindred manufacturers, hosiery and wool socks manufacturers and men's underwear manufacturers.



MR. C. TURNBULL,
Vice-President Canadian Knit Goods Manufacturers.

practically all intervening figures, although the usual interval in the larger shops is six cents (three pence). Some of the smaller shops in pricing on special sales even make use of the farthing or half cent. He declares that there is no prejudice against American products on the part of the English buying public. There are, however, special points that must be considered by the stocking manufacturers who wish to enter this market.

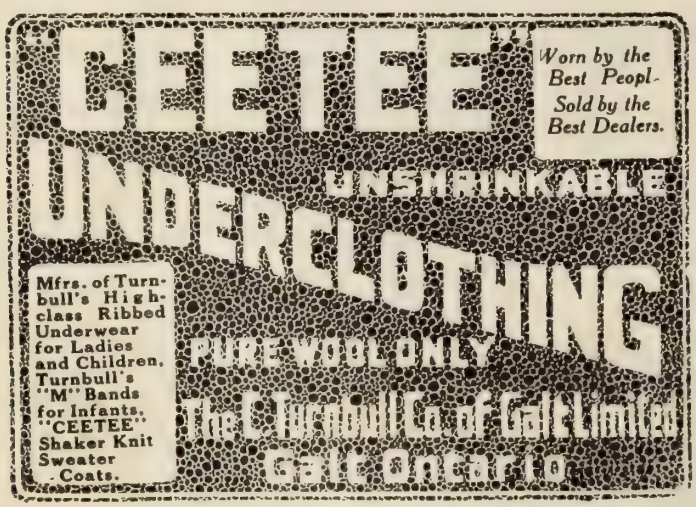
In men's underwear he states the preference is for two-piece suits, the national habit still persisting in clinging to the old style. He points out also that in American homes the temperature is kept at a higher point than is usual in England with the result that over here men can wear lighter underwear much more comfortably than in England, where the difference in temperature between outdoors and within is materially less.

Fancy Hosiery

Buyers are showing considerable interest in fancy hose and one of the big sellers shows the stocking up to the middle of the calf of the leg in one color while the top is of another, and often a stripe or a group of stripes of the same color as the lower half marks the change in the colors.

New York is featuring many black and white effects, chiefly in boot lengths in stripes and also in striking check patterns. These effects were first shown at Palm Beach, and they have been well taken up by the New York trade.

As far as colors are concerned practically every shade that is fashionable is showing and it should be an easy matter to match any gown. Blues come in all the new military shades. There is the staple navy, and the popular Belgian blue, there is French blue, and soldat and all the new greenish blue shades. Pinks come in nearly as numerous shades as blue, and in all colors from the palest rose to Burgundy. There are also numerous shades of green and purple as well as all the grays from battleship down to silver.



¶ You can talk to the dry goods merchants from Halifax to Vancouver for only two cents for each word with a condensed ad. in the DRY GOODS REVIEW.

"Little Darling"
(REGISTERED)

"Little Daisy"
(REGISTERED)

Canada's Leading Lines of Hosiery for Infants and Children

The choice of thousands of Canadian Mothers, because the high quality has been maintained from the first to the last pair — always dainty, always satisfactory—always the Best seller.

Knitted in the largest hosiery mills in Canada from Australian Lamb's wool. Fast, stainless dyes: Cream, Black, Tan, Pink, Sky Blue, Cardinal. "Little Darling"—Sizes 4 to 7, has silken heel and toe. "Little Daisy"—all sizes for children up to 12 years old, has reinforced heel and toe.

Order through your Wholesaler

The Chipman-Holton Knitting Co., Limited

Largest Hosiery Manufacturers in Canada

Hamilton - - - - - - Ontario

MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Toronto

Branch Offices:
MONTREAL AND WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE-MARK

SUNSHINE HOSIERY REGISTERED

MONARCH-KNIT

MADE-IN-CANADA



Monarch-Knit Pictorial News
English d gs of war in gala attire. To-day they are stripped for action.

"MONARCH-KNIT" Resourcefulness surmounts all the obstacles raised by present war conditions.

066—A neat coat for juveniles, made in good quality with shawl collar.

Belmont—one of the "MONARCH-KNIT" exclusive styles in silk knitted coats. Send for samples of our new range.



THE BELMONT

"MONARCH-KNIT" Silk styles embody that style appeal that never fails to win a woman—a swing that distinguishes them from any other products. Special attention is given to designing beautiful weaves, distinctive styles and careful finish. Made in all the latest two-tone and solid color effects. Make your store the centre for up-to-date styles. We will be pleased to submit samples and any orders will receive our prompt attention.

The Monarch Knitting Co., Limited

DUNNVILLE, CANADA



M269—Extra fine quality Cardigan Coat for men, made in special colors for club orders.





"BELMONT," L-521, with sash

MADE IN CANADA

The cut in the upper right-hand corner illustrates two of our Leaders in Silk Knitted Coats and Caps. L-521 can be made with or without sash.

THE MONARCH KNITTING COMPANY LIMITED

"MONARCH-KNIT"
the Standard for Style, Quality and Workmanship







Have you seen our new Tipperary and Leicester Square Caps? Silk for Summer wear, and worsteds, plain and Angora finish, for cold weather.

AVON KNIT UNDERSKIRTS

The change of fashion in women's dress will favor the sales of knitted underskirts. Next Fall and Winter should see an unprecedented demand for these useful articles. No garment of the same weight will give as much warmth and protection where it is needed as the knitted underskirt.

We make several popular numbers for

WOMEN MISSES and CHILDREN

In the opinion of buyers these lines are the best values on the market. A postcard will bring you samples.



AVON HOSIERY, LIMITED

STRATFORD - - - CANADA

Richard L. Baker & Co., 100 Wellington Street West, Toronto, Ont.
Representatives.

JAEGER
Fine Pure Wool

SHIRTS and WAISTS

THE MOST POPULAR

Spring and Summer Wear

WOOL TAFFETA,	**selling**	**at**	**$4.50**	**each**
WOOL CREPE,	"	"	**3.50**	"
WOOL ZEPHYR,	"	"	**3.25**	"

Collars to match, 50c. extra

UNIT COMBINATION SHIRTS in all qualities

WHITE WOOL ZEPHYR UNDERWEAR, loose fitting



Made in our own factory from exclusive designs in the smart tailored style that meets the most exacting demands.

Pattern sets on application to

Dr. Jaeger's Sanitary Woollen System Company Limited

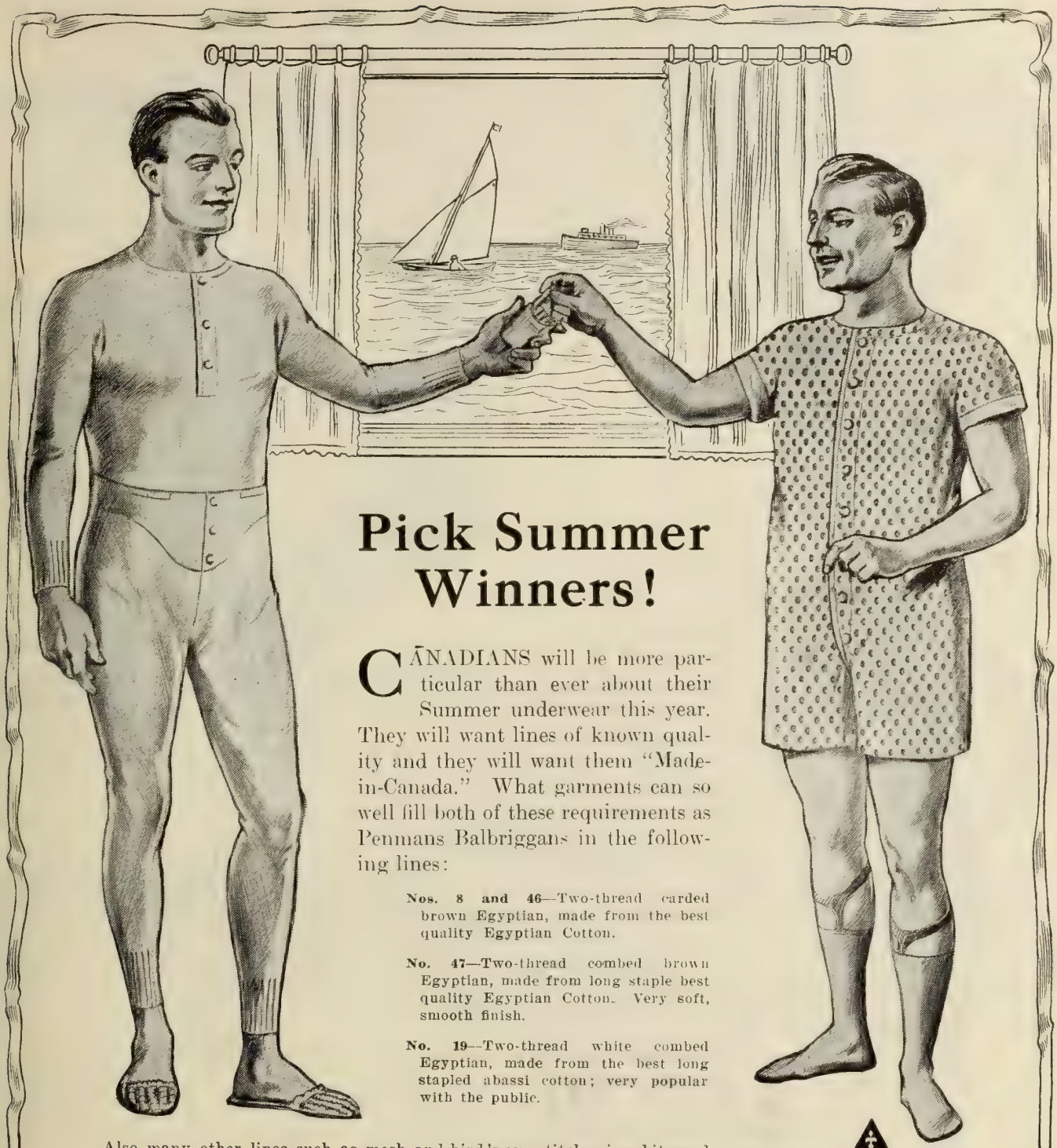
Head Office and Warehouse:
243 Bleury St. MONTREAL

Ladies', Men's and Children's SUMMER UNDERWEAR

We are in a position to fill repeat orders at short notice for the popular line of Harvey Brand Ladies', Men's and Children's Summer Underwear.

Harvey Knitting Co.

WOODSTOCK, ONTARIO



Pick Summer Winners!

CANADIANS will be more particular than ever about their Summer underwear this year. They will want lines of known quality and they will want them "Made-in-Canada." What garments can so well fill both of these requirements as Penmans Balbriggans in the following lines:

Nos. 8 and 46—Two-thread carded brown Egyptian, made from the best quality Egyptian Cotton.

No. 47—Two-thread combed brown Egyptian, made from long staple best quality Egyptian Cotton. Very soft, smooth finish.

No. 19—Two-thread white combed Egyptian, made from the best long stapled abassi cotton; very popular with the public.

Also many other lines such as mesh and bird's-eye stitches in white and brown Egyptian shades, and a large variety in other flat lines. Made in all styles and cuts, two piece, union suits, athletic, etc.

Penmans Limited - Paris, Ont.



Penmans Balbriggans



Straight Talks from Moncton

By Humphreys

NUMBER THIRTEEN

Fits like a new glove but comfortable as an old one



A Humphreys Combination

"Fits like a new glove" is quite descriptive of the neat, body-conforming lines of Humphreys Underwear and being unshrinkable, made as it is from the finest long Maritime wool, it retains its delightful, snug, but easy fit.

For a permanent business builder in your men's dept., one that captures first sales and ensures future business, try **Humphreys Unshrinkable** for Fall and Winter 1915-1916.

THE LABEL THAT ENSURES BUSINESS

Humphrey UNSHRINKABLE

MADE-IN-CANADA

Write for samples.

E. H. Walsh & Co., Toronto

Selling Agents for Canada

Humphreys Unshrinkable Underwear, Limited

Moncton, N.B.

"Craftana"

Registered No. 262,0[illegible]



THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP,* it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR,* and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET,* making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

TRADE MARK

MADE BY THE GODERICH KNITTING CO.

—a word to the wise

It will certainly pay you to plan and buy **now** for next Fall and Winter. A few minutes now spent in looking over the samples of the old reliable line of **Maple Leaf Brand Hosiery and Mitts** will mean dollars saved for you when our present supply is exhausted and prices bound to soar. Wait for our traveller or write for samples.

Goderich Knitting Co., Limited

GODERICH, ONTARIO

Made-in- **Peerless** REGISTERED *Canada*

—the underwear that will turn a window display into a sales magnet

Let us help you arrange an underwear display that will attract the women. Send to-day for Peerless Show Cards to brighten up your window. Sent free of charge.)

Ontario—
C. & A. G. Clark, Empire Bldg., Wellington St., Toronto.

British Columbia—
J. J. Mackay, 504 Mercantile Bldg., Vancouver.

Quebec—
Ernest Hamel, 66 Rue de L'Eglise, Quebec, Que.

Maritime Provinces—
E. R. Woodill, 21 Roy Bldg., Halifax, N. S.

Manitoba and The West.
The Hanley & Mackay Co., 139 Albert St., Winnipeg.

Montreal—
W. A. Kennedy, 101 Mappin Webb Bldg., Montreal.

The Peerless Underwear Co., Limited
HAMILTON, CANADA

LADIES', MISSES' AND CHILDREN'S FINE UNDERWEAR

Zenith BRAND

Crescent BRAND REGISTERED

"Velva" BRAND

FOR FALL

have the full approval of the Canadian Underwear trade. Don't decide on your Fall, 1915, stock until you have considered well these three popular brands of ladies', misses' and children's underwear.

MANUFACTURED ONLY BY
S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents
RICHARD L. BAKER CO., 100 Wellington St. West, Toronto, Ont.

FUR DEPARTMENT

Lower Sale Prices

Big Drop in Skins at London Sales in March—Declines as Much as 50 P.C.

THE London fur sales held the latter end of March found a market out of which the bottom had nearly dropped. Declines were very heavy compared with one year ago, and wolf and bear with Southern muskrat alone held their own. Below are given particulars furnished by the daily cables from London:—

March 20.—At the Sampson sales Australian opossum declined 50 per cent. compared with last June, wombat declined 20 per cent.; red fox, 20 per cent. seal was unchanged.

March 22.—At the Hudson's Bay Co.'s sales to-day a part of the musquash and beaver sold at 30 per cent. decline. No otter was sold. A few fisher and red fox were sold. Mink and silver fox were sold out. Of the blue fox offerings, a part were sold at a moderate decline. Bear and cross red fox in good demand and unchanged. Wolf sold at the January rates. Lynx was irregular at 30 to 40 per cent. decline, and a part of the offering was withdrawn.

Hudson's Bay Fur Co.

Muskrat, 30 per cent. lower than last March.

Beaver, 25 per cent. lower than March.

Red fox, 25 per cent. lower.

Cross fox, 25 per cent. lower.

Silver fox, 25 per cent. lower.

Blue fox, 25 per cent. lower.

White fox, 20 per cent. lower.

Fisher, 25 per cent. lower.

Wolf, 10 per cent. higher than last March.

Lynx, 40 per cent. lower.

Sampson & Co.

Wolf, 10 per cent. higher than last March.

Wolverine, 25 per cent. less than last March.

Beaver, same as last March.

Martin, 40 per cent. less.

Sable, Russian, 40 per cent. less.

Mink, unsalable.

Opossum, Australian, 50 per cent. less than last June.

Red fox, Australian, 20 per cent. less than last June.

Salted fur seal, same as last June.

March 24.—Wolf advanced 10 per cent. to-day. Wolverine declined 20 per cent.

Mink and mole were unsold.

Gray fox declined 60 per cent.

At the Nesbitt sales, prices were so low generally that most of the offerings were withdrawn. Wolf and bear held up, but cross fox dropped 10 per cent., ermine 20 per cent.

March 25.—At Sampson & Co. sales brown muskrat was 40 per cent. down.

March 26.—There were 165,000 skunk offered to-day, decline was 40 per cent. On 130,000 American opossum the decline was 50 per cent.

Among those withdrawn at Nesbitt's sale were otter, mink, silver and white fox, and marten. Manitoba muskrat were 30 per cent. lower than June. Canadian, Eastern and Michigan muskrat 40 per cent. lower.

A. & W. Nesbitt's Closing.

Skunk, best section, black and short stripe, 25 per cent. lower than last June.

Skunk, thirds, black, long stripe and white, 40 per cent. lower than last June.

Skunk, southwestern and medium, 40 per cent. less than last June.

Opossum, choice, extra large, Northern, 20 per cent. less than last June.

Opossum, thirds, full June prices.

Other grades and sections, 50 per cent. lower than last June.

LITTLE FREE STORAGE.

Unless there is some special reason, furs should not be stored free of charge. There are special cases where furs are stored by arrangement free of charge, but this is a matter between the store and the customer. Suppose, for instance, a fur coat is sold in March or April, the merchant might as an inducement offer to store the coat until the following Autumn. Or it might be that there was some alteration to be made after the workrooms were closed, and the storage might be arranged until the workrooms are open again in the Fall. Taking it altogether the storage of furs should be made to help to pay the wages during the slack season.

Storing of Furs

Usual Charge is About 3% With a Minimum Rate for Cheaper Articles—Special Fire Policy Needed.

ONE source of profit during the Summer months to many dealers in furs comes from the storage of furs for their customers during the season when the moths get in their fine work. These fur dealers have to make proper provision for storing and caring for their own stocks and it means that very little more trouble and expense is occasioned by making the necessary provision for looking after their customers' furs. The general public greatly appreciates this extending of storage facilities as it takes all trouble off their hands and insures that valuable furs will be in good condition when they are wanted again at the beginning of the Fall season. With the best of home care it is often impossible to keep furs from the ravages of the moth, for there are seasons when the household pests are particularly destructive and when all measures taken by the housewife fails to keep them down. Therefore there is no wonder that the business is on the increase and that merchants who store furs find that each year nets them a larger profit from this source.

It will be found necessary to have a minimum charge. Take for instance the storage of furs on a 3 per cent. basis. A set valued at $20 would only bring 60c. and this would not cover the expense of calling for and delivering, and of the frequent inspections necessary to keep the furs in good order. Again there may be cases where several articles may be sent in and the charge may not be on this basis above one or two dollars, and one or more of these articles may be wanted out once or twice during the period when they are stored.

Just a word about insurance. Many merchants are under the impression that their ordinary policies covering the stock on the store shelves also cover the furs that belong to their customers. This is not the case and a special policy must be taken out. The cost of this special policy is not, however, large.

LOWER PRICES HELP TRADE.

Outlook For Big Season in American Furs—Styles Still Unsettled.

FURS at greatly reduced prices proved attractive during the past Fall and Winter, and the prospect that furs will be reasonably priced during the coming season taken together with the fact that business conditions are improving makes the outlook much brighter. In many centres furs sell extensively to tourists from the States and other countries, and in the coming Summer the opportunities are exceptional for the development of this class of trade. Canada in the past has had a large influx of visitors from the South during the Summer months, and because Europe will be well nigh closed to travelers for pleasure during the coming Summer the tourist business in Canada should be larger than ever.

European furs will be at a premium and in some lines unobtainable, but on the other hand American furs will be plentiful and can be sold at prices that will be distinctly attractive. This should mean that a good business will be done in furs at all points where tourists touch next Summer.

Stores in Toronto, Montreal and many other centres always make special displays during the Summer months of high class furs made up in advance styles. Designers are busy in preparation at the present time but the unsettled conditions that prevail mean that authoritative fur fashions will be placed on the market at a later date than usual this year. This is one and the chief reason why fur styles will not develop quite so soon this season. Another is that few buyers care to place orders quite so far ahead as has been the custom in other years, and therefore there is less necessity for making such early showings.

With Persian lamb in short supply, and with prospects for future supplies uncertain as even after the war is over it will take some period of time before the production and conditions are restored, Hudson seal should be the leading fur both for coats and for sets. Hudson seal will be combined with ermine and with skunk or Alaska sable as it is called in the language of the fur trade. Musquash is the fur that buyers are looking forward to as a big seller. Prices will be right, and the value and the wear will be there.

The question of styles is one that is receiving anxious consideration as styles must be right or the garments will remain on hand. The fur designer has more problems to cope with than designers in other lines, for the average woman when she pays a high price for a handsome fur coat expects that it will remain in good style two or even more seasons without extensive alteration. Therefore the style has to be more than just the leading one of the moment. It has to be right from the foundation and along the real trend of the style tendency, so that it will be good style for more than the present season.

This is why furriers save in the case of a few novelty garments seldom or never show coats featuring the extreme points of the vogue. They are too short lived for profitable selling and their only real use is for show pieces to draw attention to the more staple styles .

One feature that is quite settled is the matter of the sleeve-all sleeves are set-in at the natural arm hole, though as a concession to comfort this armhole is so cut as to give plenty of freedom, and so that the coat easily slips on and off. Earlier it was thought that coats cut with a flaring skirt would be the style required for the coming season. So rapidly do styles change at the present time that designers already consider coats of this kind passe, and as they are not yet determined as to what lines the new models will conform it will be well on into April before the new models for 1915-16 can be shown.



Smart, snappy, new designs that will make your fur department more progressive.

We specialize in Hudson Seal, Electric Seal, Persian Lamb and Muskrat Jackets. Small furs Mink, Skunk and Wolf.

We will send you cuts of our latest models monthly upon request.

VINEBERG, SILVER & COMPANY

SOMMER BLDG., MONTREAL

DRY GOODS REVIEW BUYERS' DIRECTORY

Each manufacturer is entitled to classification under five heads, it being impossible on account of space to allow a more extended classification. Prompt notice should be given of any changes desired.

Artificial Flowers for Decoration.
L. Baumann & Co., 357 W. Chicago Ave., Chicago, Ill.
Schack Artificial Flower Co., 1739 Milwaukee Ave., Chicago, Ill.
Clatworthy & Son, Ltd., 161 King St. W., Toronto.

Bathing Suits.
Home & Watts, 19 Duncan St., Toronto.
Allen Mfg. Co., Toronto, Ont.

Batting.
Robt. Henderson & Co., 181 McGill St., Montreal, Que.

Beads.
Ideal Hair Goods Co., Toronto, Ont.

Belts, Ladies'.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Blankets.
Penmans, Limited, Paris, Ontario.
Fraser, Mather Co., Winnipeg, Man.
Wm. Laidlaw Cumledge Mills, Duns, Scotland.

Boys' Clothing.
Jackson Mfg. Co., Clinton, Ont.
Geo. C. Poole Co., Darling Bldg., Toronto.

Boys' Wash Suits.
Home & Watts, 19 Duncan St., Toronto.
Flett, Lowndes Co., Toronto, Ont.
Oppenheim & Roggen, 84-90 Fifth Ave., New York.

Boxes, Fancy.
Hercules Boxes, Ltd., 400 Richmond W., Toronto.

Braids and Cords.
Moulton Mfg. Co., Montreal, Que.

Brassieres.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Burlap (Dyed, Oil Coated and Sized).
Stauntons, Ltd., 934 Yonge St., Toronto.

Burlaps.
The Dominion Oil Cloth Co., Montreal, Que.

Buttons.
Forsyth Kimmel & Co., Berlin, Ont.
Moulton Mfg. Co., Montreal, Que.
Ashton & Pulford, 22 Black Piccadilly, Manchester, Eng.
A. Weyerstall & Co., 145 Wellington St. W., Toronto, Ont.

Buttons (covered).
Toronto Plaiting Co., Toronto, Ont.
A. Weyerstall & Co., Toronto.

Canvas Coat Fronts.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Caps.
Cooper Cap Co., Spadina Ave., Toronto, Ont.

Carpets.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Jno. M. Garland, Son & Co., Ottawa, Ont.

Cash and Parcel Carriers.
The Lamson Co., 126 Wellington St. W., Toronto.
Gipe-Hazard Store Service Co., 99 Ontario St., Toronto, Ont.

Cash Registers.
National Cash Register Co., 285 Yonge St., Toronto, Ont.

Chiffons.
Novelty Import Co., 76 Bay St., Toronto.
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

Cashmeres.
Scarborough, Nephew & Co., Halifax, Eng.

Children's Dresses.
Home & Watts, 19 Duncan St., Toronto, Ont.
Flett, Lowndes & Co., Toronto.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Star Whitewear Mfg. Co., Berlin, Ont.

Cloth Charts.
A. E. Putnam Co., Washington, Iowa.
A. S. Richardson & Co., 99 Ontario St., Toronto.

Clothing (Duck and all Specialties).
Defiance Mfg. Co., College and Bathurst St., Toronto.

Clothing (Made-to-measure).
Crown Tailoring Co., College St., Toronto
E. G. Hachborn Co., Toronto, Ont.

Coats (White).
Robert C. Wilkins Co., Farnham, Que.

Clothing Hangers and Racks.
Clatworthy & Son, Ltd., 161 King St W., Toronto.

Collars (Waterproof).
Arlington Co., 54 Fraser Ave., Toronto.
Parsons & Parsons Canadian Co., Hamilton, Ont.

Collars (Ladies' Linen).
C. W. Ferguson Collar Co., Troy, N.Y.

Comforters.
The Toronto Feather & Down Co., Ltd., 35 Britain St., Toronto.

Cork Carpets.
The Dominion Oilcloth Co., Montreal, Que.

Correspondence Schools.
The Shaw Correspondence Schools, Yonge and Gerrard Sts., Toronto.
Economist Training School, 239 W. 39th St., New York, N.Y.

Corsets.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Corset Clasps and Sanitary Necessities.
Parisian Corset Co., Quebec, Que.

Corset Covers.
F. G. Hayward Co., 77 York St., Toronto.

Cotton Blankets.
The Dominion Textile Co., Montreal, Que.

Cotton, Linen and Elastic Laces.
Parisian Corset Co., Quebec, Que.

Cotton Yarns.
The Dominion Textile Co., Montreal, Que.

Cottons.
Greenshields, Limited, Montreal, Que.
The Dominion Textile Co., Montreal, Que.

Cushions.
The Toronto Feather & Down Co., Ltd., 35 Britain St., Toronto.

Dress Fabrics.
McIntyre Son & Co., Ltd., Montreal.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Limited, Montreal, Que.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Law, Russell & Co., Ltd., Bradford, Eng.
Bradford Dyers Association, Bradford, Eng.
Scarborough, Nephew & Co., Halifax, Eng.

Dress Fasteners.
DeLong Hook & Eye Co., St. Marys, Ont.

Dress Forms.
Clatworthy & Son, Ltd., 161 King St. W., Toronto.
Delfosse & Co., Montreal, Que.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
Hall-Borchert Dress Form Co., 41 Lombard St., Toronto, Ont.
A. S. Richardson & Co., 99 Ontario St., Toronto.

Display Fixtures.
Clatworthy & Son, Ltd., 161 King St. W., Toronto.

Dress Shields.
I. B. Kleinert Rubber Co., Wellington St. W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

Dress Trimmings.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Canada Veiling Co., 84 Wellington W., Toronto.
The Moulton Mfg. Co., Ltd., Montreal.

Dresses.
Star Whitewear Mfg. Co., Berlin, Ont.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Livingston & Scott, Toronto, Ont.
Louis Stecher, 33 W. 34th St., New York.
Federal Costume Co., 53 W. 36th St., New York, N.Y.

Dry Goods.
Jno. M. Garland, Son & Co., Ottawa, Ont.

Embroidered Applique Letters.
Krauthelmer & Co., 20 Edmund Pl., Aldersgate St., London, E.C., Eng.

Embroideries.
Sterling Lace & Novelty Co., Toronto, Ont.

Fancy Dry Goods.
Thompson Lace & Veiling Co., 76 Wellington St. W., Toronto.

Feathers.
Dominion Ostrich & Feather Co., Toronto, Ont.
Strachan, Burden & Plaskett, 59 Wellington W., Toronto.
Jos. Leone, Jr., 314 Notre Dame Street west, Montreal, Que.

Flowers for Millinery.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Strachan, Burden & Plaskett, 59 Wellington W., Toronto.

Frilling.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
The Moulton Mfg. Co., Ltd., Montreal, Que.

Fringes.
Moulton Mfg. Co., Montreal, Que.

Furs.
L. Gnaedinger, Son & Co., Montreal, Que.
Laberge Chevalier & Co., Ltd., Montreal, Que.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.
Silver Bros. Co. "Furs," Ltd., Montreal, Que.
J. H. Bishop Co., Sandwich, Ont.

Furriers' Trimmings.
The Moulton Mfg. Co., Ltd., Montreal, Que.

General Dry Goods.
McIntyre Son & Co., Ltd., Montreal, Que.
J. & N. Phillips & Co., Manchester, Eng.
Vassie & Co., Ltd., St. John, N.B.
Cook, Son & Co., London, Eng.
Debenhams, Ltd., Montreal and Toronto.
A. Racine, Limited, Montreal, Que.
Hitchcock, Williams & Co., St. Paul's Churchyard, London, Eng.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock & Co., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
John King & Son, Glasgow, Scotland.
McIntyre, Son & Co., Ltd., Montreal, Que.
Jno. M. Garland Son & Co., Ltd., Ottawa, Ont.

Ginghams.
Wm. Anderson & Co., Ltd., Glasgow, Scotland.

Gloves.
Perrin Frere & Cie., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
McIntyre, Son & Co., Ltd., Montreal.
Dent, Allcroft Co., Montreal, Que.

Gloves (Working).
Hamilton Carhartt Mfg., Ltd., 535 Queen E., Toronto, Ont.
Big Four Glove Co., 73½ Bay St., Toronto.

Gowns.
F. G. Hayward Manufacturing Co., 77 York St., Toronto, Ont.

Grass Carpet Rugs.
Crex Carpet Co., 377 Broadway, New York, N.Y.

Hose Supporters.
The Berlin Suspender Co., Berlin, Ont.
Faire Bros. Co., Leicester, Eng.
I. B. Kleinert Rubber Co., Wellington St. W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

House Furnishings.
W. R. Brock Co., Bay and Wellington Sts., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Stonards, Limited, 7 Paternoster Bldgs., London, E.C., Eng.

Hosiery.
Chipman, Holton Knitting Co., Hamilton.
Penmans, Limited, Paris, Ont.
Mercury Mills, Limited, Hamilton, Ont. "Craftana."
Perrin Frere & Cie., Montreal, Que.
Greenshields, Limited, Montreal, Que.
Goderich Knitting Co., Goderich, Ont.
McIntyre, Son & Co., Ltd., Montreal, Que.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.
Wallaceburg Knitting Co., Wallaceburg, Ont.

Handkerchiefs.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Silks Co., 58 Bay St., Toronto, Ont.

Hats, Straw.
Vogue Hat Co., Montreal, Que.

Hooks and Eyes.
De Long Hook & Eye Co., St. Marys, Ont.

Hair Goods.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.

Hair Nets.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Burnet & Temple, Ltd., 4, Fitchetts Court, Noble St., London, E. C.

Hair Ornaments.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Walter G. Bretzfield, 43 Leonard St., New York, N.Y.

Individual Names on Tape.
Narrow Fabric Weaving & Dyeing, Ltd., Galt, Ont.

Infants Layettes.
Home & Watts, 19 Duncan St., Toronto,

Infants Novelties.
Rite Specialty Co., 35 W. 36th St., New York, N.Y.
Richard G. Krueger Co., 162 W. 21st St., New York, N.Y.
Bailey & Bailey, 27 E. 22nd St., New York, N.Y.

Indigos.
Franklin Mfg. Co., 260 Church St., New York. N.Y.

Knitted Goods.
Harvey Knitting Co., Woodstock, Ont.
Greenshields, Limited, Montreal, Que.
Zimmerman Mfg. Co., Hamilton, Ont.
The Monarch Knitting Co., Dunnville.
R. M. Ballantyne, Ltd., Stratford, Ont.
Galt Knitting Co., Galt, Ont.
C. Turnbull Co., Galt, Ont.
Goderich Knitting Co., Goderich, Ont.
Schofield Woollen Co., Oshawa, Ont.
Kingston Hosiery Co., Kingston. Ont.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.
S. F. Gibson & Co., East Ham, London, Eng.
Dr. Jaeger's Sanitary Woollen System Co., Ltd., 243-5 Bleury St., Montreal,
F. W. Robinson & Co., Bathurst and Wellington Sts., Toronto.
Wallaceburg Knitting Co., Wallaceburg, Ont.

Kimonas.
Kassab Kimona Co., St. Helen St., Montreal.
Martin, Smith Co., 350 Sorauren Ave., Toronto, Ont.

Knitting Wools.
Thos. Burnley & Sons, Nr. Leeds, Eng.

Linoleums.
The Dominion Oil Cloth Co., Montreal,
Jno. M. Garland, Son & Co., Ottawa, Ont.

Linings.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Bradford Dyers Association, 39 Well St., Bradford, Eng.

Linens.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Wm. Liddell & Co., Belfast, Ireland.
Old Bleach Linen Co., Randalstown, Ireland.
R. H. Cosbie, Wellington St. W., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Silks Co., 58 Bay St., Toronto, Ont.
Alphonse Racine, Ltd., 340 St. Paul St., Montreal.
McIntyre, Son & Co., Ltd., Montreal, Que.
R. D. Fairbairn Co., 105 Simcoe St., Toronto. Ont.
Novelty Import Co., 76 Bay St., Toronto.

Laces (Hand Made).
G. & S. Kassab & Co., Montreal, Que.

Laces.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Novelty Import Co., 76 Bay St., Toronto.
Sterling Lace & Novelty Co., Toronto,
Canada Veiling Co., 84 Wellington W., Toronto.

Lighting System.
Can. H. W. Johns-Manville Co., Toronto, Montreal, Winnipeg, Vancouver.

Leather Novelties.
P. W. Lambert & Co., 64 Lispenard St., New York, N.Y.
Julian Sale Leather Goods Co., King St. W., Toronto, Ont.
Western Leather Goods Co., 1191 Bathurst St., Toronto.

Ladies' Bust Forms.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Leather Novelties.
Walter G. Bretzfield, 43 Leonard St., New York, N.Y.

Men's Furnishings.
John M. Garland, Son & Co., Ottawa, Ont.
W. R. Brock Co., Bay and Wellington Sts., Toronto, Ont.
Alphonse Racine, Ltd., 340 St. Paul St., Montreal, Que.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.

Men's Neckwear.
Crescent Mfg. Co., Montreal, Que.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Ltd., Montreal, Que.

Mackinaws.
F. W. Robinson, Ltd., Bathurst and Wellington Sts., Toronto.

Mitts.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
R. M. Ballantyne, Ltd., Stratford, Ont.
Goderich Knitting Co., Goderich, Ont.

Malines.
Novelty Import Co., 76 Bay St., Toronto,
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

Millinery.
Debenham's, Ltd., Montreal and Toronto.
Morris & Saward, 21-22 Castle St., London W., England.
Gage Bros. & Co., Chicago, Ill.
D. B. Fisk Co., 225 N. Wabash Ave., Chicago, Ill.
D. McCall Co., Toronto, Ont.
Montreal Hat & Frame Co., Ltd., Montreal, Que.
Strachan, Burden & Plaskett, 59 Wellington St. W., Toronto, Ont.

Motor Coats.
National Rubber Co., Montreal, Que.
Defiance Mfg. Co., College and Bathurst Sts., Toronto.

Motor Scarfs.
S. F. Gibson & Co., East Ham, London, Eng.

Motor Vehicles.
MotoKart Co., 1790 Broadway, New York.

Nets.
Novelty Import Co., 76 Bay St., Toronto, Ont.
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

Neckwear (Ladies').
Ladies' Wear, Ltd., 84 Wellington St. W., Toronto, Ont.
Voss & Stuffmann, Montreal, Que.
Sterling Lace & Novelty Co., Toronto,
The Moulton Mfg. Co., Ltd., Montreal.
C. W. Ferguson Collar Co., Troy, N.Y.
Williams, Greene & Rome, Berlin, Ont.

Oil Cloths.
The Dominion Oil Cloth Co., Montreal.

Office Systems.
Copeland-Chatterson Co., Kent Bldg., Toronto, Ont.

Ostrich Feathers.
S. E. Porter & Co., Montreal, Que.
Jos. Leone, Jr., 314 Notre Dame St. W., Montreal.
J. Leone, 9 E. 20th St., New York.

Overalls.
Robert C. Wilkins Co., Farnham, Que.
Hamilton Carhartt Mfg., Ltd., 535 Queen E., Toronto, Ont.

Ornaments (Silk).
Moulton Mfg. Co., Montreal, Que.

Printed Cottons.
The Dominion Textile Co., Montreal, Que.

Patterns.
Home Pattern Co., New York, N.Y.
The McCall Co., 236 W. 37th St., New York, N.Y.
The Butterick Publishing Co., Butterick Bldg., New York, N.Y.
New Idea Pattern Co., 70 Bay Street, Toronto.

Pads.
Toronto Pad Co., 333 Adelaide St. W., Toronto, Ont.

Plated Jewelry.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.

Pin Tickets.
Copp, Clark Co., 517 Wellington St. W., Toronto, Ont.

Pillows.
Toronto Feather & Down Co., Ltd., 35 Britain St., Toronto.

Quilts.
Jonathan Dearden & Co., 11-13 Bridgewater Place, Manchester, Eng.

Ready-to-Wear.
Greenshields, Ltd., Montreal, Que.
Alphonse Racine, Ltd., 340 St. Paul St., Montreal, Que.

Raincoats.
C. Kenyon Co., 23rd St. and Fifth Ave., New York, N.Y.
Canadian Consolidated Rubber Co., Ltd., Montreal.
The Cravenette Co., Ltd., Well St., Bradford, Eng.
National Rubber Co., Ltd., Montreal, Que. New York, N.Y.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.

Ribbons.
W. H. Barry & Co., Montreal.
Belding Paul Corticelli Co., Montreal.
Silks Co., 58 Bay St., Toronto, Ont.

Suspenders.
Berlin Suspender Co., Berlin, Ont.
Lockhart Suspender Co., Philadelphia, Pa.

Spool Silks (For Manufacturers' Use).
Belding Paul Corticelli, Montreal, Que.

Sanitary Belts.
Walter G. Bretzfield, 43 Leonard St., New York, N.Y.

Staple Dry Goods.
W. R. Brock Co., Bay and Wellington Sts., Toronto, Ont.

Smallwares.
W. R. Brock Co., Bay and Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Limited, Montreal, Que.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Jno. M. Garland, Son & Co., Ottawa, Ost.

Store Fixtures.
Jones Bros. & Co., 31 Adelaide St. W, Toronto, Ont.
Clatworthy & Son, King St. W., Toronto.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
J. R. Palmenberg's Sons, 710 Broadway, New York, N.Y.
Delfosse & Co., Montreal, Que.
A. S. Richardson Co., 99 Ontario St., Toronto, Ont.
Taylor Mfg. Co., Hamilton, Ont.
Walker Bin & Store Fixture Co., Berlin, Ont.
H. L. Wood & Co., Noble and Strickland Streets, Toronto, Ont.
Can. H. W. Johns-Manville Co., Toronto, Montreal, Winnipeg, Vancouver.

Safety Pins.
DeLong Hook & Eye Co., St. Marys, Ont.

Store Fronts.
The Kawneer Mfg. Co., Niles, Mich.

Sweatercoats.
Penmans, Limited, Paris, Ontario.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
Monarch Knitting Co., Dunnville, Ont.
R. M. Ballantyne, Ltd., Stratford, Ont.
C. Turnbull Co., Galt., Ont.
Harvey Knitting Co., Woodstock, Ont.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.
F. W. Robinson, Ltd., Bathurst and Wellington Sts., Toronto.

Sanitas Wall Covering.
Stauntons, Ltd., 934 Yonge St., Toronto.

Skirts.
Arlington Skirt Co., New York, N.Y.

Show Cases.
Delfosse & Co., Montreal, Que.
H. L. Wood & Co., Noble and Strickland Sts., Toronto.

Skein Dyeing.
Narrow Fabric Weaving & Dyeing Co., Galt, Ont.

Sashes.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Silk Ornaments.
Moulton Mfg. Co., Montreal, Que.

Skirts (Plaited).
Toronto Plaiting Co., 600 Yonge St., Toronto, Ont.

Serges.
Scarborough, Nephew & Co., Halifax, Eng.

Scarfs.
Novelty Import Co., 76 Bay St., Toronto.

Shirts (Soft).
Robert C. Wilkins Co., Farnham, Que.

Summer Clothing.
Robert C. Wilkins Co., Farnham, Que.

Silks.
Belding, Paul, Corticelli Co., Montreal.
Louis Roessel & Co., Ltd., 64 Wellington St. W., Toronto.
Silks Co., 58 Bay St., Toronto, Ont.

Silk Woven Labels.
Colonial Weaving Co., Peterborough, Ont.

Scout Suits.
Defiance Mfg. Co., College and Bathurst Sts., Toronto.

Shirts.
Tooke Bros., Montreal, Que.
Crescent Mfg. Co., Montreal, Que.
Deacon Shirt Co., Belleville, Ont.
Defiance Mfg. Co., College and Bathurst Sts., Toronto.

Toques.
Reliance Knitting Co., King & Bathurst Sts., Toronto, Ont.
A. Burrit & Co., Mitchell, Ontario.

Tailors' Trimmings.
Toronto Pad Co., 333 Adelaide St. W., Toronto, Ont.

Tweeds.
Greenshields, Limited, Montreal, Que.

Tassels.
Moulton Mfg. Co., Montreal, Que.
Ashton & Pulford, 22 Back Piccadilly, Manchester, England.

Trousers (Duck).
Defiance Mfg. Co., Toronto, Ont.
Robert C. Wilkins Co., Farnham, Que.

Thread (Silk).
Belding Paul Corticelli Co., Montreal, Que.
J. Maygrove & Co., Ltd., 5½ Aldersgate St., London, E.C.

Thread (Linen, Carpet, Machine).
Walter Williams & Co., Montreal, Que.

Underwear.
S. Lennard & Sons, Dundas, Ontario.
Penmans, Limited, Paris, Ont.
Mercury Mills, Limited, Hamilton, Ont.
Reliance Knitting Co., King & Bathurst Sts., Toronto, Ont.
G. Brettle & Co., London, Eng.
Zimmerman Manufacturing Co., Hamilton, Ont.
Humphreys Unshrinkable Underwear, Limited, Moncton, N.B.
C. Turnbull Co., Galt, Ont.
Harvey Knitting Co., Woodstock, Ont.
Kingston Hosiery Co., Kingston, Ont.
McIntyre Son & Co., Ltd., Montreal, Que.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.
F. W. Robinson, Ltd., Bathurst and Wellington Sts., Toronto.

Umbrellas and Parasols.
R. D. Fairbairn Co., 105 Simcoe St., Toronto.

Vacuum Cleaners.
Invincible Renovator Co., 81 Peter St., Toronto.

Veilings.
Canada Veiling Co., Toronto.
Thompson Lace & Veiling C., 59 Wellington St. W., Toronto, Ont.
Novelty Import Co., 76 Bay St., Toronto. Ont.

Velveteens.
J. & J. M. Worrall, Limited, Manchester Eng.
"Louis," 57 Newton St., Manchester, Eng.

Vanity Cases.
Walter G. Bretzfield, 43 Leonard St., New York, N.Y.

Women's Outer & Under Garments.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.

Woollens and Trimmings.
John M. Garland Son & Co., Ottawa, Ont.

Wax Figures.
Clatworthy & Son, Ltd., 161 King St. W., Toronto.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
Delfosse & Co., Montreal, Que.
A. S. Richardson Co., 99 Ontario St., Toronto, Ont.
J. R. Palmenberg's Sons, 710 Broadway, New York, N. Y., U.S.A.

Whitewear.
F. G. Hayward Mfg. Co., 77 York St., Toronto, Ont.
Star Whitewear Mfg. Co., Berlin, Ont.

Waists.
Star Whitewear Mfg. Co., Berlin, Ont.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Ladies' Wear, Limited, 84 Wellington St. W., Toronto, Ont.
Martin, Smith Co., 350 Sorauren Ave., Toronto, Ont.

Window Shade Paper.
Stauntons, Ltd., 934 Yonge St., Toronto.

Wool Underwear, Men's.
Thos. Waterhouse & Co., Ingersoll, Ont.
Schofield Woollen Co., Oshawa, Ont.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.

Woven Labels.
Narrow Fabric Weaving & Dyeing Co., Limited, Galt, Ont.

Wallpaper.
Stauntons, Limited, 944 Yonge Street, Toronto, Ont.
The Watson Foster Co., Montreal, Que.
Colin McArthur Co., Montreal, Que.

Buyers' Guide

FOUNTAIN AIR BRUSH
Model A Price $20.00
The Standard Air Brush of the World
Show-Card Writers and Window-Trimmers cannot afford to be without one.
Send for Catalogue C-79.
Thayer & Chandler, Chicago

LARGEST MANUFACTURERS
Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.
The Botanical Decorating Company
(Incorporated.)
310 Fifth Avenue, Chicago, Ill.

BROCK & PATERSON LIMITED
ST. JOHN, N.B. HALIFAX, N.S.
The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.
MAIL ORDERS OUR ESPECIAL HOBBY

Classified Advertisements

POSITION WANTED

AS MANAGER OF READY-TO-WEAR DEpartment or dry goods by competent and well recommended young man of wide experience. Immediate engagement. Address D. D., care of Dry Goods Review.

AGENCIES WANTED

WANTED — DRY GOODS OR CLOTHING side line for Maritime Provinces on commission, by a successful traveller with best connection. Must be attractive, not weighing over fifty pounds. Reply at once. Address Box H.A.A., Dry Goods Review, Montreal.

WANTED — TO REPRESENT CANADIAN manufactured goods in Montreal or Province of Quebec. Highest credentials. X. Y. Z., care of Dry Goods Review, Montreal.

NEW TEXTILE. ONE AGENT WANTED IN each Canadian town for the sale of a new textile to Drapers, Tailors, Dressmakers, Manufacturers of Rugs, Quilts, Blankets, Mantles, Capes, Underwear of all kinds, etc. Must be energetic and have a good connection. The agency will be of great and increasing value, as the new textile for which there is an enormous sale in Paris and in London, is particularly suitable for the Canadian climate. No salary or expenses but liberal commission allowed. Write stating qualifications to "New Textile," c|o J. W. Vickers & Co., Ltd., 5, Nicholas Lane, London, England.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper

Feature Home Dressmaking

SIMPLY because the early part of the selling season is over is no reason why there should be a let up in featuring dressmaking supplies. Summer cottons will be showing and the temptation to buy a dress length will be all the stronger because women know that it can be easily and cheaply made at home. Home dressmaking does not mean sales just at the height of the season; it means sales all the year round, at any period when bargains are selling or when some fabric strikes the fancy.

All the big stores are carrying dressmakers' supplies together so that the woman who is shopping for these articles will be saved time as she will not have to go from counter to counter in search of what she wants. Merchants are featuring such articles as spool cotton and sewing silks, needles, pins, and hooks and eyes. They are also showing where all can see them the latest helps to dressmaking. This is always a large line and one that varies from time to time as styles change but there are numerous articles that are in general use.

Pleating and Button Covering.

In connection with dressmaking there is a big call for fancy stitching such as hemstitching, etc. Many of the new waists and dresses are basted together and all the seams finished in lines of hemstitching. The dressmaking supplies department should make arrangements with one of the many firms doing this work. These firms also do pleating and cover buttons. There is a constant and all the year round demand for this kind of work and the department that carries an agency of this kind has a means whereby trade is attracted to the store.

SALES METHODS OF BIG STAPLE DEPARTMENT.

(Continued from page 82.)

a line of towels, which is always good and always a ready seller.

White Goods in February.

The last two weeks in February are devoted to the sale of white cottons, sheetings, pillow cottons, lawn, nainsooks and all household linens. This is a sale that only a linen sale will come near touching at all in regard to returns. A large window is given this department for one week of the sale and dressed full of white cottons of every kind. Tickets are used in profusion, special signs announcing the sale of white cottons are used also, both outside and inside the store; the entire ledge over this department is dressed with white cottons the same as the window, and by the way has brought forth many a remark from out of town people, visitors and travelers especially.

March Linen Sale.

Then comes the sale of linens which is run in March, generally the second and third weeks. The same principle here as in the other sales is carried out, only we feature a big bargain in mussed or shop soiled linen, also a line of napkins, generally running a $5 napkin for $2.69 or $3.19 during the sale only.

Another at End of July.

Along about the end of July we run a big cotton sale such as ginghams, printed crepes, shirtings, etc., which we find clears out our stock wonderfully. In this sale we usually figure on getting a few good jobs to sell out. I have seen 20c. and 25c ginghams being sold for 8½c. a yard and, believe me, there was some rush, and a very gratifying one to the manager and the ad. man.

The last week in November and first in December another linen sale is run but the big feature this time will be fancy linens for Xmas gifts.

A special feature that must not be lost sight of is that hotels and cafes are usually advised of these sales which help wonderfully not only during the sale but at all times, as orders flow in frequently for large amounts.

SELLING CANARIES IN STORES.

A new and profitable department, introduced by a number of departmental, dry goods and general stores throughout the country, is for the sale of canaries and other birds, goldfish, etc. It is a department that attracts attention, and can be carried on with very little extra trouble or expense. It is also profitable and very interesting. One of the largest departmental stores in Toronto has been carrying on such a department for some time, and has made a great success of it. The approach of Spring and Summer makes the present an opportune time for opening a department of this kind.

FIRST STEP IN DEPARTMENTIZING.

(Continued from page 75.)

person in that office who knows the whole stock and it saves the time of the clerk.

Sales Register for Clerks.

Now so far as the sales register for the clerks is concerned, a form that was made for the Raymond Mercantile Co. of Alberta, a well-known firm, is reproduced here. It will be seen that the forms are ruled for clerk No. 1, 2, 3, and so forth. This page, which is reproduced here, by the way, is the second of a double page, a similar form being shown on the previous page, in this way giving room for ten clerks. The first column is for the check numbers. Many merchants use this system of marking down every check and the amount for each check, so as to see if any checks are missing, and in this way trace them. This prevents a clerk from making out a check and not handing it in. It is useful also in tracing transactions.

The next three columns are obvious. When all the sales slips used in a day have been filled up the total is made up under cash, charge and returns.

The natural continuation of this would, of course, be a monthly record, just as in the case of the departments. from the preceding daily pages,

In next issue samples of the monthly and yearly compilations will be given.

ONTARIO'S MORATORIUM.

From The Financial Post.

UNDOUBTEDLY the measure proposed by the Ontario Legislature which may be cited as the Moratorium Act, 1914, is reasonable except in one respect, and that is, it requires the mortgagee if he desires to enforce his contract, to get the permission of a judge in order to do so. Let us say here, however, that very few mortgagees will under present circumstances exercise the extreme right which the law has given them except under provocation. By provocation we mean the unnecessary avoidance of obligations. When any reputable lender or lending organization has good reason to believe that a debtor, previously having a good record, cannot pay, usually no attempt to foreclose or take other extreme measures will be made. If, however, it is quite apparent to the mortgagee or the lender that the debtor is in a position to pay his interest or principal no obstacle can be justly raised against proceeding according to the contract terms. Under any circumstances it should be left to the debtor to take the initiative in seeking relief. The Ontario Act, however, puts the boot on the other foot. It requires the lender in every case to get permission to foreclose, whereas it should be the duty of the debtor unable to meet his debt, "by reason of circumstances attributable to the present war," to take the initiative.

The lender has fulfilled his part of the contract when he furnished the money. The second part of the contract, that of repaying the debt, is the burden of the

debtor, and if he finds himself unable to comply with the terms of the contract to which he is a party owing to special circumstances, the gravity of which is admitted, it should rest upon him to initiate proceedings and set out before a judge why relief should be given to him. But the Ontario Government has thought fit to make it obligatory on the part of the lender to seek the permission of a judge before he can proceed under the terms of its contract.

We dealt with this question on February 27th under the head of "Where Contracts in Canada are Regarded as Scraps of Paper." We drew the attention of the Premier of Ontario, the Hon. W. H. Hearst, to that article, and he replied to us as follows:—

Editor, The Financial Post:

I have your letter of the 6th instant, with enclosures, for which I am obliged. I can scarcely understand the necessity of drawing my attention to the article entitled "Where Contracts in Canada Are Regarded as Scraps of Paper," as this article can have no possible reference to legislation on the subject referred to in this House, and I would judge that if the article were intended to refer to Ontario that the writer did not have the copy of the Bill before him. All the Ontario Bill does is to give power to judges to give relief from foreclosure, or from forfeiture on account of non-payment of principal, where the debtor is able to show to the judge that he is unable immediately to make his payment by reason of circumstances attributable to the present war.

Discretion is only given to the judge in cases of principal money, and does not even extend discretion to the judges in matters of interest, insurance or taxes, and the article to which you refer seems to recognize the reasonableness of a provision of this character. I may add that the principle of this Bill has been before trust companies, mortgage companies and investors for some months, and we have had no complaint or objection whatever from this class.

With reference to the other article on seed grain, I can only say that so far as the Province is concerned seed grain will only be supplied in a limited way and in small quantities to settlers in the northern portion of the Province, and I do not think it will interfere to any extent with mortgage securities. I am rather of the opinion where mortgages or liens upon the land exist, and the cases of such will be few, the proposed action of the Government will help rather than hurt the parties holding such liens or securities.

Yours truly,

W. H. HEARST.

In so far as the Premier's letter refers to contracts between mortgagees and mortgagors, we deem the attitude of the Ontario Government as being very reasonable and just with the exception that the seeking of relief should rest at the outset with the debtor and not with the creditor. We hope that the Government may see its way clear to make this change in Bill No. 72, which, we might add, we had before us when we discussed the question of moratoria in Canada under the head referred to. If the Ontario Provincial Government adopts our suggestion, we feel sure that it will have a very good effect in modifying extreme measures proposed to be taken by other provinces. Further, it will have a salutary effect in assuring lenders and investors generally that their rights are not to be subjected to limitation unless upon the initiative of a debtor able to show good cause under prevailing circumstances why relief should be given to him. Let us repeat that no considerate creditor or lender will demur at giving relief when the grounds for it are reasonable and proper.

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The TRADE W.G.R. MARK Boy's Blouse



is made with the same care as to detail which is bestowed on shirts having this brand, and which has made the trade-mark a household word.

Some of the outstanding features of our blouse are the neat-fitting collar, the shapely yoke, the perfect draw-string.



Cloths are selected with due regard to service and appearance, and what is probably of most importance to the mother in the household is, they are *color fast*.

Our factory is brand new, bright and clean, with every modern improvement, which enables us to secure the best class of skilled help.

Some stock for immediate delivery.

The Williams, Greene & Rome Co. of Berlin, Limited

Manufacturers of

Shirts Collars Pyjamas Night Robes Summer Underwear Boys' Blouses

DE LONG QUALITY

ORIGINAL

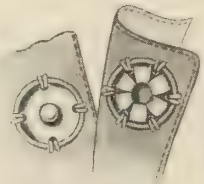
DE LONG HOOK AND EYE

See that **hump?**

TRADE MARK REG. U.S. PAT. OFF.

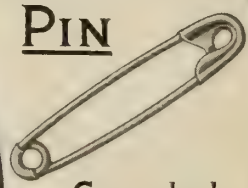


DE LONG PRESS BUTTON



World's Flattest Fastener

DE LONG SAFETY PIN



Guarded Coil Rust? NEVER!!

Get the full benefit of the

DE LONG NAME AND DE LONG ADVERTISING

Carry the whole line. No risk—our policy protects you.

Liberal Exchange Privileges and Extensive Advertising Guarantee Your Sales.

Nub HOOK AND EYE

Bless that **Nub!**

TRADE MARK REG. U.S. PAT. OFF.



DE LONG CO. HAIR PIN



The Package with the White Band

THE DE LONG HOOK AND EYE COMPANY

of Canada, Ltd.

St. Marys, Ontario

DRY GOODS REVIEW

Vol. XXVII No. 7



May Number
1915

THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE - - 143-153 UNIVERSITY AVENUE, TORONTO



As long as the sun continues to shine

the beautiful, soft, snowy-white *Old Bleach Linens* will be produced. Miles and Miles of linen are now stretched over the grass-clothed meadows of old Ireland, bleaching slowly and surely and in Nature's own way, leaving the fabric uninjured by strong chemicals, delightfully soft to the feel and wear-resisting.

Are you ready for the June wedding gift demand?—
Stock carried in Toronto. Order now.

R. H. COSBIE, LIMITED

IRISH LINEN AGENCY

30 West Wellington Street, Toronto

Now is the Time

when embroidery stocks are depleted because of early whitewear sales.

In sorting up for Summer trade remember we can supply all requirements on shortest notice. We are specialists in popular-priced lines. If you want to give **permanently best values** at 5, 10 or 15c or upwards you can obtain them from our stock at any time.

IMPORT ORDERS

For import we wish to advise our customers that they can only expect adequate service by placing orders early, as naturally, owing to the war, both manufacturing and transportation in Europe are more or less disorganized.

G. THOMA & CO.

Manufacturers of Swiss Embroideries

ST. FIDEN, ST. GALL, (Switzerland)

AGENT:

J. H. Gagnon, Unity Building, Montreal

THE McKINLEY EDITION OF TEN CENT MUSIC

will always hold first place as an Edition of **Standard, Classic and Teaching Music**

as an established demand for this line of Music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself to thousands of dealers to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 200 per cent.** to the dealer.

The McKinley Edition (Revised for Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealer's imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for samples and particulars to-day

McKINLEY MUSIC CO.

The Largest "Exclusively Sheet Music House" in the World

CHICAGO: 1501-15 EAST FIFTY-FIFTH ST.

NEW YORK CITY: 80 FIFTH AVENUE

Summer Goods—

THIS Summer there will be a big demand for grass floor coverings for summer houses and cottages and clubs.

DELTOX
Grass Rugs and Carpets

will help you supply that demand. Deltox fine weave grass rugs and carpets are made up in many patterns and colors.

Send for colored folder showing some of these rugs in their different colors, also for full particulars of sizes and prices.

Specials for Quick Clearance

Bleached Damask Napkins—creams—seconds—slightly imperfect—sizes 19½" —20"—22"—24". Prices range from $1.25 to $2.60 per dozen. Fully 33 1-3% below to-day's regular prices.

GREENSHIELDS LIMITED

Victoria Square Montreal

GINGHAMS will be in Good Demand in 1915.
Stock **THE POPULAR BRAND**

The Range of "ANDERSON'S" is finer than ever
and are being shown by ALL WHOLESALE HOUSES



WM. ANDERSON & CO., Ltd.
PACIFIC MILLS, GLASGOW
SCOTLAND

STAPLES! RIGHT!

Our policy in buying staples, commenced early last autumn, has resulted in our having been in a position to take advantage, for your benefit, of each and every drop in price. We never contracted greater than to the extent of taking good care of orders from day to-day.

Now, we have an up-to-date, complete stock at the latest rock-bottom prices.

A few lines that will testify as to the values we are offering :—

No. 150. White Flannelette, 35 ins. wide, at 11½c. a yard
" 100. " " 28 " " " 8c. "

You must see the soft, clean finish to appreciate these cloths.

No. 350. Grey Cotton - 36 ins. wide, at 7¾c. a yard
" 22. " " - 35 " " " 7½c. "



A TRIAL ORDER OR REQUEST FOR SAMPLES WILL HAVE CAREFUL ATTENTION

John M. Garland, Son & Co.
Limited
OTTAWA, CANADA

TRADE
D J A
MARK

Trade and Consumers

both know this trade-mark. For years the name of

David & John Anderson

stamped on ginghams, high-class voile, crepe and shirtings, has meant the best that could be procured. The finest ginghams and shirtings made are the product of D. & J. Anderson's looms.

Further particulars may be had from our traveller, or write us direct.

Greenshields Limited

Victoria Square MONTREAL

SOLE AGENTS FOR CANADA

You can count on safe and prompt delivery



of the following

Cotton Webbings, Bindings and Tapes, Boot Loopings and Top Bandings, Woven Name Labels or Loops of any description, Elastic Braids or Webbings, Mending Wools, Sewing Cottons and Embroidery Yarns, Braces and Hose Supporters, Cork Insoles and Wool Slipper Soles, Corset or Boot Laces, or Wood Lasts.

LET US HELP YOU.

Although we are executing large orders from the Admiralty and the War Office for our gallant fighting men, the facilities we possess at our seven English Factories enable us to give full attention to our customers' requirements.

FAIRE BROS. & CO., LIMITED, LEICESTER, ENG.

AND 19, FORE STREET, LONDON, E.C.

LONDON WAREHOUSES:
51-52 ALDERSGATE ST.,
E.C.

MILLS: St.ALBANS
and REDBOURN, HERTS

J. MAYGROVE & CO. Limited

MANUFACTURERS OF

SILK THREADS, SUITABLE FOR
WEAVING, KNITTING and EMBROIDERY

also Italian, China and Japan Trams, Organzins, Sewings, Flosses, Spuns and Twists

MACHINE SEWING SILKS : : :
EMBROIDERY SILKS and FLOSSES

ALSO ARTIFICIAL SILK FOR WEAVING, KNITTING and EMBROIDERY

CANADIAN REPRESENTATIVE

F. A. TURNER, 52 Bay Street, TORONTO

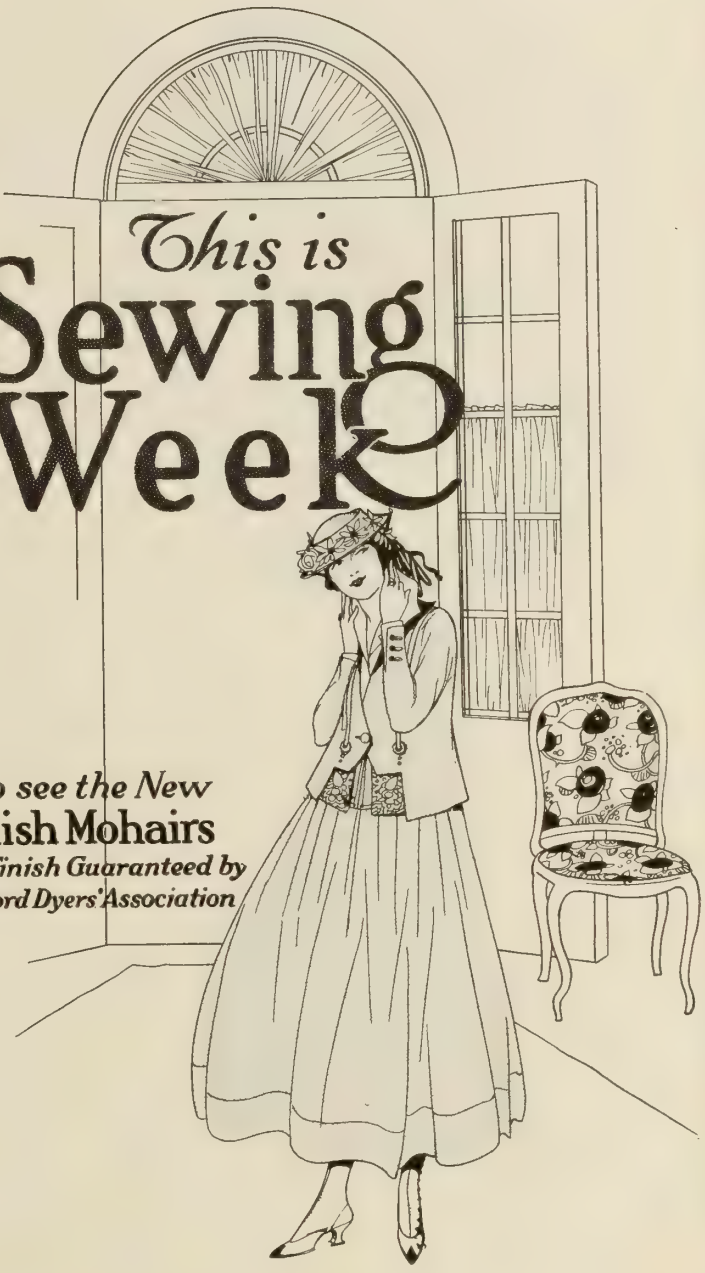
English Mohairs

This is your great opportunity to feature English Mohairs (guaranteed by the B.D.A.)

You will get your reward not only in large sales for spring and summer, but you are also laying the foundation for greater-than-usual, all-year-'round business.

In style now—in style always, you promote staple dress goods selling when you stock English Mohairs.

See the new shades, and stock English Mohairs (guaranteed by the B.D.A.) at once.



Electrotypes of above "*Sewing Week*" cut supplied in 1, 2, 3, 4 and 6-column sizes, *Free*, on request to B.D.A. American Bureau, 235 West 39th Street, New York City.

The Bradford Dyers' Association, Limited

of Bradford - - England



When buying Hosiery ask for

HAWLEY'S "HYGIENIC BLACK"

There is no better Dye in the World.

Every Pair Warranted Fast to Washing, Hard Wear and Perspiration.

Works - Hinckley, England.

LIDDELL'S

Gold Medal Linens

FOR CANADA'S JUNE BRIDES

Now for a pretty, inviting linen trim. By all means spare a window once a week at least for a linen display during May and June. Show the nicest patterns from the Liddell range. If you want something to tone up your exhibit, write to-day for a few good pieces, such as an Irish hand-embroidered bed spread, table cloths, etc. Exclusive in design—just the thing for wedding presents.

Start your linen displays now.

R. H. COSBIE, LTD.
IRISH LINEN AGENCY
30 West Wellington St., TORONTO

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

Taking Advantage of Enquiry Department

Just a Few Samples of the Directions in Which the Service Department of The Review Furnished Information to its Readers During the Past Month.

WHEN you become a subscriber to "The Review" this is part of the service you buy. Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Service Department is at your disposal at all times.

We are glad to be of any possible assistance to our readers, and requests for information are most welcome. Cut out the coupon below and use it when you would like us to give you information.

The following are a few of the inquiries received and answered during the past month.

Yorkton, Sask.—A trade journal dealing with the textile industry.

St. John, N.B.—List of cap manufacturers.

Yarmouth, N.S.—Where can we buy mill yarn from the manufacturers,—that is Canadian-made woolen yarn?

Lloydminster, Sask.—A firm manufacturing ladies' ready to wear millinery?

Antigonish, N.S.—In what Toronto paper do the best advertisements of T. Eaton Co. appear?

Vancouver, B.C.—I would appreciate you putting me in touch with the manufacturers of yarns.

St. Mary's, Ont.—Addresses of the American Lady Corset Co. and Nemo Corset Co.

Simcoe, Ont.—Can you find us the adrress of the firm manufacturing "WOLTEX" Clothing for men?

St. John, N.B.—Please put us in touch with some one supplying infants' bassinettes and baskets. Ask them to send us a catalogue.

Guelph, Ont.—A firm manufacturing prism glass.

Zephyr, Ont.—Suit which appears on cover page, April issue, Dry Goods Review.

———, Sask.—Do you you know of a good, bright, dry goods man, a window trimmer, card writer and general salesman?

Oxbow, Sask.—Do you publish a book on window decorations?

Chapleau, Ont.—Ladies' made to order suits and coats?

Quebec, Que.—Would be obliged if you can give me information regarding money belts for soldiers?

Woodrow, Sask.—Can you let me know from whom I can procure new electros for advertising purposes?

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME_____

ADDRESS_____

Carpets and Housefurnishing

SORTING SEASON



We are particularly well prepared for the Sorting Season, having ample ranges in all classes of Household requisites.

These goods are attractive in value and comprise a large and varied assortment of especially good designs.

Letter Orders and Enquiries will receive prompt attention.

RUGS

Our range of Seamed and Seamless Tapestry, Velvet, Brussels, Wilton and Axminster Squares, represents an excellent selection of good selling patterns.

LINOLEUMS

Plain Linoleums, Cork Carpet Linoleums, Inlaid Oak Plank, Inlaid Tile Linoleums—also a complete stock of leading lines in Imported and Canadian Printed Linoleums and Floor Oilcloth.

Stair Oils and Parquetry Surrounds. Japan Matting and Matting Rugs.

DRAPERIES

Full assortment of Nottingham and Swiss Lace and Bungalow Curtains, Scrim Novelty Curtains and Nets, Plain and Colored Scrims.

The W. R. Brock Company, (Limited)

TORONTO

DRY GOODS REVIEW

The Recognized Authority of the Canadian Dry Goods Trade

Published First Wednesday in each Month. Advertising Forms close Preceding Wednesday.

Vol. XXVII TORONTO, MAY, 1915 No. 7

GENERAL ARTICLES.

Frontispiece—A Drecoll Model, Direct from Paris.
Selling 270 Pillow Slips by Phone in One Day.
Current Market Reports.
The Review's Problem Competition—Winners and the New Problem.
Preparing for the June Bride.
Prospects Bright for Whitewear Sales in June.
Increasing the Farmers' Buying List.
Devices of Other Merchants.
Views of the Retail Trade—Letters to the Editor.
Trade News—20 Years Ago and Now.
Card Writing Made Easy—Article No. 5.

SPECIAL DEPARTMENT ARTICLES.

Cosy Corner a Good Drapery Salesman.
Useful Methods in Dress Goods Department.
Letter From Switzerland on Ribbon Situation.
Window Trims for the June Bride.
A Winnipeg Millinery Store, in French Gray Enamel.
Advertising Shoes with "Living" Photographs.
Popular Models in Summer Dresses.

THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President.* H. T. HUNTER, *General Manager*
T. B. COSTAIN, *Managing Editor.*

(ESTABLISHED 1888)

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF.

THE DRY GOODS REVIEW

F. M. Alexander, *Manager*
A. B. Caswell, *Montreal Representative*
F. A. Cockburn, *Toronto Representative*
S. S. Moore, *Ontario Representative*

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CHIEF OFFICES.

CANADA—Montreal, 701-702 Eastern Townships Bank Building; Toronto, 143-149 University Ave., Telephone Main 7324; Winnipeg, 34 Royal Bank Building, Telephone Garry 2313.

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 140 So. Dearborn St., Room 607, Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; Other Countries, $3 a year; Single Copies, 10 cents. Invariably in advance.

Direct to Dry Goods Review from Drecoll, Paris



Grande robe du soir en tulle soie entierement rebrodee de tubes et boules de jais. Corsage et manches tulle noir sur mousseline rose chair. Fond liberty et mousseline de soie.

Evening gown of black silk and tulle embroidered with tube beads and balls of jet. The waist and sleeves are of the black tulle over flesh pink mousseline. The foundation is of liberty and mousseline de soie.

Dry Goods Review

VOL. XXVII. TORONTO, MAY, 1915 No. 7

Sold 270 Pillow Slips by 'Phone in a Day

Successful Experiment of Head of Linen Department in Limiting Special Bargain to Telephone Orders—Trebled Business in Linen Sale—Phone Orders vs. Counter Orders.



DURING our linen sale I organized a Telephone Order Special with the heading: "Buzz, Buzz, Buzz," and the wording: "None of this special sold in the store," — b u t 'phone orders only. It was a real w i n n e r. I sold 270 pillow slips at 15 cents by a 'phone special one day this month. We pay for our 'phones; why not bring in business with them?

This is an extract from a letter received by The Review from Mr. E. Dunn, manager of the linen department of Goodwin's, Montreal. The experiment —for such it undoubtedly was—is a most interesting one. We are accustomed to read now and then: "No 'phone orders taken," but it is a rare occurrence to see: "Only 'phone orders taken." An apparent elevation of the 'phone above the counter. Apparently approving 'phone orders before the custom of people who enter the store and move around from circle to circle, department to department. The Review presents below the other side of the case, a composite view of a number of department heads, but is in no wise convinced that they hold the better brief. The subject —the situation presented so vividly and in a rather novel manner by Mr. Dunn —is surely worth a test.

Sent Out Linen Catalogues.

Before presenting both sides of the case, let us complete the account of the April Linen Sale: for it contains some good points besides the 'phone items.

Mr. Dunn issued a catalogue of 12 pages, each 5 x 8 inches, on coated paper, a sample page of which is given in this article. This itself, we believe, is another new idea. Each page contained items under prominent headings with the prices attached. There was on one page a "Great Combination Offer"—repeated in the ad.—of a big bale of goods for $18.50. This was directed chiefly to country homes or hotels as it included a comforter, a quilt, 2 sheets, pair of blankets, 6 linen glass towels, napkins, etc. A copy was mailed to 1,000 cafes, boarding house and hotels in Montreal and to every hotel in Canada! Several thousands were put in store parcels for general delivery in the city.

Was the sale a success?

On the first day the business done was 3½ times the volume on the corresponding day last year, war and all!

Naturally the buyer had done some far ahead planning for this event. "My impression is," he writes, "that we buyers must go after business, we must anticipate, and line up our assistants to be optimistic over business."

Every show or sign card in the department had a stencilled heading, "April Linen Sale" in blue lettering.

Well Designed Catalogue.

The booklet was a bright, newsy affair and included an order form at the back, containing blanks for "Page, Quantity, Name of Article, Size, Color, Price of Each or per Dozen, Extend Totals Here and Add Up." The front page contained a sketch of a falls, with the list set down it, table linens, towels, towelling, blankets, comforters, sheetings, sheets, cottons, slips, bed spreads, and the appropriate Niagara-like slogan, "Gorge Your Linen Closet Now."

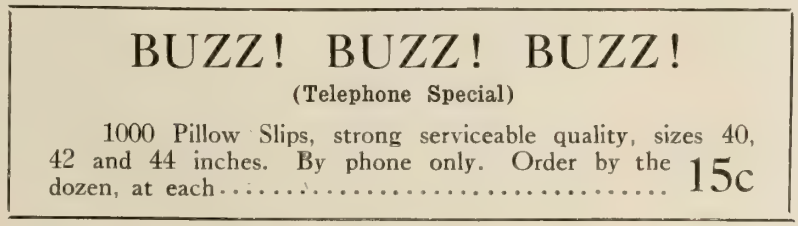
Below are given two sides of the Phone vs. Store Counter argument:—each written by an experienced buyer:

No. 1.—Neglecting Phone Trade

IT is usual in most stores rather to discourage the doing of business by telephone. The majority of merchants figure out that it does not do to encourage women to buy without visiting the store. They argue that they are paying out good money to induce women to enter and that each visit means more than a single one purchase, and that, therefore they lose out by encouraging phone orders. Figuring in this manner they are not interested, and many stores do not give the service—for it takes a good girl for handling the 'phone or the friction is endless.

Though so many merchants are opposed it would seem as though they were setting themselves against the development of modern progress, and as in all cases where this is done sooner or later they will have to give way.

The telephone is a convenience and much more momentous business than ordering a bill of dry goods is done over the phone daily. Therefore the proper filling of phone orders has become a matter of service. The merchant who wrote The Review has



Section of firm's ad. given up to linen sale. Note the "Buzz, Buzz, Buzz" announcement.

Goodwins April Linen Sale

Reliable Unbleached Damask

Boarding House Keepers, Cafe Proprietors and Housewives, Listen! 56 in. Unbleached Table Damask, in pretty designs of Floral Effects or Check, strong and very serviceable, at 45c. Will wash white in very few washings. Worth easily 55c per yard. GOODWINS' APRIL PRICE 45c per yard.

Battenberg Centre Pieces, 12½c.

An enormous quantity of Battenberg Lace Centre Pieces, some with plain centres, others with drawn centres; size about 16 x 16 in. Very attractive and really extraordinary bargains.

Don't forget to include some of these in your orders. Country stores should buy them in big quantities to resell.

April Sale Price 12½c Each.

45 Specials

Lot 1 Special, Scalloped Edge Pillow Shams, Plain Edge, 29 x 29, 45c pair. Wonderful value.

Lot 2. Special Hemmed Pillow Slips, good quality cotton, large 3 for 45c.

Lot 3. Mill Ends of Roller Towelling. Each length 4 yards, 45c per length.

Lot 4. White Cotton, Heavy, 35 in. wide. Great Special. 6 yards for 45c.

Lot 5. 36 in. Nainsook Lengths. White as snow, 5 yards for 45c.

Every item representing a saving in cash.

Sample page from the Linen Sale catalogue. There were several "Specials" announced at 45 cents, 85 cents, etc.

gone beyond this idea, and is building up a telephone business.

Just think of the possibilities of this business; think of the large developments that can be brought about when once it is known that any order transmitted to you by telephone is carefully and pleasantly received and properly filled. The business that would result would be large even without the special telephone bargains, for women would develop many wants if they could be so easily filled.

The greatest advantages should come to the country merchant—and at certain seasons the use of the telephone should offset the fact that it is impossible for the women of the family to get in to the store—the horses are wanted for farm purposes and cannot be used. Moreover these periods are those when the womenfolk are busy making provision for the extra help. These conditions recur season after season, and year after year in rural communities, and under such conditions telephone business could be used to keep up the takings in the store.

Like Mail Order Business.

Business received over the telephone is really mail orders received by word of mouth, instead of by letter, and just about the same difficulties and problems have to be solved in taking care of the mail order business. But no merchant would dare argue in the face of the immense dividends paid by the mail order houses, that mail order business does not pay just because the purchaser does not visit the store, and subject herself to its seductions. Neither can it be logically contended that business done over the telephone does not pay. It is pretty safe to say that under present business conditions the man who is doing a successful telephone business will not easily surrender it—he will rather develop its possibilities and perfect by every means in his power the service he is giving his patrons, and some day his competitors will wake up to the fact that he has been more far-sighted than they were.

No. 2—Weakness of 'Phones

Losses by Returns from Phone Orders in Far Greater Proportion—Selfish to Other Departments—Dissatisfaction More Likely—Not Real Business of Store.

GENERALLY speaking many departments discourage telephone orders for certain lines. The reason for this is that there is a much larger proportion of returns in these lines when the goods are ordered by phone than when the customers actually see the goods before they buy.

It is sometimes really distressing to us, after having picked out a number of lines, say in neckwear, put them down at a small price, in order to clear them out—goods that have been sold or going a little slowly, and the season getting well on—to find that two or three days afterwards, sometimes a week afterwards, like as not, we get a large number of them returned, mussed up and others soiled, and find that the people have ordered them by phone, and the goods that they had not seen did not prove satisfactory and they simply return them, throwing them on our hands, and of course expecting and getting back their money. The result is that this stuff still remains with us, which otherwise probably would have been sold to customers who were in the store on the day of the special sale, and we have to throw it back into stock, not show it in our regular offerings for the simple reason that the goods have lost their first value; then throw it again later on the bargain counter at a much lower figure than we got for it at the time of the first sale. This applies in a similar way to veilings, frillings and a number of other lines, where a woman needs to see the goods to make sure that she is satisfied. In a case of linen collars, pique for instance, we often have soiled ones laundered up and brought back to us, put them on sale at slightly reduced figures, but we cannot do that with organdie and the other finer lines.

The telephone business is one that we

The Great April Linen Sale

Begins Thursday Morning



Fancy Linens, worth $1.50 to $7.50, for 98c each. 1,000 pieces; 72 x 72-inch centres, 54 x 54-inch grape pattern centres; spider-web drawn centres, spider lace pieces, 45 x 45 inches, hand-embroidered table cloths, 54 x 54 inches, hand-drawn thread work centres; hemstitched and drawn work bureau scarfs, shams; Battenberg with rose medallion-work centres; exquisite.

A proposition we got together to give a tremendous impetus to the opening of the great linen sale.

One thousand pieces, each **98c**

Table Cloths, 59c, instead of 75c, 95c and $1.00. One thousand cloths, fully bleached, dependable qualities, pretty designs.

While they last **59c**

Table Napkins, weavers' seconds, otherwise worth $2.25 and $2.50.

THURSDAY, a dozen **$1.50**

Sample Towels, 10c to $1.50 a pair Two tables filled; practically every kind of towel.

Towelling, 12½c. Two thousand yards, 26 inches wide. Imagine a 26-inch red check Towelling for, a yard **12½c**

BUZZ, BUZZ, BUZZ.

Great telephone offer. To be sold only over the telephone (money back if not satisfactory), 2,000 yards of 36-inch fine white Shirting Cotton at 10 yards for 98c. No orders taken for less than 10 yards, and no orders for this particular line except over the telephone.

Great Combination Offer

The Housewife's Big Sale.

This sale comprises—

1 lovely summer comforter, light colors, large;
1 large white Grecian quilt, hemmed ends,
2 pairs of Cotton Sheets, hemmed, large size,
1 pair Large Summer Blankets grey or white,
2 pairs of Cotton Pillow Slips;
10 yards of 36-inch White Longcloth;
6 Check Linen Glass Towels, large, hemmed,
6 all linen Napkins, dinner size;
1 Tablecloth, 72 x 90 inches, good Scotch weave;
1 Lace Tray Cloth, most beautiful piece;
1 pair of large size White Bath Towels.

This whole bale for **$18.50**

Bath Mats, 98c each Interesting novelties and rare bargains in the way of bath mats.

250 at, each **98c**

Glass Towels, 69c a half dozen. Put up in bundles, and 1,000 bundles on sale at, each bundle **69c**

Nainsook, 8½c a yard 1,000 yards of 36 inches wide.

Sheeting, 23c. Regular 29c and 33c previous to the sale. Unbleached Twilled Sheeting it is at, a yard **23c**

Unbleached Sheeting—

54 inches wide, a yard 25c
63 inches wide, a yard 29c
80 inches wide, a yard 35c

No charge for hemming.

Sheets, 89c a pair. Regular prices previous to the sale, $1.25 and $1.48. 300 pairs on sale, and we expect to sell the last pair at **89c**

Hemstitched Sheets, hand drawn—

25 pairs, size 63 x 90 ..... $2.25
50 pairs, size 72 x 90 ..... $2.75
30 pairs, size 80 x 90 ..... $3.00
60 pairs, size 90 x 108 ..... $3.75

Comforters, $7.50, re-priced from $7.95, $9.50, $11.50, $12.95 and up to $17.50. A clean up of 150 superb down Comforters, each **$7.50**

Comforters, $3.75: regular $6.00 and $7.95. 17 Comforters, all pure down fillings. $3.75 is an absurd price.

Street Floor. Left Back.

Section of ad. given up to the Linen Sale. Note "Buzz, Buzz, Buzz" and other successful "Combination" offers.

must discriminate in and encourage ordering in lines where a woman can get some pretty definite idea of what she wants and what the goods will be like, so as to lessen the percentage of returns. We can do this for instance with linen handkerchiefs, and we encourage sales of handkerchiefs by phone.

Relations to Other Department.

But besides the much greater percentage of returns that is made, there is a larger question that is involved. The question that concerns our relation with the other departments of the store. The telephone theory may be alright with regard to the particular department that received the order, but what about our relations to the other departments? Our theory here is that we are but one department of many, that a customer in our department should if possible be induced to buy in other departments. If the customer orders something from us by phone, and is encouraged to limit her dealings by phone, we get that order and no other department benefits. It is a mere truism to say that it is the business of the store to draw customers inside, and that a customer dealing in our department will in more than 50 per cent. of the cases, look around other departments before she leaves the store, and buy in a great many. Is it fair to other departments to encourage phone orders to our department alone? I grant you that a good bargain given to customers by phone may induce a lady to come to the store or visit it when she is down town, but you exert a greater influence on her if you draw her to the store to make her purchase, because there are more influences operating upon her, bringing her back again. I contend that it is a selfish policy that would stimulate phone business at the expense of a visit to the store itself.

"No Phone Orders Taken."

You mention the case where we advertise and say "No phone orders taken," that this is a discouragement of the phone order business. The only cases where we allow such a notice to be added is where there are limited numbers of goods of this particular line in stock, and we are fairly certain that the people who come into the store will pick them up say within the first hour after the store opens.

When we accept telephone orders on these it is almost impossible to keep in close touch enough with the one taking the orders to make sure that those sending them in can get them filled before the goods are sold out. I know one case, it happened a few days ago, where we sold out by 9.30 a.m., and previous to that a number of phone orders had been taken, which were not filled before the last goods left the shelves, and so the people were disappointed. This was worse for us than if we had refused to take phone orders at all. You may say that the notice "No phone orders taken" will prevent possible customers from taking advantage of a certain offer at a certain price. That may be quite true. But even where the lady herself cannot come down, if she is very anxious for it, usually some member of the family or a friend will buy the article for her.

Disappoint Regular Customers.

There is another point which occurs to me as against the phone order business, if it is carried out, and that is that it approaches very closely to the mail order business. That is, the mail order houses send out catalogues and quote their prices for articles, but no one living in the same city can get those goods at that price. They are limited to mail orders to those outside the city. Just in the same way if you limit prices to telephone orders you practically prevent your regular city customers taking advantage of them when they are in the store.

Wools a Trifle Easier; Linoleums Stiffer

Many Buyers Look for Early Advance in Latter—Linen Outlook Still Dark—No Improvement for Eighteen Months—St. Gall Getting Busy—Submarine Activity and Scarcity of Freight Carriers Hamper Business.

MARKET reports continue to a considerable extent to be the creations of the war situation. Woolen dress goods are in an even worse position that last month and linens, although the supply keeps up surprisingly well, considering the pre-Christmas prophecies, are at least in no better shape.

In most lines deliveries are weeks, and in some cases months behind. This is still partly due to the tie-up at Liverpool, partly to the greatly curtailed service. The landing costs, moreover, are increased as a revival of the submarine activity, for many a Canadian importer, jobber and retailer rushed to take out insurance risks when Germany started out on its piratical course. The cost of this has fluctuated considerably, sometimes as low as ½ per cent. and averaging about one per cent. at the time of writing, but always an uncertain quantity for advance figuring.

A few advances took place the end of April in special lines of linens but the quotations for staple lines continued unchanged. It is very difficult to have orders accepted for delivery more than 90 days ahead. The flax supply shows little promise of relief this season unless the opening of Archangel harbor next month releases some from Russia.

One Canadian manufacturers' agent declared that there could be no decline for 18 months, that is, until the 1916 crop of flax had been harvested.

There is some expectation of an advance shortly in oilcloths and linoleums. Carpets and rugs are firm at the recent advance of 10 per cent. Rather strangely, buyers for wholesale houses report deliveries good in these lines, a cable at the end of April, was received by one house announcing the shipment of a large Fall order in good time for June, the regular date of delivery.

There are a few patterns withdrawn, but the dye situation has not apparently become a serious factor yet.

Reports from St. Gall, Switzerland, state that there is a very good demand for embroideries just now from England, Canada and Australia. Importers here are receiving advices from their connections in Switzerland that the industry there is active on orders from other countries, such as those mentioned above and prices in consequence are firmer. Materials such as cloths and yarns have been advanced, making the cost of production in St. Gall higher, and with the better demand the manufacturers there are able to ask advances of 3 or 4 points over the low mark.

Merinos Easier; Crossbreds High.

There has been some little easing off in the price of merino wools, but nothing to speak of. Generally it may be said that all wools from 13d. upward are held at prices that are unchanged, while from 1s. downward prices are a trifle easier, and all combing wools are selling at a fraction less than the last couple of weeks. Nevertheless prices all round are excellent, and the woollen interests

(Continued on page 34.)

Problem No. 2--The Answer and Prize Winner

A lady called at the hosiery department and ordered a certain brand of hosiery. The clerk, a new one, told her they cost 25 cents and she paid the money, asking them to be sent to her home. The clerk sent the stockings on with the sales slip to the wrapping desk, but the checker there recognized the brand as a 35-cent one, and the price was marked on, though indistinctly, causing the new clerk to confuse it with 25. The checker had the hose sent back and a 25-cent pair substituted and forwarded to the customer.

The latter refused to accept the poorer quality and returned the hose, demanding the brand she had ordered.

The adjuster's solution: "We sent the hose but sent with it a C. O. D. slip for 10 cents to make up the difference. The lady paid it but came down and demanded her money back. We paid it after telling her we did not think she was entitled to it."

This course is condemned by all but one of the replies received. These keep up a high level of business practice; and are besides very interesting and instructive views on a situation that might occur at any time.

The prize-winners this month—for sending in the best answers—are as follows:—

Thomas B. Smith, manager Westmount branch of Alex. Smith's Scotch Stores, Montreal.

R. E. Davies, dress and silk department, Sherwood's departmental store, Regina, Sask .

Each receives one year's subscription to Dry Goods Review free of charge.

Send in your answers to problem No. 3 by May 25; also a sample problem of your own.

From Newfoundland to British Columbia

Many Answers Received to Second Competition—Policy Adopted by Store Roundly Condemned —The Prize Winners—What Would You Do on No. 3?

THE following answer to the prob-problems brought in a large number of replies, bright and clearly worked out, evincing the fact that the most modern of business principles are rapidly spreading throughout Canada.

Several of the best answers are reproduced here and, we believe, form valuable and entertaining reading. In this case the actual solution by the store in question is, we believe, quite properly condemned by nearly all.

* * *

COURSE WAS LEGALLY WRONG.

THE following answer to the problem was received from Mr. R. E. Davies, of the dress and silk department of Sherwood's departmental store, Regina, Sask:

It seems to me that the treatment meted out to the customer was not only lacking in courtesy, tact and discretion, but was even legally unjustifiable.

Thus, the course adopted was:

1—Legally wrong, for (a) a definite offer was made when the firm represented by their clerk, quoted the price as 25c, and a distinct acceptance was made when the customer paid the money. The passing of the money and the signing of the receipt legally closed the transaction finally, and from that moment the article did not belong to the firm to tamper with at all, simply holding it on trust for delivery.

(b) It was deception to substitute another quality hose without mentioning the change, which would have passed unnoticed had not the lady possessed a keen perception of the quality and value of the article she had herself chosen and returned it, herself pointing out the mistake.

If the Lady Had Taken the Goods.

A suggestion may be added as a rider. "What would the firm have done if the lady had taken the article away with her for no remedy against her would be possible if her address was not known?

2—A bad advertisement, for (a) it was "cent wise, dollar foolish," to sacrifice for the sake of 10c, the chance of retaining the customer's future orders. (b) It was emphasizing the carelessness and inaccuracy of the staff. The reputation of the staff for accuracy is worth more than 10c to the firm. (c) It is establishing a precedent that no customer can feel certain of having completed a transaction even after payment of money.

3—Was lacking in etiquette and courtesy. (a) It was "visiting the sins of the clerk on the innocent customer." For, inasmuch as it is not the customer, but the firm who is responsible for, and must suffer for any mistakes made by their clerk, the customer should have been completely left out of the question as if she had taken the article away with her, for the article was virtually already in her possession. She was to be applauded not blamed for showing a keener knowledge than the clerk. (b) An article was delivered to the lady which she did not order. Her visit was thus in vain, and she might as well have ordered it over the phone. The lady did not choose the article because she wanted a 25c pair, but because she perceived this particular article was good value for 25c.

The Wiser Course.

The treatment I would suggest would be:

(1) To execute the original order, and send the identical pair paid for, as though no mistake had occurred at all, leaving the opportunity of explaining until she called again in search of the article.

(2)—As an alternative to this, if mention of the mistake must be made, simp-

Problem No. 3--What Would You Have Done?

THIS *problem which we have adopted as our third was furnished The Review by a merchant in the eastern part of Canada, and we submit it for discussion. His own solution, and one or two misgivings it occasioned him, will be published along with the answers submitted. Each of the contributions of the two best will receive one year's subscription to Dry Goods Review, free of charge. Answers must be in the editor's hands by Tuesday, May 25. Here is the problem:*

Some time ago we had a lot of last season's blouses on sale for 59c. During my absence two ladies (sisters) came in to purchase some of them. Not finding anything suitable in the lot laid aside at this price, the clerk who was serving them brought out a few others which should have been sold at $1.50, and sold two of them at 59c. each. A few days later one was returned for exchange. I said to the customer, "Did you get this for 59c? Yes, she said, "I had two of them." When I explained to her that a mistake had been made she insisted on returning both or paying the difference. Of course, this I would not hear of, as having bought the waists, she was quite entitled to keep them. However, some days afterwards she returned and told me she had seen these same waists down town at $1.00 and wanted to pay me the difference of 41c. I explained to her that she was entitled to the waist at 59c, the mistake was ours and I did not like the idea of accepting any further payment.

1. *Ought the difference (41 or 91 cents) to have been accepted or not?*
2. *Ought the clerk's error in price to have been pointed out to the customer, or let pass unmentioned?*
3. *What would you have done?*

ly state that through inadvertence the clerk misread the price on the ticket, and that further orders for this article could only be executed at 35c, with apologies for the mistake, and soliciting her continued patronage.

* * *

THREE WAYS OPEN — ONLY ONE RIGHT.

THE following solution was received from Mr. Thomas B. Smith, manager of the Westmount branch of Alex. Smith's Scotch stores, Montreal.

This is the old story of one wrong leading to another. Three ways were open to the store management:—

1—The mean, short-sighted way, which they took; to my mind; the lady having bought a pair of hose at 25c, or any other price, was entitled to that pair regardless of the price or the fact of an error of 10c in her favor.

2—The store management could have sent a note explaining the error of a new clerk, and giving the customer an opportunity of paying the difference or accepting a 25c pair.

3—The store management could have taken the only straightforward and the most simple way out of the difficulty and sent the hosiery the customer bought and made no remark (the question of the clerk paying the difference does not enter into the matter here). This would have retained a satisfied customer. I hold that "a satisfied customer is the best advertisement." Ten cents was a small price to pay for a good ad.

Reading between the lines I conclude that when the lady returned the pair substituted, the store sent her the pair she originally bought and marked the slip C.O.D., 10c. Now this was adding insult to injury.

It was unfortunate that the mistake happened, but it was bad policy when the hose were returned not have sent the brand ordered, and an apology for the mistake and for inconvenience caused.

* * *

ACT HONESTLY.

From William G. Brown, The Hub, Cowansville, Quebec:

Act honestly; send customer hosiery, as ordered, advising her of error, so that she may know that for the future the price will be 35 cents.

* * *

NO REQUEST FOR 35 CENTS.

THE following reply came from Mrs. W. C. Forman, of Ingersoll, Ont.

First.—Sales people should exercise great care in quoting prices of goods, examining the tickets on the individual article, as well as on the back. Had the correct price been quoted 35c, it would quite likely have been willingly paid.

Second.—The shipper discovering the error should have called the salesperson's attention to it, and the salesperson should have made good the error and sent out the goods bought, or called the attention of the one in charge to the error and asked for instructions, and then carried out the instructions.

Third.—The one in charge, if attention was called to the error, before sending out the goods, should have instructed the salesperson to send out the goods bought, and enclosed a note stating that an error had been made in the price, but that the goods bought were being sent, no request being made or suggestion for the payment of the difference.

Fourth.—The 25c hose being substituted for the 35c hose bought, and the customer returning the 25c hose, should not be required to demand the 35c brand, that she bought for 25c, but on stating the case, the hose she bought should be willingly and pleasantly given to her, in exchange for the 25c hose returned. In addition, an apology should have been offered to her for the mistake, and the salesperson cautioned to exercise great care in quoting correct prices. In addition, the checker should have instructed to check as carefully as ever, but never to substitute inferior goods than the goods bought.

Only in this way of fair dealing can trade be won and held.

* * *

APOLOGY AND ORIGINAL BRAND.

From W. H. Dawes, Sidney, B.C.:

To a man with the slightest amount of business sagacity, there can be only one answer to the proposition, an ample apology and the original brand selected returned to customer.

In this case a serious mistake was made: after the checker discovered the mistake, the department should have been advised and the error noted, but on no account should an inferior article have been substituted, as nothing will destroy the reputation of an house so quickly as to give any customer the impression of double dealings. Business mistakes, however unpleasant, and by whomsoever made, whether sales clerk, or window dresser, should always be accepted by any firm who have regard for their business reputation.

(See also Page 21.)

Many Departments Interested in June Bride

Windows and Special Interior Displays of Articles She Will Need Should be Made Early — Lists of Suitable Gifts for Bridal Showers in Linens, Lingerie and Other Goods.

THE June bride will be a welcome lady this year for her presence will help the selling average in many departments. It is said that war time always brings many weddings and even if less ceremony is observed, even the simplest wedding means extra sales in some departments. The satin gown and appropriate accessories can be dispensed with, but the new bride needs an outfit and the new home needs furnishing.

Then there is the question of presents, and as at Christmas time, the greater number of the presents given will be useful in character. There are very few departments that cannot show merchandise that the June bride and her friends will not be interested in.

Display Linens.

One of the first departments to get busy is the linens, for linens form a big item in the outfitting of the new home and are always bought early. While the bride is more closely interested in useful household linen, many of her friends will be apt to select a handsome table cloth and serviettes to match, or an embroidered tea or luncheon cloth, a centerpiece, sets of embroidered doilies, etc., for the customary present. Displays of these goods should be made at an early date, so as to catch the attention of those who are seeking for appropriate gifts for the June bride. Special window displays, and special trims in the department should be arranged.

One large store never misses an opportunity to bring this department into the spotlight by means of interior trims that strike the eye of any customer who passes by the department. The counters of the sections where fancy linens are carried, are formed entirely of showcases, and the ends of the sections devoted to household linens and these cases are kept beautifully trimmed with colored ribbons and artificial flowers, according to the season. Colored crepe paper or satin is used to cover the floors and the shelves and circles and squares of different sizes of colored satin are used under the centerpieces, doileys, runners, etc. At Christmas time holly red is used, and artificial holly and mistletoe form the decorations and often cut glass flower vases are used to heighten the effect of the display. For St. Patrick's Day these cases were all trimmed in green with shamrocks forming the floral decorations, and the effect was most springlike and attractive. Then when the Spring openings were in progress, a soft rose pink was substituted and the flowers used were almond blossoms, and pale blue, mauve and yellow are colors that have all been used in decorating the show cases in this department.

One part of the overhead display consists of circles of mahogany of various sizes, which are used to show elaborate lace and embroidery trimmed tea-cloths, etc. These circles come in various sizes and as the cloth is stretched into the ring the pattern stands out very distinctly.

Crepe paper could be used entirely instead of satin in fixing up a continuous display change of this kind and the decorators' department would be able to furnish the artificial flowers required, while a few vases could be requisitioned from time to time from the china department.

In return the linen department should offer the use of the table linen required for showing an appropriately decorated table in the china section, that would be a mutual help in selling in both departments. This table should, of course, be set ready for the wedding breakfast, and the favors and decorations would be such as are used on that occasion.

Selling Goods for Bridal Showers.

There is another feature in connection with weddings that could profitably receive some attention from the linen department. Girl friends of the bride usually arrange to give her a shower. The usual procedure is that the mother of one of the bride's girl friends acts as hostess and the shower is held at her house, and in some cases an informal luncheon; in others, light refreshments are served. The social side, of course, has no interest for the merchant; the point where he comes in is that each guest brings some linen article and that these are showered onto or presented to the bride-to-be, in various ways. The holding of these linen showers means the selling of many linen articles, and it would pay any department to give more attention to this feature than has been done in the past. For instance a list of articles suitable for this purpose should be made out and kept in the department. This list will help little unless it is brought under the notice of those interested. Newspaper space should be taken to do this, and in connection there should be a display made in the store. In addition to the display a neat booklet telling how a supposed display was held, and giving a list of articles that could be selected from the stock carried could be printed.

A basket or stand in the center of the interior display placed within the reach of customers would form the best means of distribution, for it would be impossible to obtain a list of suitable names. One value of this booklet idea would be that it would suggest this form of present giving and would lead to the holding of additional showers.

Whitewear Department Also.

Another department that should be up and stirring is the whitewear section for brides-to-be are big buyers of dainty underwear and a set of beautiful lingerie underwear is often a favored and much appreciated present. There never was a time when more beautiful displays could be made, for the hand embroidered and lace trimmed lingerie and white and colored crepe de chine undergarments are wonderfully attractive. In making a display of this kind, silk vests, drawers, and combinations should be used, for if ever a woman will wear silk underwear it is on the day she is married.

If the store has a French room, this display is easily arranged. Some effort should be made, as displays of this kind are suggestive and always bring business.

The dress goods, the ready to wear, and the millinery department are all specially interested in the outfitting of the June bride, and special windows and interior displays will be arranged for her benefit. It is useless suggesting forms of display, for no one scheme would fit the needs of every store, but the fact that displays suggesting uses for the goods are the ones that influence business should be remembered in every store.

WOODSTOCK'S DAYLIGHT SAVING PLAN.

Mayor Kemp of Woodstock has endorsed the daylight saving scheme, to which the heads of all the local factories are favorable, and the Board of Trade will approve the movement officially. The scheme will probably be put into effect here on May 15.

The death is announced of Mr. Phileas Gagnon, of Quebec City, Keeper of the Judicial Archives, and formerly a clothing merchant in St. Roch's.

The Parable of Mr. Crusty and the Collars

ONCE upon a time there was a certain dry goods dealer called Mr. Crusty. He was a very crusty man by nature, and if a youngster had lost a penny down a drain he would sooner have given him a match to strike to look for it than another penny to take its place. He was so crusty that travelers who had things to sell had to square their shoulders and make themselves go in to see him, though they didn't really want to.

For Mr. Crusty disliked ye traveling man and showed it. When the traveler appeared and opened his grip he would rasp out without bothering to look up even: "Don't want it," "Haven't Time," "Stocked Up," and "That's no use for our trade." He froze the travelers like the coldest day in Baffin's Land, and when he wasn't doing that he was scorching them up worse than if they paid a visit to the Congo in a fur coat. For in addition to being crusty and having a grouch (which is best Fifth-Avenue chatter for "being in a dickens of a rage"), he was supercilious. He knew it all long before you told him. Nobody could tell him anything. He was omniscient. He was the King Pin.

One day a traveler came in to see Mr. Crusty who was glowering and glaring at one of his clerks. A clerk went to Mr. Crusty and told him somebody wanted to see him. "Only a traveler," rasped Crusty. "Let him wait." And wait—he had to, and missed his train for the next town. Which did not improve his social feelings towards the merchant.

By and by Mr. Crusty went up to the salesman. "Good morning," said the latter, brightly, "How's business Mr. Crusty?"

"Ugh." Mr. Crusty made a remark which we translate thus. Then, "Well," he rumbled somewhere down in his diaphragm, "what do you want?"

"I have a very attractive line or two here, Mr. Crusty," said the salesman breezily, opening his grip and displaying a line of collars. Mr. Crusty handled them, none too gently. "Rotten stuff," he said, "No good for our trade", and he sniffed loftily.

The traveler started to speak, to justify himself and his goods, but hesitated and his face darkened. The last train and late home arrival stuck in his throat, and he finished lamely. "But they're good. They're just the thing you ought to buy." He did not tell Mr. Crusty, as he might have done, that all the big buyers in the cities were ordering these very collars. For he was sure, very sore.

"Tut, tut." Mr. Crusty began in a grating tone, "All poppy cock. Do you think you can tell me what the public of this town is going to buy? I tell you the women here wouldn't be seen dead in that stuff. That's enough, now. I know what I'm talking about. Time you fellows were a bit more humble. What I ought to have indeed! I just guess nobody can teach me what the women here want in the way of collars!"

The salesman said not a word. He fastened his grip, bowed very elaborately, and walked out to an accompaniment of rumblings and mutterings on the part of Mr. Crusty on the subject of the presumption of traveling men.

* * * *

The salesman went over the way and called on Mr. Go A. Head, a young dry goods man. He was received affably. Mr. Go A. Head valued the tips he got from travelers on all kinds of lines, and soon the secret of big city buying of this new line, withheld from Mr. Crusty, was in his keeping. In half an hour the traveler emerged, looking pleased with himself and still well pleased when that night he shook the dust of that town off his feet.

* * * *

Passed the Spring and came the Summer. Mr. Crusty was astonished to notice that by and by nearly all the women of the town were wearing the flat collar. And he was also somewhat surprised and not a little chagrined to see the store of Mr. Go A. Head over the way considerably more busy than of yore.

One night he went home and lo! his daughter was wearing one of those flat collars which he had pooh-poohed, and tut-tutted, and pshaw-pshawed. And his daughter, he considered, was a genuine nut, one of the dressy ones, a top-notcher, a Kandy Kid on the dress question.

"Where did you get that?" he rumbled at his daughter, pointing to the collar.

"I bought it at Mr. Go A. Head's store. Say, pop, every woman in this town has bought some. Those collars are IT!" Then, after a pause, "Why didn't you stock them, pop? You'd 'a made some money."

"R.r.r.r.r." said Mr. Crusty. That was all.

* * * *

And the moral is that a crusty stone gathers no moss or velvet or simoleons or spondulics or shekels, or plain dollar bills. And all because it's so crusty and rough and repellent that no one who has money-making ideas feels like handing them out.

H. S. E.

Increasing the Farmer's Buying List

What Has Caused the Farmer and His Wife to Depart From the Methods of the Past—Methods of a Town Department Store for Selling Them Extra Goods—A Store Where Goods Are SOLD by Salesmen.

Written for Dry Goods Review by Staff Representative.

"BACK a few years ago," observed W. J. Warmington, a Chesley, Ont. merchant, "the farmer and his wife used to come to town once a week with a list of goods made out at home, which they had decided were actually required. Those days have gradually gone by; and to-day, the farmer's wife and the farmer, himself, are buying goods in our stores, that are attractively displayed to their view. They are, too, becoming more and more susceptible to personal sales talks on the part of the salesmen."

The stereotyped want list of actual necessities no longer decides the purchasing of the farmer and his wife. Mr. Warmington's testimony has been borne out by a great many other retailers with whom Dry Goods Review has recently come in contact. While the list of goods may yet be made out in the home of the farmer it is not strictly adhered to when he and his adviser come to town. He sees attractive window displays and counter trims of what in the olden times, would be termed luxuries. These get the attention of himself and his wife, and therefore the business being done with the farmers of to-day is greatly in excess of what it was a few years ago.

Mr. Warmington is a partner in the general store business of Ross & Warmington, general merchants of Chesley, Ont. In addition to groceries there are dry goods, boots and shoes and men's wear carried in this store. Every department is inviting to the customer. Goods are tastefully and attractively arranged, and the staff of salesmen, who are specialists in their lines, actually sell goods. In fact here is a store, the grocery and dry goods departments of which would do justice to our Canadian cities and larger towns. The ceilings are of metal, the windows are entirely enclosed, with vents in them to prevent frost formation, and above the display windows is a special glass for carrying the light far into the store interior.

While Ross & Warmington have been in the retail business quite a number of years, they have only been in their present store during the past four years. Up to the beginning of last year, the business had increased about 10 per cent. each twelve months, which is one of the best tributes to the power of the store to attract business, and to the salesmanship qualities of the men behind the counter. This firm is, too, a strong advertiser in the local paper which circulates largely among the farmers of the surrounding districts, as well as among the townspeople of Chesley.

Getting the Farmer to Town.

The merchants of Chesley, interest themselves in many special events to attract the farmers to the town. For instance, usually there is a big celebration there every 24th of May, when the merchants remain open half a day. The fall fair is another big event of the year, and during the past winter a poultry fair was held, which brought a great many farmers to the town. Of course the County of Bruce, as a great many of our readers know, is famous for its cattle and other live stock. Farmers there, go in very little for grain, and what they do produce is almost all fed to live stock. This means that shipping days always bring a great many farmers into Chesley, and of course, the more often they come, and the more inviting the merchants make their goods and their stores, the more goods do they buy. Asked if the rural phone is of assistance to the merchants, Mr. Warmington replied that sometimes it is, and that sometimes it is a nuisance. "For instance," he said, "people in the country phone in for prices of produce before they come to town, so that they will be in a position to judge just how much money their butter, eggs, etc., will come to. Often too, when a farmer comes to town, his wife will phone to have him bring something out with him. But on the other hand a great many use the phone simply because they consider it somewhat of a novelty. I have known one farmer to phone in two or three times in one day for the price of produce. No doubt he also gets in touch with other merchants, and plays one up against the other."

Farmers who have rural phones in this district are known to call up merchants in two or three nearby towns, to determine at which place they can get the most for their produce. This naturally tends to closer prices on the part of the merchants, and therefore closer profits when he comes to resell his produce. The fact that the rural phone is considered a no-



View of the dry goods department of Ross & Warmington's store in Chesley, Ont. A fine type of general store. Note excellent display of goods on counters and ledges.

velty on the part of many, should, however, be removed as time goes on.

Buying as Usual.

Mr. Warmington does not believe the farmers are buying any less goods this year than usual. They are getting just as many if not more, in his estimation. And they are careful to purchase just as good quality goods as the town people, if not in some cases better. The counters of the grocery department of the Ross & Warmington store, are always neatly trimmed with suggestions as shown in the accompanying photograph.

"When placing their regular orders, customers naturally pick up various lines, ask the price or what the article is like," he remarked, "and very frequently that leads to sales."

With a staff of bright, live salesmen, little difficulty should be found in selling extra goods. Everybody nowadays, apparently wants to have a look around the store before he or she leaves, and this is where the inviting trims of luxuries and semi-luxuries become profitable investments. "The more goods you can show the better," is the motto in this store.

Near the front is a large biscuit case which used to be at the rear. The proprietors find that it now sells three times as many biscuits as it used to. Chinaware and crockery are also sold, and these with special displays of groceries are most attractively shown in silent salesmen and on tables on the side of the grocery department opposite the counters.

That it is never too early to show seasonable goods is demonstrated by a display of seeds which were placed in view this year about the first of March. When the writer called at this store a few days later a sale of these seeds was made by one of the salesmen. This small incident also demonstrates the importance of displaying as many lines of goods as possible in places where they will catch the eye. Among the goods shown on the counter, on the same day, were included wines, maple syrup, toilet soap, etc. All these are of the semi-luxurious class, which through their attractive appearance drew the attention of the passers-by, and they usually bear a good profit as well. The dry goods, boots and shoes and men's wear department is connected with the grocery store by an archway inside the door. There is also an archway to the rear of the store. While the partition between the two keeps the grocery and dry goods end of the business entirely separate, it allows of free access from one to the other. In the dry goods department there are tables and counters down the centre and the display idea is carried out to the fullest extent. Carpets and rugs are shown on a shelf five or six feet wide running around the store a few feet from the ceiling. Curtains and blinds, etc., are also shown on top of this wide shelf. The boot and shoe department is to the rear of the dry goods and behind that again is the men's wear department. The store office is alongside the men's wear.

Live Problems of New Brunswick Merchants

Minister of Inland Trade Required to Deal With Retail Distribution — Regulation of Mail Order Business—Prohibition of Premiums and Guessing Contests—Dominion Bulk Sales Act.

Staff Correspondence.

ST. JOHN, N.B., April 21.—Widespread interest was manifest at the first convention of the New Brunswick Retail Merchants' Association which closed here last week, and members were present from parts of the province. Some very important problems were discussed and action taken by the members which should result in provincial legislation so far as this province is concerned, and, it is hoped, in some Dominion statutes where the subject affects retail merchants in all parts of Canada. The membership of the provincial body far exceeds 1,000, and is constantly growing. The interest shown in the convention and the helpful discussions that took place should result in a further strengthening of the bond between the retail merchants of the province and the growth of the local associations.

Among the subjects which were acted upon in legislation were the necessity for a Minister of Inland Trade, to consider the subject of retail distribution and retail distributors; the advantage of consulting with qualified retail merchants in the purchase of war supplies by the Government; possible legislation against the mail order houses operating to the detriment of local stores and districts; a Dominion Bulk Sale Act rather than a provincial statute; better provision for the garnishee of wages for accounts owing to retailers; the abolition of all guess and contest premiums and similar devices; some concerted movement to warn merchants against handling the goods of manufacturers who are guilty of adulteration; an early closing Act for the province; stronger legislation against smuggling; support of an effort to influence the press of the province not to accept the advertising of retail catalogue houses; legislation in favor of the daylight saving scheme, and many other questions.

The delegates decided to meet next year in Fredericton. During the gathering the members were hospitably entertained by automobile tours and theatre parties and a banquet.

The New Officers.

The officers elected were as follows:

President—A. O. Skinner (re-elected) St. John.

Vice-President—A. E. Murray, Fredericton.

2nd Vice-President—Dr. E. O. Steeves, Moncton.

Treasurer—Wm. Hawker, St. John.

Secretary—N. C. Cameron (re-elected) St. John.

Secretary's Report.

The secretary, Mr. N. C. Cameron, of St. John, reported in part:

We have at the present time a delinquent debtors' list, containing over a thousand names in this Province, and more names are coming in every day. Many of our members have been able to collect amounts that were otherwise considered worthless. I hope that in a very short time, this list will be published and sent to every member of the association.

We have also been successful in having what is known as "Dollar Day" in nearly every village, town and city, and reports have come in from all quarters, stating that these days have been a great success.

Prevalence of Smuggling.

Among the resolutions that were passed were the following:

"Resolved, that as taxes are being collected from all retail merchants throughout the Province of New Bruns-



Top picture presents a good view of the harbor at St. John, N.B. This is one of Canada's finest shelters. Bottom picture shows a slip of the harbor at high water.

The above is a view of a harbor slip at low water. Note the boats on dry land.

wick for the purpose of maintaining the various towns, cities and villages, and licenses are being paid to maintain those municipalities, a large amount of trade is being done through the mail order houses, which are taking away a large percentage of the business which properly belong to the province, and that no remuneration is being received by those municipalities for this loss of business; and that this meeting recommend that this subject be referred to the incoming executive, and that they advise some plan for its remedy, and submit the same at the next meeting of the Dominion Board."—Carried.

A resolution in favor of a system by which small accounts could be garnisheed.

Another dealing with the changing of the Lord's Day Act by which customers who purchase goods on Sunday should be held equally liable with the person who sells these.

The resolution in regard to premiums read as follows:

Would Abolish All Premiums.

"Resolved, that it is the opinion of this meeting that an amendment be made to the criminal code, whereby all lottery, guessing and voting contests, as well as premiums placed in or on products by manufacturers, be abolished." —Carried.

Another dealt with express and freight charges, and declared that all members should specify whether they wish freight charges to be paid or not when purchasing goods.

Another took up the question of advertising well-known goods at prices below cost. This as carried read as follows:

"Resolved, that it is the opinion of this meeting that the system adopted by a few retail merchants to advertise well-known lines of goods at or below cost, in order to induce customers to purchase other lines of goods, out of which they make large profits, is not in the best interests of retail merchandising, and it is deceptive to the general public."—Carried.

The action of farmers in buying carload lots for the purpose of distributing them among themselves, with the idea of saving money, instead of dealing with the local retail merchants, was deplored. It was pointed out that large sums of money were being spent by the Government "to encourage farmers to increase their products, and also in experimental stations and in educational campaigns, which money comes out of the common treasury of the Dominion, and is paid to a large extent into the treasury by the retail merchants, when they pay duty on the goods they carry in stock." It was pointed out that farmers in acting thus were "doing an injury to themselves, to the retail merchants and to the public at large, and we, therefore, recommend that this meeting ask the Dominion Board to take this matter up, and to take such action as they deem advisable by calling the attention of the Dominion Government to the same."

Another resolution asked that the same rights and privileges be given to retail merchants as to hotel keepers – the right to prosecute their delinquents who endeavor to escape their bills.

Another was in favor of getting interprovincial judgments throughout Canada.

Regarding the Early Closing Act, it was urged that the Act should apply to any afternoon in the week, as well as to certain hours during the day. This resolution was strongly opposed by several delegates, and was finally withdrawn, as it was contended that the proposed resolution was unworkable and could not be made applicable to all communities.

Against Municipal Competition.

Still another, against the principle of any municipality going into competition with retail merchants who pay taxes in the municipality.

The present condition of the landlord and tenant Act was considered unsatisfactory to the retail merchants, and the executive was requested to prepare an amendment to this and report at the next convention. It was shown where the tenant moved out of the property without paying the rent that the goods of any incoming tenant could be seized for the same, and merchants had frequently lost goods, such as carpets and house furnishings, by placing them in houses where the rent had not been paid.

Merchants were asked to quote any cases of unfair treatment from any commission agent, manufacturer or wholesaler to the secretary of the province for investigation.

Among the votes of thanks extended was one to Mr. E. M. Trowern, secretary of the Dominion Board.

At the banquet held in Bond's Cafe, Mayor Frink and Mr. J. A. Likely gave addresses. Mr. Trowern, the Dominion secretary, in showing the importance of retailers to the community, stated that there were 250,000 retail merchants in Canada, and that the capital invested was larger than that of farmers, manufacturing interests and the banks combined. Only Nova Scotia and Prince Edward Island were now needed to have all the provinces of the Dominion represented in the association.

VIEWS of the RETAIL TRADE
Letters to the Editor

APPRECIATION.

BEST IN COUNTRY.

Kincardine, Ont.

Dry Goods Review is the best paper in the country for the money.

NEWMAN HAY.

COULDN'T DO WITHOUT IT.

Woodrow, Sask.

I have been trying to get along without your publication for the past two years, but I find that business demands a paper like yours for clerks and myself. So please put me down for a year's subscription.

GEO. W. S. EISNOR.

APPRECIATES WRITE-UP.

Trenton, Ont.

It has been my wish on a number of occasions to write and thank you for splendid write-up in your newsy paper. We quite appreciate the information you gleaned from the interview. It hasn't been my experience to find reports as near to the facts as we credit you for having done on this occasion.

J. SUTCLIFFE & SONS.

SPLENDID JOURNAL.

Kincardine, Ont.

Enclosed please find cheque for two dollars for subscription to Dry Goods Review, to Dec. 31, 1915. We appreciate very much every number of The Review and wish you continued success with your splendid journal.

F. W. TEMPLIN.

FULL OF VALUABLE READING.

Havelock, Ont.

Enclosed please find cheque to cover our subscriptions to Dry Goods Review, one year, and MacLean's Magazine. We appreciate these two magazines very much and would not like to be without them, as they are full of valuable reading.

COON & CHILES.

KEEPING UP STANDARD OF QUALITY.

Mr. W. C. Forman, who deals in dry goods, groceries, boots and shoes, carpets, curtains, wall paper, etc., in Ingersoll, Ont., writes The Review as follows:

In response to your kind invitation I have pleasure in presenting the views of another retailer on the question of larger profits for the retailer; it is well shown that the cost of doing business has materially increased, and the retailer to succeed must increase his business, or his percentage of profits, or possibly both. My idea is that the correct solution of the problem is to keep up the standard of quality fully, to increase the price if necessary, but as little as possible, and to seek to so improve the service to the public, as to win and hold a steadily growing trade, which shall show an even larger aggregate profit, if not as large a percentage of profit.

Manufacturers might well produce lines at $2 and $2.25, at $4 and $4.50 at $6 and $6.50 and so on, leaving it to each individual retailer to select his preferred line and to decide as to the retail price.

We find no difficulty getting 35c, 60c or $1.15 when we have and know how to show the value.

COMPLAINT AGAINST THE BANKS.

Erin, Ont.

We like The Dry Goods Review very much and many of the articles are excellent.

We think you should devote a few strong articles to the conduct of the banks at the present time when the general merchant needs some help to tide him over; the order comes from headquarters to reduce all credits. It means crowding the small general merchant and driving his dry goods trade to the city stores. How much better for the country were there no departmenta' stores!

STEEL & FOSTER.

Mrs. Gardner, of Mt. Forest, formerly of North Bay, has opened millinery parlors in Walkerton, Ont.

FROM NEWFOUNDLAND TO BRITISH COLUMBIA.

(Continued from page 15.)

St. Johns, Newfoundland.

THE Editor of The Review:

The lady in question, bought a pair of hose at 25c., she expected when she opened her parcel that the same article for which she paid 25c would present itself, but such was not so—result, great disappointment and a severe blow to store's reputation.

It would be almost as reasonable to have sent her a hedge-sparrow instead of a canary if she had purchased same.

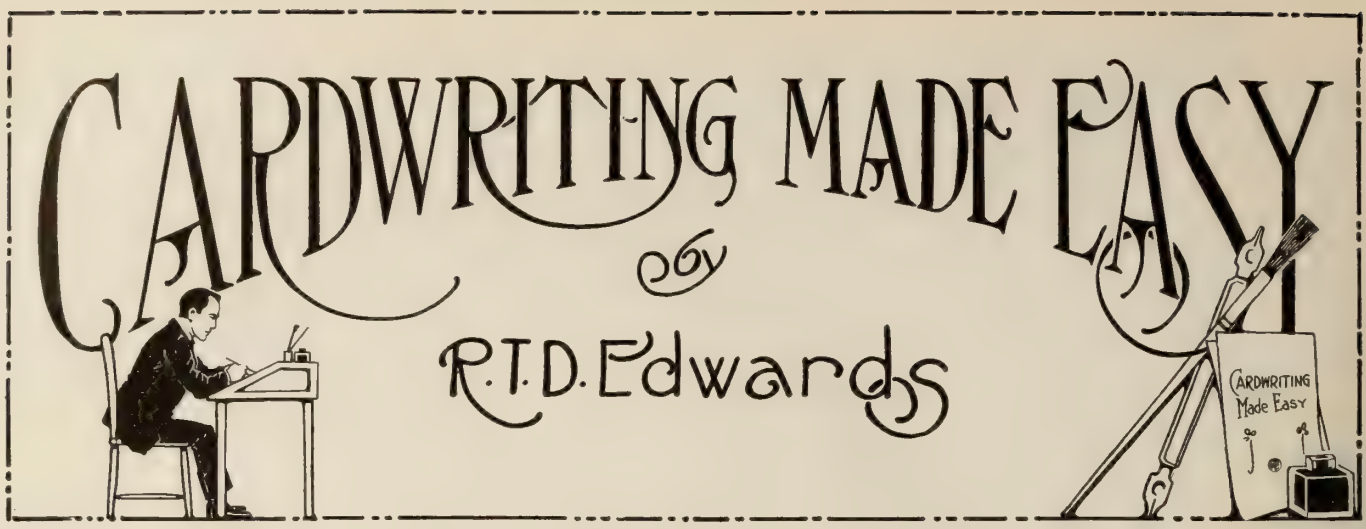
The store in my opinion should have forwarded the hose the lady purchased. Matters would have been different if the sale had been say, one hundred dollars or some large amount and the discrepancy many dollars instead of cents. Then goods should be retained by firm, customer sent for and a diplomatic explanation made, but in a matter of ten cents, to do such a thing would leave a very poor impression as regards the liberality of the firm with the customer. Moreover, customers have a marvellously elastic imagination and one cannot tell what conclusions they are capable of arriving at. For instance, it would be possible for them to imagine that a firm that would do such a small thing would be capable of doing much worse and not deserving of the confidence of the public, and lastly, they would feel an attempt had been made to deceive, which no customer can forgive.

In this connection let me quote the late Marshall Field, of Chicago, who laid it down as a business axiom "the customer is always right," and against the old stereotyped sentence, " a satisfied customer is the best advertisement."

Magazine just reached me, hope you will be in receipt of this by the 27th and not too late for competition.

Yours faithfully,

J.M. DEVINE.



LESSON NO. 5.

AT the outset I wish to impress upon followers of this course the utmost importance of mastering last month's lesson before proceeding with this one. Have you secured your brushes and proper materials as advised to do the work? If you have not then you are just one month behind. I would strongly urge you to hurry. Don't think that because these lessons are free, you can let one slip by and start in on the next. This can be done in a way, but it is not advisable. If you do this you are losing an important part of some alphabet or figure work which links one lesson to another.

In other words if you wish to make a complete success of this course, the lessons should be treated as if you were paying a high price for them. Your brushes should be of the highest quality sable. The camel hair variety is of no use for water color work. Be sure you get an over-abundance of supplies and do not get tools not advised in these lessons. There are many agents traveling from town to town with devices for making show cards quickly, the manipulation of which need no experience. My advice is keep your hand on your money. You may have been "stung" already but this is just a tip for the future.

See Figure 1 of last month's article for illustration of brushes.

Chart 5.

In the chart shown this month we have a continuation of last month's brush stroke square face lettering. These letters go hand in hand with the figures of that issue.

Each stroke is just one sweep of the brush and must be made with a free arm movement. There are many old-fashioned card writers who work with their right hand resting on their elbow, but this method has long been discarded by modern card writers, and should not be used.

There is one thing to be remembered while studying card writing, and that is not to lay too much stress on accuracy. The main thing is to work for effect. Try to keep your cards from the "set" appearance given by type. Allow them a free and easy appearance. Remember that your work is not going to be criticized as a work of art but for its selling and trade drawing value.

You will note in a good many of my illustrations letters that are not perfect but have that free and easy show card appearance.

To begin practice lay out a half sheet of cardboard with guide lines one and one-half to two inches apart according to the size of the brush, you are using. Practise and re-practise many times the exercises and letters shown in the chart.

Fig. No. 2 illustrates the method for practice work.

Fig. No. 3 gives the correct position of the hand while holding the brush.

The Chart.

The "A" is a six stroke letter. Care should be taken to get both sides of the same slant. Note the position of stroke three.

Stroke three of "B" is placed above the centre of the letter. This is not a necessity but gives it a more show card appearance than if it were placed exactly between the two guide lines. Note where the small cross bars indicate the joins of the strokes.

The "C" is composed of two main strokes. They must be made quickly as should all oval letters or curved strokes. The "D" is made with four strokes. Note where stroke four joins two and three.

Stroke three in "E" and "F" is curved. This is not necessary but it takes away their plain appearance. It can also be made straight.

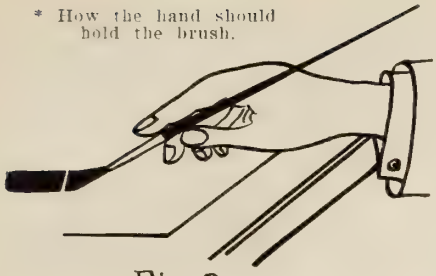
A whole half sheet of cardboard is not too much to waste on the exercises before the "G." This stroke is used in the construction of several letters on this chart. Stroke three of the "H" must be kept parallel with both guide lines. The "I" is simple, must be made absolutely at right angles with the guide lines. The "J" has two main strokes.

Stroke one must curve before it comes in contact with the lower guide line.



Practice Exercises
Fig. 2.

This illustration shows how to conduct the practice exercises



* How the hand should hold the brush.

Fig. 3.

The second stroke of the "K" is made by drawing the brush in either direction. This is just a matter of which ever comes easier to the student. I make it both ways myself.

The "L" has two main strokes. Slant the end of stroke two as shown. Care should be taken to have the slant stroke of the "m" to join as nearly as possible in the centre of the two uprights on either sides.

Practise this letter many times. The strokes one and three should not be as far apart as the corresponding ones of the "m."

Only Two Strokes to the "O"

The "O" is the only two strokes letter in this alphabet. This letter cannot be practised too much. The strokes must be made quickly after they are begun. Note where the joins are. Remember that where the joins are shown it does not mean that the brush must stop abruptly at that point. In order to hide the joins it is necessary to overlap each stroke. The "P's" formation is similar to that of the "B." The difference is that the centre stroke comes exactly in the centre instead of nearer the top, as in the "B."

The tail of the "Q" is made with one stroke and with practice does not need a finishing stroke on the end. The rest of the letter is the same as the "O."

The "R" is the same formation as the "P" with stroke five added.

The "S" seems to give the beginner the most trouble of all. There are three main strokes in it. The top of the letter is slightly smaller than the bottom. This letter should be practised many times. The preceding exercise is very beneficial to the beginner. Stroke two of "T" should meet that of stroke one squarely in the centre.

The strokes one and two of the "U" should stop about an eighth of an inch above the lower guide line in order to



A finished show card which the student should now be able to make.



Some Big Store Needs You—For Important Work at a High Salary

You could start drawing the salary to-day—if you knew how to do the work.
You can start next month, or next year if you know how then.
For good men are scarce in the retail field. They are always in demand; always employed; always well-paid.
We have written a book that tells about a lot of men who have learned retailing and made good.
It will tell you about the opportunities there are for you—and how to grasp them.
It is free for the asking.
Send in your name and address and get your copy at once.

ECONOMIST TRAINING SCHOOL

Advertising, Window Trimming, Salesmanship, Sales Management, Show Card Writing.

247-249 W. 39th Street, NEW YORK CITY

"First Aid" to Card Writers

Taking up card writing?
The best brushes and supplies produce the speediest instruction. When you work with

"Perfect Stroke"

Brushes and Supplies

you use the finest tools obtainable.
Investigate. Write to-day for big, illustrated catalog—free.

Bert L. Daily, Dep't R, Dayton, O.



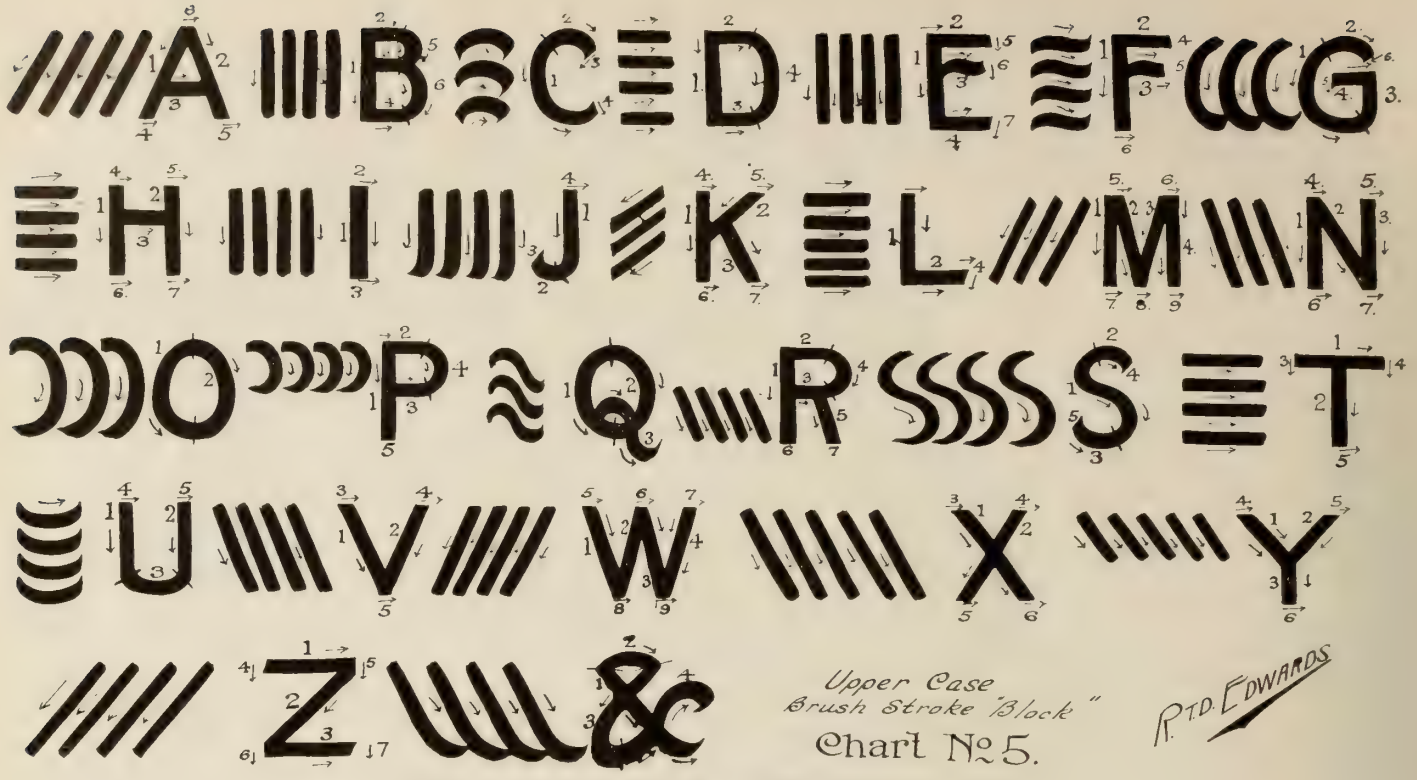
CARD WRITER'S SUPPLIES

Send for Catalogue!



THE ART EMPORIUM
23 McGill College Ave., Montreal

KINDLY MENTION THIS PAPER WHEN CORRESPONDING WITH ADVERTISER.



How these letters are made is explained fully in this article.

let stroke three curve up at each end and still rest on the lower guide line. Stroke one and two of the "V" are similar to those of the "A," only reversed. The "W" is two "V's" put together. Both sides should be of the same angle. The two main strokes of the "X" should cross as near the centre as possible. Strokes one and two of the "Y" should meet stroke three at equal distance between the guide lines. The "Z" will need a lot of practice. The slant stroke should specially be gone over often.

This is only one of the many designs of "&" that are popular with card writers. The finishing strokes should not over-run the width of the main strokes. The arrows indicate the direction in which to draw the brush.

The accompanying finished cards illustrate this and last month's lesson.

Cleanliness of the Show Card.

There are many little things which a beginner has to be careful of while learning to write cards, and most of them are found out by experience. Here is one which some think should be left to a person's own common sense; but I'm sure that a little time spent on it is not lost as it results in less work for you and less expense for the store in which you are employed. It is the cleanliness of the show card. It is often a great surprise to me, when I go into an exceedingly clean, well fitted store, to note show cards or price tickets soiled from finger marks or dust stained from long usage. The reason why these cards are left up has always been a mystery to me. There is just as much sense in a merchant or clerk wearing a dirty collar as there is of having a soiled ticket up for the public to see. These cards should be cleaned up if possible, and if that cannot be done, replaced with new ones. There are several kinds of rubber used for cleaning marks of cards but few if any will take a finger mark off completely owing to its oily nature. The best method for the removal of these disfigurements I know is by using dry pumice stone. This when rubbed on with a clean cheese cloth will remove the spots successfully. It should always be kept in a flat wooden or cardboard box that is easily gotten into.

Rub lightly until the spot is removed. By using this you can save many dollars' worth of tickets in a lifetime, and it makes the cards almost as good as new.

There are many other kinds of stains which mar the appearance of a show card and that cannot be removed successfully. This card should then be destroyed.

STANDARD COLOR CARD.

A texture color card association has been organized in New York, whose function it will be to standardize the numerous shades and colors, and whose aim will be to induce the adoption of this card by all of the industries that are interested in colors. There are 104 colors chosen.



A completed card that will soon be appropriate.

Mr. Merchant:

YOUR stock of housefurnishings is called on NOW.

Moving, housecleaning and the bright Spring sunshine all combine to show new needs to householders.

We have a splendid stock of housefurnishings and carpets, and we KNOW we can give you satisfaction. For instance, any of the following will show a good profit:

Maple Axminster Rugs, 24 x 54, at $18.00 doz.
Our Special Pillows, combination filling, 18 x 26, at 65c pr.
"Easy" Hammocks @ $21.00 doz. Other lines at from $9 to $72.
"C" White H.C. Quilt, 66 x 76, at $1.00 ea. 95c in case lots.
City White H.C. Quilt, 70 x 90, at $1.50 ea. $1.45 in case lots.
59 scrim, colored border, at 10½c; regular 15c line.

Order direct or through our traveller—you'll get satisfaction either way.

THE W. R. BROCK COMPANY (LIMITED)
MONTREAL

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVII. TORONTO, MAY, 1915 No. 7

FARMERS ARE COMING BACK.

HERE is a cheering bit of news. The head of one of the largest supply houses in Canada made this report to The Review: "Our business for April has been considerably above April of last year. Had it not been for one weak section that pulled us down, our business would have regained a normal position, such as in 1913. Making some allowance for higher prices on many lines of goods this year, and also for the fact that stocks are getting low all over and have had to be replenished, our analysis of these returns leads us to the view that farmers' trade that was held back by extreme caution for months, is now moving more easily and will continue to do so. We are looking for a consequent improvement in merchants in meeting liabilities and a decided increase in the volume of buying. The situation is one that contains many elements for encouragement. Had our business been merely equal to last April we would have felt that the bottom had been reached and the return begun. Judge then of our feelings under the better showing."

HIGH STANDARD IN ANSWERS TO PROBLEMS.

NEARLY double the number of replies were sent in to Problem No. 2 than were drawn forth by Problem No. 1, and we look for even a larger number of opinions on the questions submitted through Problem No. 3. The answers received would amaze the majority of merchants of 20 years ago, so far removed were the average methods of that time from those of to-day, particularly in the attitude assumed towards the store's customers. There are a number of merchants who are growing old in business who years ago, often from the start, worked out these puzzling problems along lines that have long ago established them high up on the ladder of success, but they were the pioneers, few in number, fighting against odds, with no conspicuous examples of favorable results to guide and encourage them.

Perhaps the retail trade as a whole owe more than they realize to a few department stores that did not inaugurate but at least won wide publicity for the policy, "The customer can do no wrong." The application of this is playing a large part in the answers to The Review's Problem Series. There is a surprisingly broad view in this respect manifested in the replies. Closely linked to this is the realization that every business must be built not on transient but on permanent custom; that an immediate profit at the expense of a repeat order is nearly always a narrow, foolish and inevitably losing policy. The satisfaction and the confidence of customers; these are two of the surest factors in the building up of a large public patronage.

BLAZING A TELEPHONE TRAIL.

THERE is a story in this issue that The Review commends as an experiment. It tells of the success of a Montreal store that limited certain bargain items to 'phone orders, the reverse of the usual system. The editors submitted this plan to a number of department heads, and strong opposition developed among the majority. The arguments cited against the plan are presented in the article; also a few in its favor, notably its resemblance to a mail order system and the similarity to rural 'phone orders. It looks strong and it looks weak, but as in most dry goods problems no hard and fast rule can be set forth. It is, at all events, worth an experiment; this reversal of the warning, "no phone orders taken." The more it is studied out, the more appealing it is, for a try-out, if nothing more. The Review will be pleased to hear of the results of any other experiments along the trail blazed by Mr. Dunn.

KEPT ABOVE THE BILLION MARK.

THE trade returns for Canada for the year ending March 31, 1915, contain strong grounds for confidence in conditions. Canada is still a Billion-Dollar Country by a margin of $78,173,240. The decline from the total of $1,112,562,107 for the previous year is very slight under the economic conditions that ruled for eight months of the twelve.

Imports for the year amounted to $587,364,363 and domestic exports to $409,419,500. In 1914 the imports were $633,564,000 and the domestic exports $431,589,658.

The most encouraging aspect is the improvement shown in the last month, marking a movement back to normal and beyond. The imports declined from $54,520,229 in 1914 to $40,858,179 this March, but the exports increased from $26,701,026 to $45,118,922. This increase was not due to any one line of temporary activity. Manufactured goods represented $15,600,790, an increase from $6,239,290; agriculture rose from $6,512,546 to $12,438,145, and animals and products from $3,202,060 to $5,471,249.

Thus it will be seen that even if orders for shrapnel, and other ammunition be counted on as only certain for a brief period, there is still the doubling in agriculture, a source of income that is certain to be retained to a great extent this year. The other two sources though scarcely as legitimate at this time in an estimate of our assets will continue to be responsible for the distribution of tens of millions of dollars to offset to a considerable degree the shrinkage in ordinary avenues of production and export.

BIG BUSINESS.

THAT big business can be done in little things is indicated in the annual report of the F. W. Woolworth Co., who conduct 5c, 10c, 15c stores in the United States and Canada. In three years sales have increased $17,003,545, or 32.32%, while net income increased $1,474,639, or 29.76%. Probably the most salient feature is the total surplus item which now amounts to $8,367,391, compared with $3,364,798 in 1912, a gain of $5,002,593, or approximately 150%. The balance sheet also discloses the furniture and fixture item of $5,095,932 in 1914, compared with $3,356,103 in 1911, while real estate and buildings account increased from $607,751 in 1911 to $1,929,521 in 1914.

During the year the company opened fifty stores and on January 1, 1915, had 737 stores in the United States and Canada.

THE NEW BRUNSWICK CONVENTION.

THE first annual convention of the New Brunswick Retail Merchants' Association, under the auspices of the Dominion body, held at St. John, N.B., last month, was a success from many standpoints. The report will show that several important and vital resolutions were dealt with. The retailers expressed themselves as being desirous of co-operating in every movement that would assist in advancing the interests of trade and commerce in Canada. It was pointed out, however, that some manufacturers are marketing their goods through the jobbers, and at the same time selling to the catalogue houses at jobber's prices, thus allowing the former to sell goods retail, at jobber's prices, in competition with the retail trade. It was claimed that this discrimination forced the retailers to import foreign-made goods in order to meet the competition of the mail order houses. Another resolution dealt with lottery, guessing and voting contests, premiums, etc., and it was the opinion of the meeting that an amendment be made to the criminal code, whereby all these be abolished. In this connection it is well for merchants to remember that many of these advertising schemes are already prohibited under the trading stamp act. A resolution was carried requesting the newspapers not to publish the wholesale prices of merchandise.

Another resolution was to the effect that in the opinion of the meeting the press of the country should not accept advertising from retail catalogue houses. This is a matter that can be remedied by the merchants themselves. If they advertise in, and help to support their local papers, there is not much danger of the local publisher soliciting the trade of the catalogue houses.

EDITORIAL NOTES.

"SOLD BY PHONE ONLY"—a new idea. Try it out.

* * *

A GOOD salesman is always attentive to his customer.

* * *

SILVER AND gold don't rhyme, but they make a pleasant jingle.

* * *

MANY A MAN wastes his time telling other people not to waste theirs.

* * *

THE NEXT ISSUE of The Review will deal with the Summer Campaign.

* * *

PROBLEM NO. 3—the two sisters—the 59 cent waists—a 41 cent offer; what would you have done?

* * *

WE WOULD LIKE to see your name in our Views of the Retail Trade page, by a Letter to the Editor.

* * *

NEVER TAKE SHELTER behind the mistake of a clerk. Make your store good for every contract of its "agents."

* * *

WHEN YOU ANNOUNCE a special sale see how many of your other departments you can link up with it.

* * *

THE FARMER'S TRADE and the tourists' trade. Two of the best directions for pulling business this Summer.

* * *

LOTS OF PEOPLE expect something for nothing. Many a fellow who travels on his uppers wants a lower berth.

* * *

SOME STORES ARE STARTING a Japanese section and incidentally encouraging our ally in the Far East who led in wiping Germany off the map of China.

* * *

AFTER ALL NOT A SUGGESTION of overcharging or discounting quality has reached the great bulk of our manufacturers of war supplies. And, we believe, it never will. The most—by far—have done their "bit," like the men of Newcastle.

* * *

THE MORE knowledge there is in existence concerning the basis of granting credit and the handling of credit, the better for the business community, and the place to first commence an inculcation of credit knowledge is in our educational institutions.

* * *

THERE IS A BIG demand for novelties these days. They are a stimulus to buying; they coax trade. But they must be displayed to be sold. Try some novel way for displaying them and the otherwise unresponsive public may succumb to the double novelty.

* * *

ALWAYS LISTEN once at least to the man who brings an idea to you from outside your store. The best stories of battles, places and things have been written by people who were never there. John Howard Payne, who wrote "Home, Sweet Home," never had a home himself.

DRESS FABRICS AND SILKS

New Cotton Voile

French Novelty With a Linen Finish —Embroidered Patterns in Two Colors.

WHEN the year opened, stocks of cotton goods in the hands of the trade were at a very low ebb. Conditions were not favorable and merchants bought as little as possible during the last half of 1914. They even ran the risk of losing a few sales rather than stock up when prices looked as though they would go lower. Therefore when the present year opened and the season when cotton goods sell best, buying became imperative. Steady buying of piece goods brought about a corresponding demand for raw cotton, until it is again well above the 10 cent mark. Business is still continuing good, and orders for many kinds of cotton fabrics are still coming forward and prices are very firm, with an upward tendency in many lines. The outlook is good, for cotton, it is contended, will have to supply the place of wool to some extent in the near future. Manufacturers are putting out many materials which, while they are all cotton, very closely imitate woolen fabrics. Cotton gabardine has already made a place for itself, and there are many other fabrics on the market that are in the same class. The admixture of cotton with other textiles, particularly with silk and wool, will also be a factor in the consumption of raw cotton.

The retail season is opening up and the demand is for both white and colored goods, and as the season advances, white materials are receiving more attention. The present season promises to be a good one in cotton goods. It is only in cotton goods so far that any notable French novelties have appeared, but naturally they are in short supply. Rodier is in the market with new fabrics, although the mills of this firm in the North of France, are said to be destroyed. The goods shown were made in rented mills in the Lyons district. One of the best of these French novelties is a voile having a finish like linen. Voiles are selected for big business and the sale of white voiles in fine sheer weave and fine finish is large. The plain cloth sells best, but nice, lace cloths and voiles decorated with lacy stripes and checks are showing, though they have not been so well received as the plain cloth. Shadow stripes, hairlines and small floral patterns are very much favored.

Dainty embroidered patterns in two colors are showing in high class novelties, and there are new checked novelties in white and soft color with an over pattern in embroidered effect.

Marquisette is also appearing, both plain cloth in white and colors, and in striped and floral printed patterns.

Though crepe is not the novelty it was last Summer, crepes are having a very big sale. The cheaper crepes are very much used for lingerie purposes and as a rule these cloths are carried now in the wash goods department. Crepes decorated with neat yarn checks and stripes, with nice figures and embroidered in neat patterns are selling for children's wear and also for waists and dresses. All the leading novelty colors are showing in sheer crepes and pointed crepes, either in white or colored grounds from a leading line. Piques come in sunfast colors and in soft finishes, and in white and such colors as cadet, pink, lavender, sky and pea green are selling well. The narrower wales or cords are favored and striped effects in white and color are very smart. White pique is having a large sale for making up into outing skirts and for children's wear. Heavy cotton fabrics in the suiting order in plain and striped are very popular. Cotton reps and poplins are on the market in all the new tan and sand shades as well as all the new colors. Cotton gabardines have interested buyers, but the supply of this cloth is limited.

Cotton Imitations to Replace Wool.

Manufacturers anticipate good success with cotton fabrics woven and finished to imitate woolen materials. These goods are introduced now for making into skirts and for children's wear, but expectations are that they will sell even better for the fall season to take the place of low priced wool fabrics, which have advanced so far as to be unavailable at the price, or which are off the market altogether.

Fall Pile Fabrics

Colors Will be Rich and Dark—For the Early Season Velvets Will be Trimmed With Braid, Later With Fur.

For Fall wear velveteens will attract more attention than usual. For quite a number of seasons pile fabrics have been in the limelight, and the sale of all materials of this class has steadily increased. In the coming Fall it looks as though there would be a shortage of desirable heavy-weight materials, and the prices of all woolen materials would be high. Velveteens should fit in beautifully here, as many of the new weaves, though in chiffon weight, are so woven as to combine warmth with light weight and beautiful draping qualities. Suits, dresses, trimmings and children's garments will all be made of velveteen.

For Fall wear corduroy will be even more important, as it comes in improved finish. Cut cords having a deep rich pile are mounted on a very light-weight ground. Some weaves also show a fleeced back, which adds little to the weight and very much to the warmth of the cloth. Novelty cloths in velveteen show plush stripes, while two-color stripes and bayadere cord crossed with heavier cords running lengthwise of the pile are among the novelties shown. Often this lengthwise stripe is in a darker shade of the same color or in a contrasting tone.

Chiffon velvets and plushes will be used for suits and for dresses. For day wear rich dark shades are showing; for evening wear there are high colors and pastel shades. The chiffon velvet dress for evening wear made its appearance in the late Winter, and was quaintly smart when developed in the prevailing simple styles. Battleship grey, Belgian blue, military blue, national, Russian and olive green, purple in bluish and violet tones, as well as golden browns and seal shades, will be good in the coming Fall.

Novelty plushes come in light-weights and in handsome patterns, and the animal plushes so much worn during the past two or three years are again showing for trimmings and separate coats. Imitation sealskin is expected to have a good season in the coming Fall.

Our Guarantee  Trade-Mark

We are the leading manufacturers and printers of cotton fabrics, and the largest manufacturers of cotton warp and all wool dress goods in the world, and produce full lines of plain printed and dyed Cotton fabrics, Cotton Warp and All Wool dress goods, and plain dyed and printed Draperies.

Our trade-mark is our guarantee that all fabrics bearing it are of superior value for their price.

We invite both Jobbers and Retailers to send for samples of either our Cotton, Cotton Warp or All Wool fabrics. They will certainly please you as to quality and price.

PACIFIC MILLS

LAWRENCE, MASSACHUSETTS

LAWRENCE & CO.

Selling Agents

Boston New York Philadelphia Chicago St. Louis San Francisco

Problems Before the Dress Goods Buyer

Prices Are High, Deliveries Are Slow, and There is Still a Big Shortage of Both Raw Wool and Dye-Stuffs to Contend With—Gabardine Taking Place of Serge.

THERE is no real change in the situation in woollen and worsted fabrics. All woollen goods are affected by the immense khaki production and the quantity of wool that is going into the production of army cloths, and other uses in outfitting the troops for active service. The mills of Great Britain are all working to their full capacity, but all plants that can make goods for the army are doing so; the army must come first, and civilian needs are only a secondary consideration.

Manufacturers in all producing centres are up against difficult problems, high prices and scarcity of raw wool and dyestuffs, slow deliveries, and labor problems, which are all the outcome of the conditions brought about by the war. These conditions necessarily appear in the distribution of the finished goods, and prices are high, and there is a scarcity approaching to famine in many lines. In addition, the delivery question is a vexed one, and wanted goods are slow in coming to hand. Manufacturers are not taking orders unless they have the wool on hand, and instances are not wanting where cutters-up have taken orders for garments and were unable to fill them because they could not get delivery of the cloth required to make them up. The wholesale houses are selling chiefly from stock, and they are not desirous of filling large orders from any one buyer, as the future for delivery and prices is too uncertain. One thing is certain, however: all the wool on the market is going into consumption, and there are no accumulations; therefore, when the war is over the easing off in price that is bound to come will be very gradual.

With the selling season for Spring just about over, the Fall is looming large. There is very little change in materials selling, and the weight of the fabrics sold is about the same. Broadcloths have the first place, and gabardine has taken the place of serge, as it is a newer fabric, and in the popular opinion, therefore, it looks better. It is claimed also that it wears better and does not catch the dust. Serges are staple and the distribution is large, though scarcity is talked of in many quarters. Blues are the leading shades, and in other colors the tendency is towards very dark shades just off black. French serges have had a very good season this Spring and will continue to sell freely in the coming Fall. There is little doubt that Canada will have to wear. These cloths come in white and buy more largely from the United States manufacturers in the coming season and as poplins are the big sellers on that market doubtless they will be strong also in Canada.

Turning to Tweeds and Homespuns.

There is very little that is new but the trade that must have novelty is turning to tweeds and homespuns. Coverts are also put forth very confidently. In the better grades they are shown in beautiful fabrics and colors. This material should come into popular favor as it can be made into a good wearing and appearing cloth with an admixture of cotton. Other fabrics are being introduced that are made with the obvious intention of saving wool. Some of these are of artificial silk with wool filling, and as the brilliant fiber silk is thrown on top the material is very attractive, while the filling gives softness of feel and texture. Other cloths are made with a filling of mohair yarn. Some of these new cloths are made with mohair filling yarn, but the process of construction is quite different it is said to that used in the production of any other cloth on the market. The weaving process is much the same as that employed in the production of high grade worsted fabrics, in which two-ply warp and filling are used to give a smooth texture and lustrous surface.

Many of the later models at the Spring openings were suits and dresses made of faille, or taffeta combined with serge, gabardine, etamine or voile, and this idea, because it promises a reduction in the quantity of wool fabric needed promises to re-appear in the Fall. For the early season faille and taffeta combined with broadcloth, vicuna, and serge will be used, to be succeeded later by combinations of velvet and broadcloth, as well as velvet and other fabrics.

In the usual coarse of events preparations would be going forward now for Spring, 1916. Under present conditions the future is not promising, but it looks as though the development would come in the furthering of the combination idea as outlined above, and in the use of materials in mesh effect and lightweight. Paris is advocating the use of voiles and etamines, and also such materials as poplins and vicunas.

For the Summer sports coat, chinchillas and pile fabrics of a similar nature are being shown. These garments are used for auto, golfing and boating in white grounds with line checks and wide by spaced line stripes. Black and white shepherd's checks, particularly in the medium and larger blocks, are also taken.

The sales of Fall cloakings are fairly satisfactory. Rough goods are making the best showing and promise to continue the popularity of the past two seasons

SHOWING VOGUE OF REGIMENTAL STRIPES



Golden brown taffeta with stripes in Scotch plaid colors. The waist and the circular skirt are made of taffeta with sleeves and yoke of brown chiffon.

B.P.C.

Silk Dress Goods
Silk Velvets *and* Velveteens
Satin Linings

The tremendous demand for wools for military fabrics has increased the prices on all wool fabrics. Silks and silk materials, as a result, are coming in for a more than ordinary call. We are offering an exceptional range of Novelty Silks and Satins, Silk Velvets and Velveteens, the latest, Corduroys in high colors for Outing Wear, Polka Dots, Poplins, Failles, Checks and Stripes in the newest qualities and the season's shades, including Belgian Blue and French Grey, etc.

"Best in the World"

B.P.C.

GILT EDGE SATIN

WEAR GUARANTEED FOR TWO SEASONS

(27 and 36 inch Widths)

B.P.C.

Gilt Edge Satin means quality and finish that are matchless. Look for the " Gilt Edge " and name on the selvedge; this protects Merchant and his Customer and insures absolute satisfaction.

Write or Call for Shade Cards and Samples

Belding Paul Corticelli Limited

MONTREAL TORONTO WINNIPEG VANCOUVER

Useful Methods in Staples Department

Sample Book Kept by Buyer Proves Convenient Record — Refusing Samples to Customers Unless Sent by Mail—Saving Waste in Small Cuttings.

Written for The Review by Department Manager.

WHEN your request came for me to tell the readers of Dry Goods Review some of the methods which I had found to work out successfully in the wash goods or staples department, in the way of increasing sales or lessening labor or providing conveniences for management and staff, the first thing that occurred to me was the use of a sample book. By this I mean not a book to be shown to customers, but a book in which I paste samples of nearly all the cloths I have in stock to the number of hundreds, making some handy division of them such as voiles here and ginghams, and so forth. The real object of this sample book is so that I may keep track readily of the goods I have in stock, and that I may know without going through all my reserve stock just what is getting low and also that I may be assisted in re-ordering cloths that have run out.

Small samples are cut off the goods as soon as they come in and are pasted in the book and under them the manufacturer's name, the number and the price.

If Sold Out, a Red Cross.

One of the purposes for which this book of samples is of use is in keeping a record of the lines that are sold out. That is, when any of the stock on the shelves in a department in any line is sold out the clerk who completes the last sale goes and puts down in the book the number of the cloth which is sold out and an assistant next day goes over the book and replenishes the stock from the reserve stock room. The latter if he finds he is bringing down the last piece from the reserve stock marks a red cross under the sample and this indicates to the head of the department the fact that he is out of stock and must order new if the line is one that will bear repeating. In sending repeat order I frequently cut off a sample and enclose it in my letter to the wholesaler or manufacturer in order to facilitate the filling of the order.

Record of Repeats.

The record of the repeat order is also made underneath this sample. For instance if two pieces are ordered the figure two is set down and a circle put around it also in red ink, and if another order is given later a record of the number of pieces is also marked down. For instance I know by looking over my book that I have 17 repeat orders already in for certain lines.

This book is also useful to me in buying for another season because I have a record in there of the lines that sold well and the number of repeat orders which I had to give for them. In the more staple lines in my department this would of course apply more than in the ordinary woolen or silk dress goods where patterns are not repeated so frequently a second season as in the wash goods.

The Want Book.

Another record that is kept in my department is the want book. This is a common practice of course, in every department but I insist on the clerks if they find goods sold out taking a small sample of the goods and putting it in the book as a record of what is required. This is done in order to assist me in deciding if it is worth while ordering the goods or not. It is simpler than looking over all my sample book to find these numbers which the clerk would have noted down in the ordinary way.

Refuses Samples Over Counter.

There is another point that I have found to work out well in connection with this department and that is the refusal to give samples over the counter. This may sound arbitrary on the part of a store that aims to please the public and accommodate its customers, but I have tried both ways and find that the one I have adopted works much better. That is while we refuse to give samples over the counter we are very willing to take the customer's name and send all the samples she desires, usually by mail, although sometimes they are delivered in the ordinary way by the store's delivery service.

They Want an Excuse.

The theory behind this refusal is that, as all merchants have noticed, a woman after looking over a line of goods and not being satisfied with any one looks about for some excuse to leave the store without buying.

This should not be necessary and is getting less necessary under the modern system of merchandising, but still all of us have that feeling to a certain extent in our retail purchasing.

The simplest way for her to do is to ask for several samples and say that she will look them over and let us know if she decides to take one. We have found in this way that dozens of samples have been sent out and very few returns made unfortunately from these. If a woman is interested enough in a certain line of goods to give us her name and have samples sent by mail she is usually a good prospective customer and a large proportion of sales come from the samples that are sent out.

Saving the Cloth for Samples.

There is another point on the ground of economy that is quite worth considering in this connection. If we continue cutting samples off a piece of goods day after day and a number of times a day there is a lot of waste in that piece. If we take an inch or two we lose in selling the whole width of piece because of course the customer will not attempt to pay for a piece with a small corner off.

In order to avoid this we have devised a means by which when a piece of goods comes in a generous section is cut off and cut up into small samples which is available at any time. In this way we get the full width of a piece instead of losing it for every sample that is cut off.

CANNOT PASS ON CATALOGUES.

The following official memorandum to postmasters should be noted by the trade:

Treatment of catalogues, etc., which cannot be delivered to addresses

The attention of the Department has been drawn to the following request printed on envelopes containing catalogues mailed by a business firm:

> "If this catalogue is not called for in thirty days, kindly hand it to someone else who is in the habit of buying by mail, and who you think would be interested in us. When this is done, always return the empty envelope to us so that we can revise our mailing list."

It is believed that to allow this request to be complied with would lead to great abuses in connection with the delivery of mail matter, as the regulations strictly forbid the delivery of an article of mail matter to any person other than the addressee, and the postmasters are accordingly instructed to ignore any request of this charater, and to treat the matter bearing such a request in the regular manner prescribed by the postal regulations.



are meeting the favor of discriminating followers of fashion.

The wave of popular approval is daily gathering volume, especially with the better-dressed women of Canada. The summer suits and dresses call for these beautiful, shape-retaining lustrous silks.

Taffetas are coming strong in plain and striped patterns in black and white and the Season's prevailing shades. Included in our range are the fine Pekin stripes and a superb assortment of fancy grouped stripes.

Don't hesitate to place your orders for immediate shipments with us, for though the foreign delivery has been somewhat delayed, we now have a most complete showing of all the leading grades and styles.

We have in stock the good Taffetas that give satisfaction. It will pay you to get in touch with us now.

The Silks Company, Limited

55 Bay Street - - Toronto, Ontario

THOMAS BLOCK, CALGARY

No Definite Silk Ideas for Fall

Buyers are Taking Staples in a Fairly Satisfactory Manner—Indications Point to a Good Outlook for Summer Silks—Some Jap Silks Getting Scarce Through Use for Aeroplanes, etc.

WHOLESALE houses and large buyers are beginning to make preparations for Fall, though they are going very cautiously about it as the style situation is uncomfortably unsettled yet. Orders are being placed on such staple fabrics as crepes, messalines and soft finished satins. Cords are selling well at the present time and are also expected to sell well for Fall. In high priced fabrics beautiful cord weaves in pure silk and exquisite colors are shown in such weaves as poult de soie, gros de Londres, etc. Taffetas are strong with the Parisian designers and will be pushed for evening and for dressy wear. This silk has been accepted by the better trade in Canada, but due to the fact that the narrow skirt yet lingers, particularly in the smaller centres accounts for this fact, and there is little doubt that eventually taffeta will come into its own. As a compromise in the meanwhile failles, poplins and bengalines and other weaves showing a little firmer finish are coming into very general use. The cutting up trade is taking up failles in the cheaper grades, and silk poplin and bengalines are being employed in the making up of smart early Summer suits. Sand and putty shades are selling best now to the country trade, grey, blue in navy and military blues, and Copenhagen are decidedly in the lead. Browns, greens, and a new development with many of the cutters-up making dresses is a call for rose in dark, medium and light shades.

Crepes are selling well. Crepe de chines have advanced recently and though the advance is about 10 per cent. this has made no difference to the sale as buyers must have this fabric in stock. Crepe de chine and Georgette crepe are used extensively for waists, and all the economy that is being practised has not stopped the sale of crepe de chine underwear. Crepe meteor is still called for by some sections of the trade.

The outlook is for a good season in Summer silks. Habutai has been increasing in favor since the early part of last Summer and is now one of the leading materials for Summer waists. Buyers are all interested in the striped and striped and jacquard figured Jap silks. These silks are in particular demand both for waists and for simple Summer dresses. These silks wash and wear well and the counter trade is increasing as the weather grows warmer. Natural shantungs, pongees and tussahs are also selling very freely for waists and simple Summer dresses. There is a growing scarcity in these silks as they are being used in the manufacture of balloons and aeroplanes. American made shantungs and tussahs are on the market, and the cutting up trade is taking these silks for making waists, tailored dresses and Summer coats.

It looks as though there would be a good deal of combining of fabrics in fashionable costumes in the coming Fall, as this feature is prominent in all the latest dressy costumes. Satin, taffeta, faille, gros de Londres, etc., are combined with silk net, voile, marquisette, or crepe. Plain and printed fabrics are used together, and stripes, plaids and checks are combined with plain material. Often the skirts of these gowns are of the transparent fabric banded about with wide folds of the silk, the upper part of the waist and invariably the sleeves are of the sheer material.

Printed patterns come in Pekin stripes, checkered patterns and fancy stripes in black.

Buying Nap Goods

Country Merchants Reported in Good Ordering Mood—Ginghams Much Better.

Staff Correspondence.

MONTREAL May 1—The trade has bought heavily in nap goods, there being an especially good demand for Saxony and striped flannelettes, fancy check dress goods, and eiderdowns. Sales on these have been considerably in advance of what they were last year. The trade seem to have become more hopeful of business, and, of course, stocks have got very low, and require to be replenished. Most lines are going well in cotton goods. Travellers for wholesale houses state that country merchants are in the best of humor, and repeat orders are coming in very well. It is a good sign when repeat orders come in the way they are doing this Spring.

As regards dyes for the future, some dyes are not procurable at all. Every color is scarce, but some are unobtainable, such as indigo blues, and sulphur colors. Many manufacturers have fairly good stocks, but where they have been compelled to purchase, they have paid as high as 400 per cent more for some dyes, which are now being brought in from Switzerland.

Ginghams, which enjoyed a limited sale last year, have sold much better this year, and are taking the place of crepes, ratines, and other lines which will not go through the wash tub the way gingham will. A still bigger run is expected on ginghams next year.

WOOLS A LITTLE EASIER.

(Continued from page 13.)

are well satisfied with the outlook. There is strong competition for all classes of good scoured merinos, as these wools can go into manufacturing at once, and as a result there is great competition for them. All the wool on the market is being taken by home buyers, as the American buyers are awaiting the time when licenses will be freely granted. Crossbreds are still active and need no outside incentive to produce business, and there certainly is no need of any help to move stocks, as the home trade is able to use every bale available. Offerings are restricted, and prices are still easily maintained at their highest point, and there is not the slightest evidence that the home trade has nearly satisfied its demand. English-grown wools are very firm, and mohair is looking up because there is an increase in the demand.

Though there has been some improvement since the beginning of the year, conditions are by no means encouraging in the Nottingham lace trade. The larger manufacturers are doing much to relieve the labor situation by keeping their staffs together. This policy means that they are taking losses, as business is not on a remunerative scale. The improvement since the beginning of the year applies more to specialties than to general business, and the firms making novelties are busy with orders for the home and the American trade. All-overs and flouncings and nets are selling, and so are certain kinds of curtain nets and fabrics. Silk bordered veilings form another line that is fairly well employed. There is very little doing in Long Eaton, Beeston and other suburbs, and operatives are mostly drawing out-of-work pay from their unions. Chantilly laces and flouncings for the American trade are being produced in considerable quantities, and nets are also selling to the same trade.

Paris is setting questions as to the holding of Fall openings at rest by an early announcement that all the members of the Chambre Syndicate de la Couture Parisienne will have large new collections of models ready for the usual August openings. Business is improving with the majority of houses, for in spite of the war, their regular private customers are ordering new gowns.



A Cloth for Hard Wear

When selecting a cloth that you can assure your customers will stand the hardest kind of wear and tear, whether it be made up into working shirts—factory aprons—children's rompers—boys' pants or similar garments—order

ROCK FAST DRILL

This is the one cloth that will satisfactorily meet every requirement for extra hard usage. Rock Fast Drill will hold its color until worn out. Its weave and finish are perfect. It may be had in many designs—mostly white stripes on black grounds.

COMPLETE SAMPLE BOOK UPON REQUEST

Buy it by name and look for the registered label.

Dominion Textile Co.
LIMITED
110 St. James Street - Montreal









KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most salable shading. They are unequalled for quality, are unshrinkable, fast colors and are unequalled for quality, and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."



SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

MADE-IN-CANADA

Show Mrs. Canada



how to afford the new suit she expects to do without.

There's a great many women who could afford to buy a suit if the materials were all they required, but who will be forced to do without on account of the cost of making.

This means your suiting sales must suffer now and your profits greatly sacrificed later. By showing

EVERLAST

Coat Foundations

in connection with your suiting windows and introducing them in your department the "cost of making" trouble will be gone. Immediate sales will result.

The Everlast makes coat-tailoring and fitting easy—there's a style for every need.

Push "Everlast" Coat foundations and increase your suiting sales.

WRITE FOR PRICES.

No. 500

Toronto Pad Co., Limited

333 Adelaide St. W. TORONTO

Eastern Representative:
A. J. COULL, 243 Bleury St., Montreal, Que.
Western Representative:
J. W. LEATHORN, 603 Mercantile Bldg., Vancouver

Why Not Open a Permanent Remnant Dept.?

Home and Colonial Drapers will find one to be a valuable adjunct to their business. If this be impracticable, buy remnants for your *sales*. At once profitable and attractive.

The Best House in the Trade for these is

JOHN STONES

Shiffnall Mills

BOLTON, ENGLAND

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World.

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Victoria, B.C.	Winnipeg, Man.
	Hamilton, Ont.	

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada

TORONTO, CANADA

VELVETEENS

Owe their richness, lustre and beauty,—and their utility too,—to the skill of the Dyer and Finisher, and the wise buyer will make sure that his costume velveteens are in the best dye and finish obtainable.

For a century and a half Messrs. J. & J. M. Worrall, Ltd.—"The Premier Velveteen Dyers of the World"—have led the way in the treatment of these beautiful pile fabrics, and their discovery of processes yielding fast-to-rubbing dyes gave to Velveteens a quite new value—and utility.

These fast-dyed Velveteens were awarded the Grand Prix at the Franco-British Exhibition in 1908 and at Turin in 1911, and the careful buyer will ask for and insist upon a guarantee that his Costume Velveteens are in

WORRALL'S FAST DYES

GRAND PRIX FRANCO-BRITISH EXHIBITION, 1908.

WORRALL'S FAST-DYED VELVETEENS

DYED AND FINISHED BY J. & J. M. WORRALL Limited MANCHESTER

THE PREMIER VELVETEEN DYERS OF THE WORLD.

GRAND PRIX TURIN EXHIBITION, 1911.

HOUSEFURNISHINGS

Quaint Cretonnes

Leaning Shown for Black Grounds With Chinese Effects—Many Novelties in Cushions.

IN spite of the many difficulties buyers have had to contend with, stocks are much as usual in all departments. Though naturally, where goods are of French or German origin, the difficulty of repeating stocks as they become low will be greater as the time goes on, until the war is over. As a general rule, up to date there has been no real difficulty in filling orders, as stocks were heavy when the war broke out, and as buying for the Fall months was quite light, it is only since the turn of the year that stocks have commenced to move.

Cretonnes are always an important feature of the Spring trade and stocks are large and varied. Shadows are very much in evidence, and those selling are in the softest possible tones. The leading novelties, however, come in the new sun-fast or fadeless fabrics, and the perfection to which the new processes of dyeing have been brought has placed many colors within the reach of the decorator which heretofore have been barred because they would not stand the light. Mauve is one of these tones, and besides this color there are beautiful shades of grey as well as old rose and rich shades of blue, brown, mulberry and green. Beaver is a color much liked and almond is another leading color. Some of these new sun-fast fabrics have the appearance of repps and the fabric comes in both plain and jacquard designs. This material can be had in cream, ivory, powder blue, dove grey, rose, both pale and deep, rich greens, taba brown and in mulberry and bluish and reddish shades of purple. All these colors are guaranteed against fading or altering in the slightest degree, either by the action of sunlight or by washing.

Cretonnes to go with the plain fabrics are showing with the colors above mentioned used in the designs. Patterns come in mauve and white and blue and white, while a pattern seen in one of the exclusive decorating houses was of blue larkspur with foliage and ground of dove grey, the foliage being veined and outlined with black. Striped grounds and lattice grounds are also new. Grey grounds with black and mauve or black and yellow stripes are shown while the pattern is in foliage and floral designs and many of them show branches with foliage and flowers in natural treatment.

The fondness for black grounds continues and many of the designs are Chinese in pattern and feeling — pagodas, trees, temples, bridges, quaint figures and bright hued birds forming the patterns. Some of the printed linens are jewel-like in their brilliancy, and the peacock motif is strong here with blues, greens, brilliant rose and purple shades used with black and white to give depth and brilliancy. There is a good deal of fawn in many of the patterns. A beautiful pattern has the ground of bramble leaves in various shades of this color, while the fruit comes in rose, wine-color and mauve.

The demand for these floral-patterned fabrics grows apace for the modern room looks bare without the addition of overdrapes and curtains of printed fabric at the windows, as well as the usual curtains of lace or net, etc. Archways and doors are also curtained and printed linens and cotton fabrics are used in the richest as well as the simplest rooms.

Tapestries are in fair supply but when the present stock is sold it will be no easy matter to replace it. In cretonnes, etc., there is always the product of the British mills to fall back upon, and should a shortage occur here, the United States market can be drawn upon; tapestries come chiefly from France and Belgium, and it will be some time before the ravages of the war can be repaired, when hostilities once cease.

Many attractive novelties are being shown in cushions. Large, round and pillow-shaped cushions are very popular, and they come in all colors of satin and velour and are most effectively gathered and corded. In addition to the filled cushions is a varied assortment of cushion cases in both square and pillow shapes.

Burlap Rising

Government Orders for Jute Bagging Likely to Result in Early Advance in Prices of Linoleum.

THE man who is well stocked up with linoleums, burlaps, etc., is fortunate for the outlook is for higher prices. Advices from Dundee show that the manufacturers there are working on government orders for sackings, etc. Though the government requirements are for narrow sacking, by using a patent selvedge, cloth for sand bags and oat bags can be produced from 75-inch and even 150-inch burlaps. Prices are advancing on the made up article, though as yet there has been only a slight increase on the price of jute. The advances in burlaps and cloths suitable for making linoleum are due to the large orders the British Government is placing with the Dundee manufacturers.

The prices at which these cloths are now selling are on a basis of 3¾ pence for 40 in. 10½ oz. This basic price is equal to about 6¾ pence for 75 in. 9½ oz. burlap suitable for linoleum, while 150 in. burlaps have been sold for delivery up to next October at a shade under 14 pence per yard. Last December 75-inch burlaps sold below 3¾ pence per yard, and 150-inch burlaps below 10¾ pence per yard.

In addition the Dundee manufacturers are having labor troubles to contend with. A war bonus is talked of to be granted to all workers that put in full time and this alone will mean an additional 15 per cent. on all wages.

BOXES AND OTTOMANS.

Box ottomans, shirt waists boxes and hat boxes are offered in many designs and make-ups. Some are just covered with Japanese matting while others are covered with cretonnes or tapestry. Many departments do quite a large business in making and covering the boxes and ottomans.

IT'S NOT A CREX RUG UNLESS C-R-E X IS WOVEN IN THE BINDING

These Electros mailed free on Request

CREX
GRASS RUGS
TRADE MARK REG. U.S. PAT. OFF.

Write for CREX Advertising Helps

ELECTRO 135



Most Canadians live on their Veranda in the Summer

Why not help them make it attractive and comfortable by selling them CREX Grass Rugs?

ELECTRO 125



No matter where it is, on the farm, at the great Canadian Summer resorts, in the village, or the large city, every home has a room or rooms which will be the better for a **CREX** rug, and in 99 times out of 100 has a veranda or porch which is the most frequented spot from May until September, and where a **CREX** rug will fit in to the delight of the whole family.

CREX Rugs are in big demand because of their sanitary, dirt-proof qualities. They need never be beaten—just brush off with damp broom—and for that reason are particularly adapted to bedroom and sewing room use as well as the den, the bathroom, the living and dining room, and even the kitchen. In fact, there's not a room in the modern home where **CREX** does not fit in and lend its charming design and colorings to the general effect.

CREX rugs and carpets are to-day, in the face of the rising prices of wool, the most economical floor coverings on the market.

Why not go right out after the furnishing of the verandas of your community?—don't stop at **CREX** Rugs, but fit them up with furniture, cushions, etc.

Here is a paying suggestion. Advertise veranda furnishings, show them in your windows.

Write for color catalog and price list of CREX. We supply electros free of charge.

CREX CARPET COMPANY, Dept. 5, 212 Fifth Ave., N.Y.

Originators of Wire-Grass Floor Coverings

THERE'S A SQUARE DEAL IN EVERY SQUARE YARD OF CREX FLOOR COVERINGS

Cosy Corner a Good Drapery Salesman

Taking Advantage of a Strategic Point in the Hamilton Co.'s Store, Montreal, for Displaying Goods on Arches and Branches—Sale of $85 From Passing Customer—Draping in The Piece.

By Resident Staff Correspondent.

CURTAINS, cretonnes, and like goods, sell best when draped. Up-to-date stores do not attempt to carry these lines to-day without elaborate equipment for draping. The methods for doing this vary between wide limits, but there are few on the continent of America more unique or picturesque than that of The Hamilton Co., Montreal.

Their department consists of a cosy corner, situated at the top of the stairs near the elevator on the second floor. The frame work is of rustic form, made from birch wood, the design of which is copied from an old castle in England. To look at this work, one would think it of very simple construction, but it required weeks of work, and cost a considerable sum. Its beautiful arches and branches are very serviceable for showing drapes for portieres and side curtains.



Corner for drapery display in rustic form, representing old castle. The displays of goods draw constant sales.

In the centre of the cosy corner are three tables for carrying piece goods, and a ledge runs all the way around the square, about three feet high, which, together with the tables near the elevator and on the top of the stairway, are the sole means of displaying goods. Everything is displayed in this way, no reserve being carried here on shelves. This makes serving easy, as, if the clerks are busy, customers can see the goods themselves.

The display is changed every day. In fact, it might be almost said it is continually being changed, as the scrim displayed on the branches is in the whole piece, and is hardly up before it has to come down—for sales.

There has been a marked improvement in sales since the arrival of this cosy corner. It has a strategic situation, as the displays are seen both by people waiting for the elevator and those ascending the stairs. Often and often people are attracted from the elevator by the draping. Only the other day a woman who was about to descend, stopped to admire the scene, and before she left had spent $85 on cretonnes, scrims, etc., for a hotel in Little Metis. Pieces that are hard sellers are usually draped, and in this way they sell better.

The cash carrier runs right through the centre of this bower, and there is a station within, so that customers are not detained more than two or three minutes. Owing to the publicity, this corner receives from its very favorable position, it is very rare that its goods are advertised, either in the newspapers or the display windows.

At the rear there are four large windows looking out on to a large garden, the lilac trees in which reach almost to this height. The beauty of the corner is enhanced in summertime by opening the windows, giving it a real rustic appearance.

Its value as an advertiser is also seen in the number of inquiries received from people who have seen goods displayed on the previous day. They are so impressed, they come back and ask for "some of the piece that was hanging there." All draping is done without the aid of pins, rings or tapes, the woodwork making this possible.

DYE SITUATION A BIG PROBLEM.

Present Stocks Will Last for Some Time but Later the Colors Will Not Be so Rich nor so Lasting.

The dye stuff situation is not improving and this fact alone has a very important bearing on the future in the upholstery and drapery department. The import is serious for when present dye stocks are exhausted, many manufactur-

PRIME & RANKIN, Limited

Manufacturers of

Windsor Scrim Curtains

Made on Double Mercerized Voiles and Marquisettes



The most exclusive and attractive range of designs shown this season. Fabrics of quality, beautifully designed and well made. Any length desired and at various prices.

Every pair guaranteed to hang properly because **they are made right.**

VERY SPECIAL VALUES at $2.25, 2½ yards long. **A LEADER FOR THE DEPARTMENT.**

We are also showing a most complete line of **Nottinghams** in Filet, Brussels and Panel Effects.

OUR BUNGALOW NETS are well deserving of your consideration. They come in a wide range of patterns and prices.

HEMSTITCHED AND FANCY BORDERED SCRIMS—Complete new range of samples now in our travellers' hands. Colors—White, Ivory and Beige.

FANCY CHRISTMAS HANDKERCHIEFS — Our travellers are now showing the best line of handkerchiefs we have yet carried. The range includes every novelty—"San Marino," "Sheer Organdie," "Fancy Boxed Goods" and the fast color "Lissue" lines.

COMFORTERS AND EIDERDOWN QUILTS—For Fall delivery, our own and British make, best value in the market.

PRIME & RANKIN, Limited

18 Castle Gate, Nottingham, England **74 York Street, Toronto**

ers say the procuring of a further supply is impossible. It is hardly likely that printed goods will be off the market entirely, but rather that the colors will not be so rich, and they will be less lasting and more fugitive. This contingency, however, is fairly remote for stocks at present are fairly large.

Some novelties are unobtainable, but it is easy to substitute something just as good in the place of the wanted line.

Under present conditions no coloring materials can be used in producing goods for this market and manufacturers are resorting to the use of home-made colors. Without doubt should the period the war lasts become extended, many of the fancy colors will disappear from the market. There will be plenty of colors available even though this should happen, as the manufacturers of aniline dyes have not been idle. In the Old Country dyers and chemists have been at work since the war started, and old companies have expanded, and new companies have been formed for the purpose of manufacturing the same class of dyes that have been coming from Germany before the war. But though some progress has been made, there is a very real shortage in some lines.

Housecleaning Trade

Big Business Comes in Piece Goods —This is Due to the Way Houses are Built.

DURING the past month there has been a very general revival in the demand for all kinds of draperies, and the season for the annual Spring housecleaning has had a marked influence upon the selling of curtains, and curtaining in the piece. Indeed, the business in piece goods is developing so rapidly that it is threatening the sale of full-sized curtains extensively, and the falling off of the sale for certain kinds of curtains is being reflected in certain lines. This is due to the prevailing styles in architecture. Modern houses and bungalows are built with low ceilings and wide, low, or narrow windows. Windows in modern houses are of such construction that only scrim and fancy piece goods can be used for curtaining them. This means that the development is in this direction and that made-up curtains do not show a corresponding increase.

There is a big call for scrims, plain, fancy bordered and hemstitched, both in the cheaper and in better priced grades. Voiles and also marquisettes are of a lighter texture than scrim and are selling where something finer than scrim is desired. These fabrics are finished in the same manner as scrims. Filet stripes and antique effects form the novelty in bungalow nets and the finer qualities in cable net curtains also have antique insertions interwoven with the net. Windsor scrim curtains are among the best sellers and for curtaining handsome rooms, point Arabe, Marie Antoinette, and in finer effects, point Nubian curtains are the leading sellers. The new Madras-musline are sun-fast, and plain colors are the novelty.

The millinery store of Mrs. L. Leontine at 309 Dalhousie street, Ottawa, sustained $4,000 damage through fire.

Owing to a fire which broke out on a neighboring shop the premises of the Acme Clothing Store, owned by M. W. Phillips, at New Westminster, were badly gutted by fire.

Hon. A. E. Kemp, minister without portfolio, has been made chairman of a Government Purchasing Committee for war supplies. Ex-Mayor Laporte, of Montreal, and Mr. G. F. Galt, of Winnipeg, the latter two wholesalers, are the other members of the committee.

MILLINERY

Mid-Season Novelties

Tendencies Leading Back to Fabrics —Velvet and Hatters Plush Combined With Straw

MID-SEASON tendencies developing and are very interesting. Last year milliners will remember that the mid-summer business done in white hats was large and the white satin hat was the leader. Possibly there are centres where this mid-season business does not touch, but in all the cities and larger stores business is there to be done.

The new tendencies lead back to fabrics and the latest imported models show combinations of kid, velvet, satin, felt and maline. Straw is also used in combination with the above named fabrics. The combinations featuring black and white are very much in evidence, and as well blue is often combined with white. As well there is a tendency to favor neutral and soft shades of color. Sailor shapes are still paramount but the turban has again appeared and many of the most original shapes are decidedly small.

The appearance of felt hatters' plush, kid and black velvet at this time of the year is regarded as significant. Another point of interest is the fact that the tam crown will not down, and that new models showing a huge tam crown of black velvet with a brim of white felt are among the latest ideas. Velvet and plush crowns and straw brims are also showing. Buckles, quills, and feather fancies are the favored trimmings for this type of hat.

Hats of this kind do not dominate but are shown side by side with wide brimmed models of Leghorn, and Neapolitan braid and hair lace. Hats made of maline or shirred Georgette crepe are shown and other models come partly in straw and partly of shirred cream or black lace. Mixed flowers are used to brim these models and roses, pansies, field daisies, lilies, forget-me-nots, pond lilies, etc., are the flowers used. Sprays of wheat in black, white, corn-color, and dull blues and pinks are in heavy demand and this call has sprung up in the past few weeks.

Ostrich fancies made from straight flues are coming into high favor and on dressy hats are combined with flowers.



REGULATION SAILOR AT A NEW ANGLE

The mannish sailor shown below is of panama and very smartly and simply trimmed with black velvet banded about the crown, and two wing fancies at the sides. This hat owes much of its effect to the angle at which it is worn.

Predictions are made that ostrich feathers are to be revived for Fall. Parisian milliners are working along these lines, and this movement it is said has weighty backing in New York.

The new models described below illustrate some of the new features in millinery. A model is shown with large puffed crown of black velvet and brim of white chip. The only trimming on this hat is a racquet shaped ornament made of white china beads.

One of the new small sailor shapes is of white chip with the side crown and the upper brim covered with blue faille silk

(Continued on page 47.)

Children's Lines

Should be Carried by Smaller Stores and Exclusive Milliners—A Big Business at Little Expense.

A LINE that is often neglected, in the specialty millinery store are infants' and children's hats; and the reason is not far to find. In the days before this kind of millinery was specialized upon and factory-made the milliner did not find it a profitable game making up this kind of millinery. Her viewpoint was somewhat similar to that voiced by the dressmaker—the making of children's garments was "pernickety" work—it took up lots of precious time and did not pay. Just as much time had to be devoted to making a child's dress as to a garment for a grown up, and you could charge only about half the price; the customer would not stand for any more. So children's hats like children's garments were a neglected branch, and no one was interested in making them. This meant a paucity of freshness and new ideas, and that the right viewpoint, styles and materials were absent from all but a very few stores. A milliner made a child's hat when she had to, to oblige a customer.

It was this attitude that created the opportunity for the manufacturer of children's lines. But in many stores the indifference to children's millinery continues and there is only a milliner here and there who carries a fair stock of infants' and children's hats. This trade goes to the big departmental stores because they feature it and show the goods properly.

Few milliners, either by themselves, or in the smaller stores, have changed their attitude towards children's millinery now that it is no longer necessary to make it up in their own workrooms—they fail to recognize that there is a good profit made out of these goods by handling them in the new way. Each season the manufacturer of children's headwear puts out attractive models to sell at moderate prices. They are designed by a designer

(Continued on page 46.)

Winnipeg Millinery Store in Grey Enamel Finish



This is a view of one of the handsomest millinery stores in Canada, Stanwoods Limited, of Winnipeg, just completed on the tenth anniversary of the business. The store is nearly 150 feet long and is finished throughout in French grey enamel. This is a rare color for millinery departments, but the experiment is likely to be followed, as this soft, clean and bright shade sets off the goods to perfection. This color scheme is kept up in the chairs and stands before the fitting-on mirrors.

The goods are admirably protected and displayed in glass cabinets with three large show cases equipped with all-glass tops for flowers and other trimmings. The glass in mirrors and show cases is all plate.

The floors are completely covered with a deep pile Axminster carpet, in dark green.

The display windows consist of mirrors on both sides and back. The store lighting is done by the new nitrogen lamps which allow colors to be matched at any time.

At the back is a large workroom where a staff of 20 is employed. This is exceptionally well lighted by windows covering the entire back, and by skylights that form half the ceiling.

Palms add a touch of richness to the dainty interior of the store.

WELL-DEFINED TYPES OF SUMMER MILLINERY



Revival Expected in Ostrich

This is a new Kurzman model, ostrich trimmed, indicating the way fashion is moving for the Fall season.

Many Models are Flower Trimmed

The hat is of leghorn, wreathed with black and green cherries, and the flowers are in dull shades of blue, pink and grey. The under brim is faced with flesh-colored crepe, and behind the flowers and around the edge of the brim is placed a shirred silk trimming in dull blue.



Ostrich and Wing Effects Coming Strong

Novelties Featured at the Openings—Owls' Heads Good — They Are Imitated in Roses and Large Field Daisies—The Popular Trade Buying Flowers — Wide Ribbons May Come In.

LEADING Toronto millinery houses held a Summer opening on the 19th of April. This opening was well attended as it was expected that there would be changes in hat fashions. Up to date, hats have been small and smart, and while the interest still centres very largely around the tailored hat, Summer models are decidedly large and more picturesque. Sailor shapes are paramount and the majority are large; some are moderate in size and they are trimmed so as to make the high crown appear higher.

The novelties brought out by the openings were more along feather effects than floral lines, and the newest and freshest were in ostrich novelties. These were made up of spider web and straggling effects made of the long flues worked up in various ways. Some of these ostrich effects are made up with flowers, while others are mixed with flowers to form the hat trimming.



MID-SEASON NOVELTIES IN FLOWERS AND FEATHERS.
No. 1—Two roses placed together to form owl's head; eyes take the place of the center, and jet beak is placed between; No. 2—Spider web effect is straight ostrich centered with a pond lily; No. 3—Novelty wing mount, the black feathers tipped white, and mounted with a bird's claw and stripped quill in whip effect; No. 4—Feather novelty in owls' head effect in white and black, with eyes and jet beak. Shown by D. McCall Co., Ltd.

Varieties of Shapes for Wings.

Wings will also be more popular as the season advances and the new wings come in various shapes. As a rule wings are arranged on the crown of the hat, but it is permissible to arrange them in any way desired. They may be posed on the top of the crown or on its edge, or they may be arranged in any original style the milliner's ingenuity suggests. They may shoot out at any angle or may droop down until they almost touch the shoulder of the wearer. Or one wing may shoot up and another point down or two or three wings may stand out in horizontal fashion. Wings are long narrow and spearlike or are tiny and hatchet shape. Others are fan-like, and there are Mercury wings and wings twisted into many shapes. Small wings have a bird's claw and a stripped quill or whip effect as an embellishment. The big vogue is the white wing to trim the black hat, and the black wing, or the black and white wing for trimming the white hat. Other wings come in neutral and dark shades.

Another feather novelty that is much in evidence for the moment is the owl's head. As a general rule this head is just a concave round of pasted feathers with a few feathers in either black or white placed around the large round eyes, and a beak of jet. This owl's head idea extends to flowers — two roses or large daisies are placed together and instead of centres, round glass eyes are used and a beak of jet is placed between the flowers.

All these feather effects are to be used on mid-season hats of the better class, but for the popular priced trade flowers will be the big sellers, and for Summer wear the flower trimmed hat will have a pronounced vogue. Mixed flowers are used and hardly a model is seen that is trimmed only with one flower. Pond lilies in white, pale pink, pale blue, and Nile as well as deeper colors form one of the floral novelties featured at the openings. Large field daisies in white, black, yellow, pink and dull shades of blue are a big feature in floral lines. American beauty roses, pansies, lilies of the valley, and forget-me-nots are also good selling flowers. Fruits have sold for the early season, but are not so good now.

Wide Ribbons in Solid Colors

Ribbons come high in popularity. Efforts are being made to introduce wide ribbons in solid colors. Medium sized sailors and other shapes are trimmed solely with enormous looped bows often placed right on the top of the crown; and there is hope for this fashion for there are so many women who need the effect of height that this kind of trimming gives. In point of popularity narrow ribbons lead and for Summer selling velvet ribbons in narrow and medium widths and in colors as well as black are very much in evidence. Three colors noted at the opening were deep dull rose, moss green, purple and old blue.

The early season featured the made hat, and the Summer openings showed the straw shape in first place. Leghorn, Milan and hemp are the leading straws, and besides considerable use of braid was noted. Satin braids were used lengthwise to cover crowns and to face brims. Very few hats exposed the whole of the shape; sometimes the crown was covered, sometimes the brim. Or it would be the side crown and part of the upper brim that would be covered. Faille is used for this purpose extensively and the edge is as a rule scalloped and finished with a piping. Many hats are covered with Georgette crepe and flesh tint is very much used. A new way is to cut the crepe on the bias, double it and run a cord or wire in the double part. Then the crepe is used just as a braid would be, round and round, row upon row.

Lace is used and the only transparent effects are of shirred lace. At present this effect is confined to the brim; later the whole hat of shirred lace may appear.

Velvet and moire ribbon ties are seen on many of the new blouses, and this adds one more to the many uses that give promise of a good ribbon season.

CHILDREN'S LINES.

(Continued from page 42.)

who does nothing but design models for children's wear- she is an expert in her line. The materials have been carefully selected as being the ones of all in vogue most suitable for making up into children's millinery. Because the materials are bought in large quantities prices are right. Children's styles, it should be premised, are more staple than those intended for grown-ups' wear, therefore the buying of materials is on a different basis. The styles show plenty of variety and each manufacturer makes sufficient models to enable him to confine selected patterns in each town to one milliner, or if the town or city is large enough to just the number of milliners that can handle them without any chance of overlapping.

Few Extra Expenses.

This being so it is difficult to see just why so many milliners do not handle children's millinery. To begin with beyond the putting in of the stock and perhaps an extra show case or so, there will be no workroom expenses save perhaps the occasional changing of a flower or some other trimming that will take up but a few moments of a girl's time. Nor will there be any added selling expenses. Opportuntities for selling should be good in exclusive millinery stores, if the milliner can get the mother's trade and confidence it should be easy to get her to buy her children's hats also. Possibly the selection the milliner can offer is not so large as that offered by the departmental store, but on the other hand the stock a milliner offers should be more select—it has been hand picked, as it were, to the customer's taste. This is an important point in favor of the handling of children's millinery by the exclusive milliner. The pro-

WHITE HATS FOR SUMMER TRADE

We have a particularly well-assorted stock of **SUMMER HATS** including all the latest shapes in

White Tagel from $9.00 per doz. to $12.00 per doz.

Panamas reblocked and cleaned like new by expert workmen and hydraulic press, 50c. each or $5.00 by the doz. Let us know your requirements.

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Four beautiful millinery magazines, each showing over 200 hats for Summer wear. These will be sent you free if you will sign and mail the trial order coupon below.

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The World's Authority on Millinery

now has a larger circulation in England and on the Continent than any other millinery magazine.

First Fall Costumes from Paris shown in the May issue. First Fall Hats and Suits. This is the great Souvenir Number, the Panama-Pacific Exposition Edition. Beautiful Colored pictures. Venus, surpassed by the famous model Audrey Munson, who poses for hats in this special issue.

"Hats," a beautiful magazine issued as a supplement of The Illustrated Milliner for February, March, April, August, September and October. Eighteen separate magazines, all for only $5.00 per year, postpaid.

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¶ Try a condensed advertisement in the DRY GOODS REVIEW. It will carry your message into the dry goods and departmental stores from coast to coast for only two cents per word for each insertion.

per displaying of children's millinery is one of the chief means of making sales. The surroundings are specially designed for display purposes in all stores and therefore there is nothing to be said upon this head save that a special showcase—preferably one of the high cases glassed on all sides, such as are used in store entrances—would be best adapted to the purpose. There is no need to point out to the experienced milliner the importance of frequent changes of displays of goods, and the making of the displays pronouncedly attractive.

This is one way in which the milliner can increase sales and lessen overhead expenses without branching out into any new line.

MID-SEASON NOVELTIES.

(Continued from page 42.)

On the edge of the brim at the back is a small bow of black velvet ribbon with long ends weighted with jet tassels. One of the new oval turbans is of white kid, and placed on the front of the crown and curling to the back are two narrow kid quills.

One kid sailor is white faced with black velvet. On the front of the crown is an oval pearl buckle with a short loop and pointed ends of black velvet faced with white kid. Another white kid sailor is faced with white satin straw and the crown has a band around it of gray, blue and yellow beads with an ornament and tassels on the right side.

Totally opposite in style but equally fashionable is a large drooping shape of cream Neapolitan braid with a lining of pale lavender silk. The brim is edged with a band of cream Milan straw. At the base of the crown is placed small pink and blue roses with shaded blue and lavender leaves. A large sailor model seen at the same place as the above was of white Milan with the top of the crown of black hatters' plush, and the sole trimming was composed of pairs of white roses placed on the top of the crown the front pair having black whips starting from the centres.

NOVELTY RIBBONS.

At the present time novelty ribbons in black and white effects are strong, and some new numbers are shown with colored stripes used in combination with black and white. Colored stripes in the form of what are known as regimental stripes are being introduced. These regimental stripes are made up of the colors used in Scotch plaids, only they are combined in stripe form.

There are many attractive new patterns in beautiful color combinations. Some are on light backgrounds while others come in rich dark effects. Many of these new ribbons have a narrow satin striped edge in solid color.

Which of these five stirring business topics interest you most?

Is Canada Due for Tremendous Expansion?

When Canada's back door to the sea is thrown open; when the Hudson Bay Route spreads its gleaming strips of steel through the Great Nelson River region, what will this all-year-route not attain in the development of that land of infinite possibilities and the commercial expansion of Canada? Let Thomas Jarrett, in "Opening Up the Northland," take you right to the heart of this country rich in fertile lands and mineral values. Let him picture to you the possibilities of its extensive lumber and pulpwood forests, its great water stretches teeming with fish, its gigantic and picturesque waterfalls. Let him show you just what the opening of the Hudson Bay Route next year will mean to all Canada in commercial and industrial expansion.

Can a Car be Run Successfully on a Salary of $25 per?

Is it necessary any longer for the average business man to deprive himself of the comforts and conveniences of an automobile?

Here's a mighty good story Raymond Harris gives us: "Automobiles on Small Incomes." It goes right to the root of the mooted question of automobile extravagances. If you have ever doubted the low cost of motor car ownership you should certainly read this interesting article.

He Fought for Responsible Government.

"The Career of Haultain," erstwhile Premier of the North-West Territories, and present Chief Justice of Saskatchewan. A sketch of one of the most striking personalities of the West, overflowing with interest and plot and action, by that master of crisp biography, W. A. Craick.

Are You at War with Yourself?

Are you unconsciously squandering your biggest success asset? Does your work possess only half the vigor and dynamic force your capabilities afford?

If you know what it is to step out in the morning with a new buoyancy, to pick up your work with an added enthusiasm, an undreamt of vigor that gives full play to your capabilities, then you understand the influence of Dr. Orison Swett Marden's stirring personal talks. This month it's "Personal Power." Fifteen minutes of real inspiration.

Will Good Times Come Sooner than Most Expect?

John Appleton, editor "Financial Post," picks out for you the specks on the business horizon, the little eddies in the stream that indicate decisively the temper of future business conditions.

Talk with certainty on the trade prospect by following each month John Appleton's excellent department: "The Business Outlook."

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KNITTED GOODS

Sports Coats Win

Last Year's Introduction Paved Way for Lively Selling This Year—Silk Fabric With Belted Back.

ONE of the most promising lines of knit goods for the coming Summer is the sports coat. The early evidences of this at the end of April, showed that there was a real demand from many parts of Canada for this article, particularly in silk. That is, not real silk, which will cost $25 each, but in silk fabric or imitation silk which would sell anywhere round $8, $10 or $12.50 or thereabouts.

A buyer who is in touch with many parts of Canada, informed The Review the last of April that there were indications that there would be a general sale of this silk sports coat all over the country. Where one was sold last year there will be fifty sold this year, was his confident prophecy. These are coats which were only really introduced to the Canadian public last year and were feeling their way. They were strongly taken up by the few who did invest in them and evidently their influence has been responsible partly at least, for the much wider demand that is showing up this year.

"We will have a demand for these for afternoon social affairs, for boating, for golfing and other outdoor sports and anything where this light graceful silken garment can be utilized," he said.

"One reason why it is popular undoubtedly is the attractive form in which it is gotten out. The demand so far as I can judge it is first for the rose shade, next pale blue, next white, next emerald green and perhaps fifth, helio. The rose shades are selling very rapidly and we have orders coming to us from all directions for them. The coat that sells best so far as our experience is concerned is the one with the belted back without the sash. Self colors we find better than the garment trimmed with a different color."

SILK UNDERWEAR.

There is really nothing new in knitted silk underwear save the fact that sales keep up. These garments can be had at prices that are sufficiently reasonable to compete with the better grade of lingerie garments. Therefore, as silk



SILK SWEATER WITH HIGH BELT.
A novelty in Fall lines in silk, following the new high-belted style in dresses.

is so much more luxurious than cotton these knitted silk garments are displacing those of the latter fabric. Of course these garments do not stand the laundering process as well and need to be French cleaned, but the fact remains that the woman who can afford it is buying silken undergarments. The call for flesh or pale pink is very large and this color sells almost as well as white.

What of 1916?

Government May go on Filling up Reserves Long After War Ends—Some Doubt as to Fall Delivery.

"IF any one can give us the faintest idea of what the hosiery situation for the Spring of 1916 will be, we will class him as a prophet or more than a prophet," was the statement of one of the largest hosiery buyers in Canada to The Review in discussing the prospects for this and other similar articles where the much wanted woolen yarns form the starting factor both in regard to supply and price.

"We know pretty well where we are up to for the Fall, at least so far as prices are concerned," he went on. "Our orders have all been given and accepted, in so far as anyone can accept orders for woolen goods for Fall delivery. We look forward to the delivery but we are not at all sure. Anything might happen. The prices are advanced on a number of lines, but so far as selling the public is concerned we will make advances generally where we have been compelled to pay higher prices, but on certain lines that we are well known for and have a fixed price in the past we will keep down our goods to that price even if it means a loss of money. We will not be in bad shape if deliveries are made of a fairly large proportion of the stuff we have already contracted for.

Scarcity After War Ends.

"Matters are in a very bad state so far as the supply of yarn is concerned and there seems little prospect of any improvement within the next year. Some people have the idea that if the war were to close early this Fall matters would resume a normal condition again and supplies of yarn would be available for the regular purposes to which it has been put. But there is no guarantee of that. The reason for the scarcity of yarn now is the abnormal demand which is made upon it by the

The Style Element in Knit Wear



There is more than quality of materials and workmanship in Beaver Brand Knitted goods—there is style quality. The models at present being shown for Fall, 1915, embody a more than usual amount of that style element which is so potent a factor in making sales. The "Montrose" and "Glengarry" illustrated on this page are striking examples of important novelties shown by us for Fall.

We are manufacturers of an extensive range of



Sweater Coats, Mitts and Gloves, Caps, Worsted and Cashmere Hosiery, and Mufflers for Men, Women and Children; Boys' Jerseys, Children's Suits.



The serious scarcity of materials makes it advisable for merchants to secure themselves on stocks for Fall and Winter selling. If your Fall orders are not yet placed drop a card and have a Beaver Brand salesman show you the full range.

All Beaver Brand Lines are Made in Canada

R. M. Ballantyne, Limited
Stratford .·. Canada

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Montreal and Maritime Provinces.

Government for war material. Supposing the war were to stop. What guarantee is there that the Government would not go on making goods? There is every likelihood that they would keep on the control of supplies which they secured by commandeering the woolen factories in order to build up a reserve stock. That will undoubtedly be the case as far as ammunition is concerned. and it is estimated now that even if the war closes in a few months the shrapnel and other materials will continue to be manufactured almost to the limit of the capacity of every country engaged, in order to secure a reserve stock as all the arsenals are depleted. So with uniforms and other clothing.

"It must be remembered in considering the whole situation in its relation to knitted goods that there is a tremendous waste going on constantly now. None of the clothing that is worn by the hundreds of thousands of troops on the field is ever recovered. In the case of most clothing in times of peace it finds its way back to be ground up afterwards and so supplements to a considerable extent the waste of wool going on in the world. The supply of wool on hand and available now is being rapidly depleted and cannot possibly be made up for a long period.

"There is another question. How could the supply of wool from Australia and New Zealand be brought to England even at the close of war? The transports would undoubtedly all be used for weeks or months to transport troops and of course first attention would be given to this matter. Transportation of wool would have to bide its time, along with so many other activities in the commercial world.

All Is Uncertain.

"That is why I say that no one can prophesy now as to what chance there will be of getting a supply of knit goods for Spring or even for Fall, and no one can give an estimate of the prices that will be reached by the time that contracts are being made for Spring delivery. In ordinary years we would have a very good idea now but one of the shrewdest agents we have in England, a man close to the wool market, has just sent me word that he has no idea where he can get anything promised for Spring. All is uncertain and no one knows what will happen."

Scarcity of Cashmere Hose

Orders Placed Now for Spring Wherever Possible — Heavy Cotton and Fleece-Lined Likely to Replace Much Of the Woolen.

BUYERS are looking forward with no little anxiety to the Fall season—they are not sure of its outcome. It is certain that cashmere hosiery will be in short supply- and the man who has not yet arranged for his Fall stock stands a very good chance of having no goods to sell. Advancing prices is not the worst of the situation; it is the shortage that seems so probable that worries the average buyer. British manufacturers will have to satisfy most of the demand for cashmere hosiery—and not only is the raw wool in short supply, but there is trouble over the yarn and over the dye stuffs. Before the war England only spun about 25 per cent. of the hosiery yarns consumed in her hosiery mills—the rest came from France and Belgium where they use a spinning process that produces a very soft yarn. And these supplies are of course now totally cut off.

The dye stuff situation is giving trouble as dyers may have to resort to the logwood processes in use before the aniline dyes were brought out. This means that dyes may not be so fast or finished so satisfactorily;—but the public will have to take what it can get.

Labor troubles are a new problem—as many artizans are at the front and plants are disorganized. British mills are also busy on Government orders and in all cases the wants and needs of the fighting man are placed before those of the civilian.

And in face of all some buyers claim they will maintain the stated prices, including the 25c line. When asked as to how they will do it, they shrug shoulders and say, "Well, qualities will not be the same."

Should the shortage develop largely in all probability it will work out to the advantage of heavy cotton and fleece-lined cotton hosiery. Hosiery of this class sells almost exclusively for Winter wear in the States, and some buyers are doing well with similar lines for Winter wear in Canada.

Buyers are placing orders now for next Spring wherever they can get them. There can be little change in the situation even if the war should end with the coming year as a period would have to elapse before building up and adjustment could be made.

Hosiery Novelties

All Colors Showing to Match Shoe Tops—Taking Advantage of Low Shoes.

AS the season progresses there is very little change in the hosiery situation. Orders keep coming in for footwear is selling. In spite of all that is said about the situation in dyestuffs, there never was a year when more colors were featured in hosiery, and it is quite possible to match any given shade and color from the stock in the larger stores. Colors that are known as shoe top colors, namely sand, fawns, and greys are most in evidence, and the hosiery department carries a wealth of shades in these colors. Fancy boot tops are firmly established and colors of this class should outsell all others. The stocking is being matched to the shoe this season and when Summer shoes are considered this opens up great possibilities in the hosiery field. Low shoes for Summer wear show combinations of patent leather with tops in sand, soft fawn shades, grey, and white. Moreover, the new models in white shoes with patent leather have pipings and narrow lines of patent leather in black, tan, Russian green, dark blue, Belgian blue, and even red. and it is in matching these trimming colors that one of the chief possibilities in hosiery exists. There are many fancy effects on the market chiefly in the form of stripes and checkerboard patterns. Plain uppers with the stripes in boot top effect are very much in evidence but the more general preference is given to the boot top length in one solid color and the upper part of the stocking in another.

The high boot is high style, but it cannot comfortably be worn during the Summer season. nor is the boot according to Canadian ideas appropriate for wearing with the Summer gown. Therefore, it is a foregone conclusion that the pump will be demanded for Summer wear. Manufacturers of silk hosiery have seen in the situation an opportunity to put on the market a stocking trimmed to give the boot top effect. The outline of the top of the boot is produced on the stocking in embroidery. and buttonholes are worked, though of course they are not cut through, and the buttons are sewn on so as to simulate a high buttoned boot when the stocking is worn with a pump or low cut shoe, and as a last touch tassels are placed at the centre front where the top of the boot is indicated by the embroidery line

Hosiery striped either round or down the leg comes with half the stocking in solid color and half in striped effect and black and white stripes are combined with various colors.

How Is Your Stock on These Lines ?

Every line of hosiery listed below is a strong business puller—honest value—carefully knitted and dyed—"Made in Canada"—and profitable to handle!

For Children and Infants — Little Darling, Little Daisy

For Boys and Girls — Buster Brown, Buster Brown's Sister's, Rock Rib, Princess, Hercules

For Men — Marathon, Pedestrian, Silkoline

For Women — Three Eighties, Canada's Biggest Seller, Silkoline

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EVERY PAIR OF HOSE PROTECTED BY THIS TRADE-MARK

SUNSHINE HOSIERY REGISTERED

Straight Talks *from* Moncton

By Humphreys

NUMBER FOURTEEN

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The feeling of confidence that you have when you sell *Humphreys Unshrinkable Underwear* is reflected in your sales. You know that when you sell a garment that you will satisfy your customer, that you are giving him 100 cents in value for every dollar he invests.

This label in underwear is your guarantee that you are giving your patrons the finest garment that expert workmanship and the best unshrinkable Maritime wool can produce.

Humphrey UNSHRINKABLE

MADE-IN-CANADA

Don't make the mistake of placing your Fall and Winter 1915-16 wool underwear order before having seen the Humphreys line.

Samples sent when requested.



E. H. Walsh & Co., Toronto
Selling Agents for Canada

Humphreys Unshrinkable Underwear, Limited
Moncton, N.B.

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Fine Pure Wool

FOR

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We have a fully assorted stock of Sweaters, Cardigans, Motor Coats, Sports Coats, Hats, Caps, Negligee Shirts, etc., etc., for

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READY-TO-WEAR

Sports Coats Selling

Buyers are Interested in Coverts, But They are Hard to Obtain—Indications as to Fall Tendencies.

COATS are selling about even with suits and the best business is being done in the so-called sports coats. These coats are made up in chinchillas, serges, Bedford cords, gabardines, golfines and corduroys, and there is a disposition to favor the white coat in spite of the expense attendant on keeping it in a wearable condition. Next to this is a large block check in black and white and white ground line stripe and plaid in black.

In the city stores coats developed in covert cloths are selling particularly well and this may form an indication for the coming Fall. When samples were shown buyers were afraid to place orders for covert coats and so the manufacturer did not order this cloth, and now that there is a demand there is no means of getting it filled. Coverts when last fashionable were big sellers in Winter weights and the very fact that they are wanted now and cannot be obtained should help the sale in the coming Fall.

Some of the newest coats in this material show military touches in the form of collars, pockets and belt treatment. Other models, particularly those developed in silk, are cut in paletot style long, straight and fairly full, but not flaring at the bottom edge.

New models for Fall are beginning to be shown and fitted enough to indicate the lines of the natural figure. Many of these coats show a broken line at the waist-line; the most usual way in which this is accomplished is by placing big pockets at the sides. A separate coat in this style was made of heavy checked rough cloth. This coat has a straight standing collar finished with a stock tie which is pulled through loops formed by the collar. The coat is about 45 inches long and the skirt part, while full, is not flaring. Another new touch is the placing of small pockets on the sleeves.

Another coat shown is of black caracul. This coat is plain, straight and long and the centre of the back is cut in one with sash ends that pass round in front and tie there taking the place of a belt. Another caracul coat also in paletot fashion is fastened in front under three scallops, with two more at the waist-line.

It must be remembered that all Fall lines will be late this year, as manufacturers are waiting until the last minute before putting out their Fall models, so that assurance will be doubly sure. Therefore the above can only be taken as indicating the probable trend of the mode.

The Drecoll Gown.

The gown illustrated on page 10 was specially selected by the firm of Drecoll, Paris, for reproduction in Dry Goods Review. It is full of information for the buyer who is studying out the application of advance style tendencies, and how they will affect and influence his buying for the Fall season. To begin with; the black evening gown is paramount in Paris and in London at the present time; even on the stage the leading actresses are wearing black. Tulle as the Parisians call fine net is expected to be in immense vogue not just for evening but also for dressy afternoon gowns. This Drecoll gown is of tulle, black liberty, and mousseline de soie heavily jetted with tubes and balls. The liberty foundation is veiled with mousseline de soie and the tulle forms a long tunic shorter at the sides and the full length of the skirt in front. The panel, the yoke and the lower part of the waist are patterned in all-over effect with tube beads while the large balls outline the decollete, panel yoke and tunic and form bretelles over the shoulders. The waist is draped with black mousseline over flesh pink mousseline de soie. The sleeves are of the black mousseline in angel effect.

Few Bridal Sets

These Giving Place to Separate Pieces for Sake of Economy—Silks Coming in Stong.

MONTREAL, May 3.—The day of bridal sets is going, and we can almost say it has gone. The gradual depression of trade during the past three years caused it, for a bride must be economical even with her trousseau when times are hard, for after all, it is the "poor father" who pays for it, and he is economizing.

A little difficulty was experienced last year in selling separate sets, and the wisdom of changing a time-honored custom made itself evident. To-day, manufacturers are delivering the garments separately, and so far has the change gone into effect, there are only about ten calls for bridal sets compared with a hundred calls in former years

The public had good reason for making the change. A nice set cost anywhere from $25 up, and the cost was felt the more because many of the garments were never used, and were an utter waste. When times were prosperous, nobody minded spending money on things that were never worn, especially when a wedding was taking place. Under the new system, the customer finds it a great deal more satisfactory to select the pieces separately.

Fortunately, the change has not had a bad effect on business. If the set was not purchased, people had money to purchase other things. Instead of finding a falling off in business, one of the largest stores in Canada states that business done in their whitewear department has increased considerably.

Silk Coming in Strong.

There is another change in this business. In previous years, heavy cottons and embroideries were worn, which have given place this year to crepe de chines and silks, both of which are coming in strong. Prices, too, are far more reasonable. In the two lines mentioned above, there is a reduction of close upon twenty-five per cent. Other lines are proportionately lower, and no difficulty is experienced in securing supplies.



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Style Will Govern Length of Suit Coat

No Definite Length Indicated for Fall, Owing to Failure of Standard Last Year—Some Opposition to Belted Modes in Fall Designs, Though Many Are Making Their Appearance.

THE improved suit business since Easter has encouraged manufacturers to put out suits in materials suitable for Summer wear. The big demand was due to the number of small orders, and to the fact that retailers all were anxious to secure garments when the weather conditions proved so favorable to suit selling.

The suits now shown come in bengaline, and for the better trade in taffeta. French serge and gabardine are also selling in navy chiefly, but also in cream-white and white striped with black. Black and white checks are stronger than ever and they always are strong sellers at this time of the year. Pongee suits are indicated for Summer wear, and suits made of linen, and the many types of cotton suitings of similar weight suitable for wear right through the season are now showing. Bolero, Eton and straight-cut pony coats are seen. Some of these coats are braid-trimmed while others have vestees, often of pique. Skirts are often pleated, or where the material is suitable it is shirred to give the fashionable fullness below.

Sports suits are a new line that promise well for Summer selling. They are showing in combinations of a light skirt and dark jacket, such as a black and white check skirt and jacket of navy blue, or a golf green jacket with a skirt of large plaid.

Some designers are strongly opposed to introducing the belted suit idea into Fall models, while others believe that belts are approved and liked, and that suits that are made with some form of belt will at any rate begin the Fall season. Designers who do not favor belts are making both suit coats and separate coats that are semi-fitted at the natural waist-line and, as a concession to the wish for belts, shaped pieces or gores are being continued in belt effect. Thirty inches long is considered a good average length, and many of the new coats have a basque hanging from a fitted waist-line. This basque does not flare but fits easily all round. With coats of this kind the skirts average three yards round, and as might be expected, for Fall and Winter wear are longer than the very short models now worn. Many of these skirts are made with groups of pleats caught to the knee, so that they do not flare so widely. It must be remembered in connection with the description "semi-fitting," that the waist-line is very little compressed, if at all, now-a-days, and that a model that is semi-fitting only follows the easy natural curves of the figure.

A new feature introduced is eccentric and uneven cutting, both in the case of the skirt and the coat. For intsance, one skirt is trimmed with a row of buttons below the waist-line, and on the other side there is a row both on the jacket and skirt and the skirt is longer at the bottom on the side where this row of buttons is placed.

Another model has an uneven back with a bias seam running from the right shoulder to the left under-arm. This model is made of striped material, and the skirt is made with the stripes running round, but has a vertical panel in front. The collar of this model is made of gold braid.

A mannish suit of black worsted has a belt holding the fullness and buttoning once in front. This belt also goes round to the back and holds a pleated basque, and above the belt this jacket is made with a fold on each side. The skirt to wear with this model is of harlequin check and has groups of pleats at the sides.



SPORTS MODELS PROMINENT.

Sports coat of white Bedford cord, fastening in front with two groups of self-covered buttons. The fullness in front is adjusted by means of inverted pleats held by buttons, which fly loose six inches or so above the hem. The back is bloused with moderately flaring peplum below the waist, and there are inverted pleats at the sides. The belt is in two sections, the back half buttoning over the front half at the sides. This smart model is shown by Consolidated Cloak Co.

SUMMER WAISTS.

THE best seller in the waist line, in spite of the fact that it has been in favor so long, is the one of crepe de chine. The new waists are made up in the simplest styles, very many models depending upon lines of hemstitching and the buttons for decoration. As a rule crepe de chine waists are put together wholly with hemstitching. In crepe de chine waists as in lingerie lines there is a tendency, long absent, to use various forms of hand work as the trimmings. Many waists are trimmed with tuckings in all widths from the narrow pinch tuck to tucks that run two inches wide. Groups of tucks are used and cross tucking giving a checked effect. Touches of hand embroidery are also used, but the motives are smaller and neater in effect than those previously used.

In crepe de chine, white is the big seller. Flesh is prominent, and the other colors running are black and maize. A feature that should be noted is that buyers are asking for elbow sleeves for Summer wear, and also that the new sleeves have more room in the arm holes. There are many long-sleeved waists on the market, and any number of new ideas in cuff finishes.

Waists of crepe, and lingerie materials often carry collar and cuffs of organdie, newest collars are of the flatter variety.

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Short Sleeves for Summer Selling

Bell and Flowing Sleeves Regarded as a Possibility for the Coming Fall—Some Modification of Sweeping Effects of Early Seventies.

NOW that the Summer season is upon us the demand is becoming general for short—that is to say, for elbow-length sleeves. The tendency all Spring has been in the other direction and up-to-date firms making high-grade waists and dresses have only made up garments with short sleeves when specially requested to do so, and such garments have been made upon the responsibility of the man placing the order. It is possible that in high-priced waists the majority of buyers will still favor the long, but for popular selling and for all the cheaper waists there is no doubt that the hot weather demand will centre on the shorter sleeves.

Even though buying is close we are entering the period when the Fall must be considered if the necessary goods are to be on hand when the selling period arrives. In making a study of the present fashion developments it looks as though the next evolution would be in favor of wide or bell sleeves for waists and dresses.

The Summer dresses that have scored the greatest success this Summer are made up in Victorian and second Empire styles. This period is just commencing to be exploited by the fashion leaders, and therefore it will become more developed and pronounced in the coming Fall. Already the short puff sleeve is being taken up. This sleeve is only suitable for evening wear in the full period, but on the other hand the flowing sleeves in bell and other shapes so characteristic of Victorian fashions are almost sure of a new revival in the coming Fall.

It is not expected that they will be revived in toto, for the busy modern woman would not consent to be hampered with the extreme type of this period sleeve, but some modification of the sweeping sleeves of the early seventies in conformation with the new silhouette may be expected to make its appearance when the Fall season opens up.



WHITE VOILE LEADS FOR SUMMER.

Dress of sheer white voile. The waist is made in bebe effect with yoke and the lower part laid in unstitched box pleats. The sleeves are set in and finished with a deep cavalier cuff trimmed with box pleated voile, and the same trimming edges the flat collar. The skirt is laid in box pleats under a wide black velvet girdle, and is trimmed with two box-pleated edged bands. The fastening is under the jet button trimmed band. Shown by Standard Ladies Wear, Ltd.

NO CONTROVERSY OVER LENGTHS.

Manufacturers are busy with their Fall lines though in deference to the prevailing ideas about the placing of advance orders they are later in starting than in normal years. With the approach of the period when the new models will be shown a very lively recollection of the troubles due to the advocating of a settled coat length is brought to mind. The feeling of uncertainty arising from the arguments in favor of and against both short and long coats helped to make more uncertain a difficult season and certainly made business last Fall worse than it would otherwise have been. The lesson, it is hoped, has been taken to heart, and thus any repetition of a similar nature guarded against.

Paris never declares for any set length of the suit or the separate coat; she absolutely declines to limit herself in this manner. Each season the big couturiers produce models in all lengths. As they say, it is the style of the model that governs the length of the coat. In New York and in other leading garment manufacturing centres in the United States this question of lengths is already being discussed. While it is somewhat premature to indicate the steps that are being taken to settle the length question, it is believed that on the one side it will take the form of refraining from taking any joint action in announcing authoritative views on the length question, and on the other in the making up of the different models in conformation with the designer's idea of what is right, for the style in question, and which is suitable for the height of the prospective wearer.

AWNING STRIPES IN WAISTS.

A distinctive novelty comes in awning stripes in linen, voile, and other materials. One model has the yoke formed of stripes that alternate with the stripes on the lower part of the waist. The front simply buttons down with small ball buttons and the collar is a high buttoned up choker of white linen with double turnback cuffs to match.

The military waist is new. It comes in such colors as bronze green, bright rose, French blue, and grey and has patch pockets with buttoned through flaps and a yoke in shoulder strap effect, and straight tailored sleeve. The collar, however, is of white linen and is on the Buster Brown order and turn-back cuffs of white linen finish the sleeves. The buttons are either brass or nickel.

A NEW BLOUSE CLOTH.

Voile is a leading lingerie material and organdie is favored for making the expensive blouse. A new blouse cloth that combines the features of both organdie and voile is on the market and makes up most attractively. This new fabric is a voile that is given the organdie finish making it clear like organdie and imparting a certain amount of crispness.

Juvenile Mannequins Draw Crowd

Store Arranges a May Day Revel and Fairy Play, Combined With a Fashion Parade of Children's Models for Summer Wear—The Latest Summer Styles.

THE change in buyers' ideas about the saleability of children's dresses and garments is best illustrated by the great attention that is now given to this line. Children's garments shown on miniature mannequins, is one outcome. But the Canadian store that featured this departure figured rightly that just a style parade confined to children's models would be a somewhat tame affair. Therefore, it was combined with a Mayday revel and fairy spectacle and the children taking part paraded afterwards in the latest Summer models for juvenile wear. This performance was held every afternoon for a week and each performance was crowded. In the department no decorations were used, but every possible model was on display and in addition some excellent bargains were offered. The display of new models—the bargain, and the Mayday performance brought customers into the department in large numbers, and the results must have been gratifying to the store and the management that planned the event.

Dresses were shown on children ranging from three to 15 years. The noticeable fact about lingerie models was that the old-time trimming consisting of lines of Valenciennes insertion and ruffled edgings is being revived. There has been a tendency in this direction for some time, and this trimming effect is likely to have a wider application. Another feature is the using of very wide lace beading at the waist line and also for front panels and other trimming effects with wide satin ribbons generally in flesh pink drawn through the beadings, for ribbon trimmings are very soft in tone, baby blue and flesh or pale rose, pink being used when the ribbon is not white. The materials trimmed in this manner were organdies and sheer Swiss muslin.

Another muslin dress worn by a girl of seven or eight was of sulphur yellow with coin spots in blue. This dress was made with a wide full skirt and a coat waist pleated at the sides and opening over a white muslin vest in front and belted with black velvet. Tailored dresses with kilted skirts were numerous made in white pique or linen, and several models were developed in checked gingham even for the older girls. One of these gingham dresses for a miss of 14 or 15 had sleeves and guimpe of tucked white muslin and skirt and waist of yellowish tan and white checked gingham. The skirt was pleated and the straight waist was made on the bias and the straight line at the waist was broken by large pocket flaps at each side.

Many silk middies were shown, one pretty dress for a girl of six or seven consisting of a butcher blue pongee middy worn with a kilted skirt of navy serge. Pongee middy dresses were introduced and the larger girls wore middies of Habutai collared and cuffed with black and white striped or checkered washing silk, or with Scotch plaid or the new regimental stripes. The skirt was accordion pleated and was of silk to match. A misses' suit of butcher blue linen was made with one of the new coats straight and in box shape fastening with one button just below the neck, and flaring open to show a straight vest which in this case was of white pique buttoned up with pearl buttons. The pockets placed close to the front of the coat had three cornered flaps of the pique and the Quaker collar matched. The skirt was kilted.



NEW RAINCOAT MODEL.

Single-breasted, button to neck, double-breasted lapels; collar points to button; convertible collar. Raglan sleeves, tabs on cuffs; fancy shaped welt to button; belt at back; stitched throughout and cemented; strapped armholes; double stitched edges; unproofed back yoke lining. Ventilated under arms. Shown by Canadian Consolidated Rubber Co.

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Warm Weather Brings Out Summer Demand

Majority of Dresses of the Coat Type — Dresses of Organdie, Voile or Net Are Finished With The Bolero—Reminiscent of Crinoline Period.



STRIPES GO ROUND INSTEAD OF DOWN.

Summer frock of striped white and black voile. The skirt is side pleated to the knee and then left to flare. The waist has a jumper of the stripe over white voile. The white voile sleeves have deep cuffs of the stripe. Both sleeves and the front of the waist are trimmed with cord drop ornaments in black and white.

THE Spring season with the manufacturers was unusually late in opening, but orders are coming in freely now, and factories are working well up to full capacity. Up to date silk dresses have been big sellers, but the warm weather is bringing out the demand for Summer stuff. In all lines sales are almost entirely confined to semi-tailored and simple styles, and very few elaborate models are being taken. In silks imported models in taffeta are being shown in the leading stores, but as a general rule taffeta has been passed up by the medium and popular-priced trade. Messalines and other satins are selling and the demand is big for faille and bengalines.

The true circular skirt is seldom seen, but very wide full skirts appear in imported models, and many of them are trimmed in such a manner as to make the skirt stand out in a fashion that is reminiscent of the crinoline fashions. Some of these skirts have wire or featherbone run through shirrings or cordings that hold the skirt well out from the figure. Many of these skirts are shirred in again at the waist-line, and often there is a yoke effect that is composed of rows of shirring. This kind of work has to be very deftly done, as women are very particular about the effect at the waist-line. They will stand for extra fullness around the feet, but will not stand for any break in the hip-line. These shirred yokes and skirt finishes appear chiefly in the dresses designed for misses and small women, and it would not be wise to offer dresses made in this style to women of stouter build and mature figure. Nor is there any necessity to make this mistake as there are plenty of styles that are suitable for every type on the market.

The length of the skirt is a question in many stores, and the way the majority of manufacturers are getting over it is by turning up a fairly wide hem and just basting it instead of stitching. In the large cities the very short skirt exposing the foot, and six or even more inches from the ground, is selling. Even in the large cities the stores are finding that conservative customers will not take the short skirt but demand models that are only 3 or 4 inches from the ground and in the outside sections this feeling is more pronounced. This means that where the hem can be let down, and the lengths of the skirt regulated to suit the customers, many sales are made that would otherwise be lost.

A feature of the new dresses that appears not only in silks and heavy cottons, but also when the dress is made of organdie, voile or cotton crepe, is the very general use of the Eton or bolero coat effect. In silks and the plain tailored or semi-tailored dresses, these little coats make the dress hard to tell from a two-piece suit. These dresses are given the name of coat dresses by the trade. Other models have the waist finished with a peplum and a leather or material belt, and these models also are hard to tell from a two-piece suit. Large patch pockets and various belt effects as well as the button trimmings and arrangements give a military suggestion to many suits.

Reference must be made to the predominance of black and white combinations in the form of stripes, checks and line stripes and plaids on a white ground. These striped fabrics are not confined to silks and heavy materials. Black and white effects appear in inexpensive lawns, voile crepes and many other Summer materials. The latest comer in black and white patterns is the polka dot and the coin dot spot in black on white, and white on a black ground.

Organdies and fine voiles are very much used for Summer gowns of the more dressy type, and for Summer dancing frocks many models are appearing made of white net. Models of this kind are all on the fluffy order, and many of them are made up in combination with white or pale blue taffeta or satin.

BLACK AND WHITE CHECKS.

Black and white checks are very strong both for suits and coats, and many Summer coats are selling in white chinchilla and cord fabrics, and in white serge where procurable.

Navy blue gabardines and serges are the leading materials in suits. Silk suits have been extremely good sellers, poplin, bengaline, faille and taffeta being the sellers in the order named.

The good business done during the past few weeks has put fresh courage into both manufacturer and buyer and is helping Summer business. Summer lines are beginning to be shown, and the present weather is helping by turning customers' attention to their needs for Summer wear. Many attractive Summer models are showing, and they are also attractively priced, and this combination presages well for further business.



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Jap silk blouse with turn-down collar and cuffs hemstitched, washable buttons and buttonholes. All sizes, 32 to 42.

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White cotton voile waist with cross bar tucking, convertible collar for high or low neck. All sizes, 32 to 42.

F1164 — $13.50 Doz.

Embroidered cotton voile waist, with convertible collar for high or low neck, hemstitched, bolero effect, trimmed white buttons and soutache loops. All sizes, 32 to 42.

F1165 — $16.50 Doz.

Hand embroidered cotton voile waist with hemstitched vest effect of organdie, voile collar and cuffs with picot edge, trimmed black and white buttons. All sizes, 32 to 42.

F1168 — $15.00 Doz.

Wide satin stripe cotton voile waist, with interchangeable collar for high or low neck, with pocket. All sizes, 32 to 42.

R. D. FAIRBAIRN & CO., Limited
107 SIMCOE ST. - TORONTO

FANCY GOODS
NOTIONS & TOYS

Japanese Goods

China Replacing Much of Low-Priced Austrian—Special Sections in Some Stores.

THE fact that German and Austrian novelty goods are barred out gives Japan an opportunity that this clever nation is by no means slow to improve and Japanese novelties are finding their way into many stores. Some are putting in Japanese sections and filling them with goods that are characteristically Japanese.

From the popular standpoint, Japanese china is all important for it is taking the place of the low priced Austrian china that was so much sold before the war. Wisely, there has been no attempt made to imitate Austrian patterns, and thus a complete change has been made. Cups and saucers are finding a ready sale both in popular priced and in more expensive goods. Japanese china teapots are offered in a number of sizes and sets, consisting of cream jug, sugar bowl and teapot, and of the whole tea set are also featured. Cake baskets of Japanese ware are made of reed and bamboo and are fitted with plates that are removable. These cake baskets come in many different sizes, and can be sold at very low prices. A basket of this kind with the plate in hawthorn pattern on a rich green ground, can be retailed for 5c. Reed and bamboo baskets are very much in demand and these baskets are shown in a splendid assortment of shapes and patterns.

Another novelty of the same class are the beautiful table lamps made of reed and bamboo with base and shade lined with plain or figured Japanese silk in colors that tone in with any decorative scheme. Shades for electric light bulbs form another new item. The top part is of wicker work lined with silk, while the rest of the shade is formed of silk cords to match which are often decorated with glittering beads.

One of the surprises of the season has been the way in which Japan has jumped into the making of cheap toys, which bid fair to fill a large part of the place Germany has vacated because of the war. It was pretty late before Japan was set to work to compete in making toys, but the line put out has commanded instant and widespread attention. This includes tin toys of all kinds, mechanical and stuffed lines, etc. One thing that makes these toys so attractive is that they are different from what has gone before, as they have the quaint Japanese touch. Not all of the toys shown look as though they had come from Japan, for some of them are such close imitations of German toys that even experts have difficulty in deciding where they have their origin.

Button Novelties

Pearls the Big Sellers For Summer Wear—Plaid, Check and Two-Tone Novelties For Fall—Military Styles Favor Metal.

THE predicted shortage in buttons has not come to pass, and the trade from the beginning has been able to get all the buttons it wants — novelties as well as staples. Nor is there apparently any shortage to be feared for the coming season. Only, the character of the buttons shown has changed. This is no detriment for there are buttons galore in dainty effects and in bright colorings. The prevailing military styles lend themselves to gilt and gunmetal buttons. There is a good demand for plain and colored ivories, and jet buttons in various shapes and sizes are ready sellers. Jet buttons promise well for the Summer trade, owing to the prevailing tendencies so strongly favoring black and white.

Pearl buttons are selling for Summer as these buttons always are used with Summer cottons. Crochet buttons in both small and large sizes and in both black and white are going well, for there will be a deal of the white and black effect gained by the use of black buttons on a white material.

Looking towards Fall some very smart costume buttons are showing in two-tone effects, and with variegated centers and plain rims. Some of the new buttons show the combination of gold with white, black or color.

Novelties in Bags

Polished Pin Seal a Favorite—Long Strap for Shoulder, Sporting Fashion—A Torpedo Shape.

THIS is a year of crazes and fads, and the merchant in order to make money has to cash in on the sale of novelties while they are novelties. This is pretty risky business and it takes very close following of the game. The buyer who keeps in close touch and has the right article while it is new, and sells out before some other style replaces the one that is going, finds that his profit account makes a fat showing at the end of the year.

Novelty in shape is the life of the trade in hand-bags this season and the manufacturers are constantly inventing new shapes and each shape seems to be more frivolous than the last, especially when it is considered that the hand-bag constitutes my lady's pocket—the only pocket she has—and that all the good money women are said to spend has to be carried in the very diminutive hand-bags. Polished pin seal is the favored leather and it is finished in as supple a manner as possible, for the leather is draped and shirred just as though it were a material for making the fashionable bag. A new bag that appeared recently has a convex shaped frame covered with the leather; that is, the front frame is covered, while the back is of highly polished nickel or gilt-finished metal. The bag has the fashionable flare shape and the leather is shirred into the frame. The nob, which is a feature of the new bags, is made of a mock jewel. This bag is lined with silk poplin, and there is an inner frame and compartment lined with white kid, which contains a mirror. This bag comes in tan, grey, green

Another leather bag novelty has a group of pleats running from the frame to the bottom of the bag and these pleats are drawn together by means of a buttoned strap.

A new taffeta bag is torpedo shape and the taffeta is shirred into the bottom of the bag, and again over a cord half way up the bag, leaving a puffing of the silk which conceals the frame; a stitched strap of taffeta forms the handle.

Silk Handbags
for Summer Trade

¶ PARTICULARLY SMART STYLES

With the growing popularity of the silk suit the silk handbag has jumped into vogue this season in a way that promises a big demand.

Besides being the natural bag for use with the silk suit it's quite the thing for Summer wear with all kinds of light dresses.

We are showing all the new shades, including Sand, Belgian Blue, Russian Green, Battleship Grey, etc., as well as Black.

Each of the bags here shown, three of the newest, is lined with silk poplin and fitted with change purse and mirror.

Send to-day for a few of each of these numbers. They're big selling lines.

The Julian Sale Leather Goods Company, Limited

105 King St. West, TORONTO



3178—$30.00 doz. Fine Moire Silk, lined with Helio Silk Poplin. Rich Dull Silver Frame.



3129/3—$12.00 doz. Black and White Striped Silk, lined with White Sateen.



3156—$16.00 doz. Fine Moire Silk, lined with Silk Poplin. Nickel Frame, six-inch size.

Victorian Ideas Revived in Fancy Work

Crocheting, Knitting and Tatting—The Sofa Pillow in Tube Form the Latest in Cushions—Novelty in Baby Bath Sets—Making Up Goods to Wear.

THE demand for Summer fancy work is looming up, and what trend it will take is interesting the trade at the present moment. With 19th century styles there comes a resurrection of the forms of fancywork popular in the Victorian period. Crochet work already has a firm hold, and many women have taken to old forms of embroidery and knitting and it is said that tatting also is to have a revival. No revival ever comes about quite in its old form, and when it appears again it is always adapted to the needs of the present day. Take crocheting, for instances. There has been a wonderful improvement in the cottons used for crochet work. Many are mercerized and vie with silk in softness and sheer. These cottons come in beautiful colors that stand the laundering process without change of color; therefore the modern crochet worker has many advantages in the production of artistic effects and wearable garments over the woman of the 19th century.

Garments for Use.

Moreover, the modern woman is nothing if she is not practical, and instead of expending her energies and time upon the production of such useless trifles as chair tidies and antimacassars, she prefers to make some garment that she can wear and use. The very attractive set shown here, consisting of jacket, boudoir cap and bed-room mules shows how the woman of to-day is using crochet. The jacket is crochet in silky ivory-white cotton in chain and long stitch squares with a fancy crochet border and crochet squares forming trimming and yoke. These squares are embroidered in small floral patterns in pink, blue and green, and the jacket is lined with flesh pink Jap silk edged with a ruffle of narrow Valenciennes lace. Bows of pink satin ribbon trim the sleeves and form ties in front.

The cap is formed of chain and long-stitch squares with a solid crochet band decorated with embroidery matching that on the small medallions on the jacket. Ribbon roses form the sides and the same lining effect of pink and Jap silk with an edging ruffle of Valenciennes lace is used.

The mule matches and has ribbon ties that go round the ankle in sandal fashion.

This is only one of the many new ideas in crocheting that will help to while away the long Summer afternoons. Crocheting is also used to edge doileys, tea-cloths, runners, pillows, cushions and all kinds of fancywork. Crochet edgings, insertions and medallions, often made up with different kinds of braid, promise to be extensively used.

Among the novelties put on the market in which crocheting plays a part is a "Baby Bath Set," consisting of a baby blanket made of Turkish toweling, and towel and wash-cloth. With these articles goes a ball of crochet cotton for edging and instructions for doing the work. In addition, the word "baby" is stamped on each piece and there is enough pink or blue cotton enclosed to embroider the pieces.

Looking towards the future, doubtless some manufacturers are putting out patterns that will answer for using when mother gives her little girl her first lessons in the work she loves. Children are imitative and always are proud to do the same work as their elders.

Working Animals on Linen.

One of the best of these lines comes in squares of white linen on which are stamped pictures of familiar animals such as the cat, dog, rooster, squirrel, duck, etc. These squares are worked either in white or color in outline stitch, and after the squares are worked they are put together to form runners, table centres, cushions, etc., with lace and insertion. It is easy for a child to work a set for her own room, as the work is not tedious. Cross-stitch patterns are just as popular as ever and every department, besides keeping a big variety of articles stamped to be decorated in this manner, also has books of cross-stitch patterns that can easily be copied by the woman who has some little skill in needlework.

Quite large and elaborate pieces come worked in cross-stitch and it is particularly suitable to the new long sofa pillow cushions that are coming back with Victorian modes. These long round cushions are very ornamental. The cover consists of a tube cover of linen, rep or crash ornamented as above described or worked with some other kind of embroidery pattern. The work is as a rule done in several colors, and the ends of the tube are button-holed. The pillow ends are of satin in some color that tones in with the colors used in the embroidery and the ends are shirred and tied with a cord.



CROCHETING A MID-VICTORIAN REVIVAL.

Matinee cap and mule developed in crochet-work, trimmed with lace, embroidered flowers and ribbons. Crochet-work will play an important part in art needle-work in the coming season.







"DeLONG"

A name that will *get business* for your Notion Department!

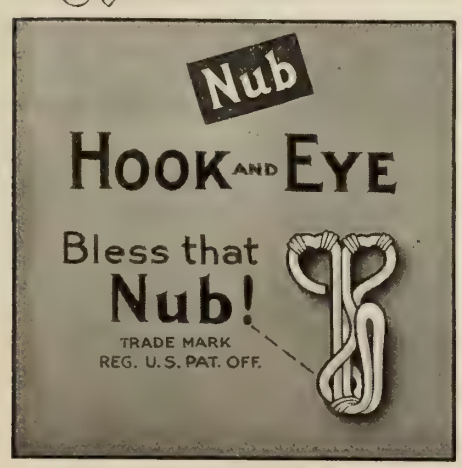
Reap the full benefit of the DeLong name and DeLong advertising. Carry the whole line. No risk—our policy protects you.

Liberal Exchange Privileges and Extensive Advertising Guarantee Your Sales.

Write—let us show you how our Canadian factory can serve you.

The DeLong Hook and Eye Company of Canada, Limited

St. Marys **Ontario**







Novelties in Notions

Colors in Bias Fold Tape — Lingerie Braid in Transparent Envelope—Tie for the Hair—Rules for This Department.

QUITE a little stir was occasioned in New York a few weeks ago when a large departmental store store closed out its notion section and turned the space it occupied to other uses. When comparison is made with the large notion sections in some stores that are situated in cities and towns not a tithe the size of New York, one is compelled to blame some circumstance in that store's policy, or some other outside influence for the failure of this department to make good.

In the average store the notion department is just as important as the piece goods section, and should receive the same amount of attention. Notions may be small wares, but the profit is there for the man who will take an intelligent interest in the conducting of this department. It is neglect that makes a failure of the notion department. Notions are for the most part everyday necessities, and the bulk of the stock is staple and not subject to the numerous fashion changes. These goods sell year in and year out, and carry a decidedly good rate of profit. There should, therefore, be constant selling in this department, and it is catering to this constant recurrent buying that the department finds profitable.

To keep trade lively in this section the stock should be well kept and well laid out. Goods should look clean and fresh, for when dirty and shop-worn goods are shown the inference is that selling is slow in the department. It is a mistake to crowd the notions into an ill-lighted, inconvenient part of the store under the mistaken belief that any place will do for notions. Even if daylight lighting is impossible there is no excuse in these days for the maintaining of an unattractive, poorly-lighted section. The presence of daylight may be dispensed with, as there is very little matching of colors in this department, but there is no excuse for either bad lighting or bad arrangement. Notions should be very get-at-able, for women are often reminded of small needs by seeing them on display, and many sales are made in this manner. Goods should be well ticketed so that the customer sees at a glance the price of the article. This is a small matter seemingly, but it has a great influence upon sales, and if consistently done it means that a smaller selling force is needed, and that the selling expenses are lessened. Judgment must be used in this connection, for long waits will drive customers out of the department. Purchases made here are only small items, and the customer soon grows impatient if there is a long wait before she gets attention, or if there is delay in wrapping parcels and making change.

The keeping of a want card or book and the making of an unbreakable rule that every article asked for goes down on it is one of the best builders the department has—no good department is ever out of staple articles, and there is no excuse for deficiencies of this kind. The season for Summer sewing is coming on, and the buyer should see to it that the notion department is well stocked with the many aids, some of which are new and others of which have been long tried. There are lines that are not procurable under present conditions, but in nine cases out of ten something that can be substituted is on the market.

Many women dislike making buttonholes, for they take up much time and are difficult to make neatly: folded cotton just the size for a plaquet stayed with tape and with buttonholes in sizes convenient for underwear and children's garments are on the market ready to stitch in. Snap fasteners also come attached to a tape, and can be had in the different sizes, and also in black and white.

Colored Tapes.

Bias fold tape has many uses both for binding and for pipings and trimming and finishing garments. House dresses and children's dresses, negligees, etc., can be given style and smartness by a little line of color, and in no way can this desirable result be more easily and more cheaply achieved than by using bias fold tape. Women have long been acquainted with the merits of this tape in white. Now it is on the market in colors. Developed in colored percales, it is suitable for trimming ginghams, chambrays, linens, and similar materials. The following colors are available: Pink, blue, sky, navy, cadet, red, brown, black and linen shades.

AMERICAN
Hobby Horses Doll's Cabs



Suitable for children 2 to 12 years of age. Hobby Horses, dappled, enamelled finish, also skin and plush covered. Horses made to rock or swing. Doll Cabs with wood or reed body. Rubber tire wheels. Largest and best line made in America.

Sales Agent: L. G. BEEBE, 32-34 FRONT STREET W., TORONTO

WHITNEY REED CORPORATION
CATALOGUE AND PRICES ON REQUEST
LEOMINSTER, MASS., U. S. A.

MANY NEW TRIMMING NOVELTIES

Majority Show Military Tendencies—Novelty Floral Garnitures Show Touches of Tinsel and Beads.

There is rather more business in trimmings than for some time past, as dresses are appearing that have more trimming on them. Velvet ribbons and narrow ribbons used in the forms of bands and loops look promising. The military tendency is strong and continues to have a marked effect on trimmings. This is shown in the varied assortment of gold braids, loops, tassels and drops that are offered. Thread embroideries worked in metal threads ornament many dresses, and plaited braids ending with tassels and drops form a new garniture that promises to be popular.

Another revival is the use of standing soutache in the form of bands braided in this fashion in colors to match the material and often with touches of metal introduced.

Beaded trimmings are still seen as there are still stocks on hand, and it looks as though jet was again going to be used in the form of flounces and other garniture in the production of evening gowns.

Women Prefer "DUCHESS" HOOPS

—Because of holding thin or thick fabrics tightly stretched.
—The Felt Cushion protects the embroidered work from injury when being placed in or removed from the hoops.
—No Springs or attachments to catch the silks.
—No metal about the hoops to rust and stain the fabrics.

Eight Sizes in round, 3, 4, 5, 6, 7, 8, 10, 12-inch.
Three Sizes in oval, 3 x 6, 4½ x 9, 6 x 12 inch.

Order To-day

Your jobber recommends and carries Duchess Hoops.





The Most Popular Embroidery Hoops on the Market

"Duchess" Embroidery Hoops have sold for 15 years in over 18,000 stores.

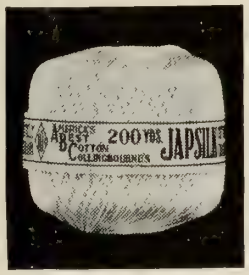
THE GIBBS MFG. CO., CANTON, OHIO, U.S.A.

"Collingbourne"

JAPSILK CORDINEY

Mercerized Crochet Cotton

ALL SIZES RETAIL 10c



White & Ecru
In All Sizes
Coarse 1, 2, 3, 5, 10, 15, 20, 30, 40, 50, 60, 70, 80, 90, 100
Fine.

All Fast Colors
Sizes, 30, 50, 90,

Pinks, Blues, Reds, Grays, Greens, Lavenders, Yellows

America's Best Cotton Collingbourne's

Hard Twisted Mercerized Cord, used for laces, bags, purses, table mats, centerpieces, Bedspreads, macrame, tassels, fringes, tatting, Handkerchief edging, and smocking or Embroidery

Fadeless Whites and Fast Colors

10 Ball to Box .75

Sole Agents for Canada:

DIECKERHOFF, RAFFLOER & CO.
OF CANADA, LIMITED

525 St. Paul Street
Montreal, Que.

65 Simcoe Street
Toronto, Ont.

560 Broadway, New York, N.Y.

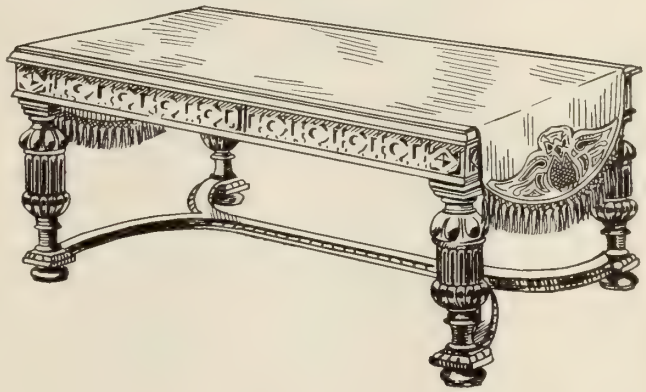


TABLE SCARF

No. C9/141. Size 18 x 54 in. Made of Suede Leather with Applique Art Leather and Plush designs. Also made in Felt, 18 x 72 in

Our line of Table Scarfs, Piano Scarfs, Table Throws and Mats, Pillow Covers, Wall Hangers and small Leather Novelties is very complete, offering a wide variety in prices, sizes, designs and materials. We also manufacture hundreds of Fancy Silk Novelties and Trimmed Baskets.

Write for Catalogue of Art Leather Goods

Manufactured by

MOORE & GIBSON CORP. OF N.Y.

43 West 19th Street - NEW YORK

THE TOY AND FANCY GOODS TRADER

THE PAPER THAT GETS RESULTS

No Canadian store should be without a copy. Brim full with trade information, items of interest and articles of considerable help to you in your business.

SUBSCRIBE TO-DAY — **Per Year** **$1.25** **Post Free** — **SEND FOR SPECIMEN COPY**

The Toy and Fancy Goods Trader, 40-43 Fleet Street, London, E. C.

FOOTWEAR DEPT.

Military Ideas Dominate Footwear

The Oxford is Back as a Summer Rival to the Pump in Summer Shoes — Facing Up the Side, Sometimes at Both Sides—Shoe Styles Rival Millinery in Variety and Importance Some High Colors.

THE outlook is decidedly brighter for the shoe trade. During the past year, business has not been up to normal, as selling has been restricted. Fashion, however, has interfered, and the fanciful nature of the new footwear means that sales must be larger if women are to keep up with the procession. Business generally is improving and the spending tendency of the average household is on the increase. With fashion favoring, and conditions better, the trade is looking forward to more business.

There are decided fashions in shoes now, just as there are in other lines, and the mode is as much a factor in footwear to-day as it is in millinery, and the shoe this season is second only in importance to the hat; as a fact, it is much more fanciful this season, for the newest hats are decidedly simple. With the advent of the shorter, wider skirt the feet are more exposed even than in the days of the hobble and the split. The smart woman is wearing skirts that are both wide and short, and this has brought the fanciful boot and shoe fashions into favor, and this Spring fancy tops dominate bootdom.



NOVELTY IN BATHING SHOES.
This is another product from Palm Beach, of black patent and white canvas. Courtesy of Boot and Shoe Recorder.

Cloth tops are absolute. They are favored by the trade and there is no doubt that they are the leading sellers. The trade favors them and so does the manufacturer. For one reason, less leather goes into them and this keeps down prices below the prohibitive point.

Styles in footwear were never more varied, but all the designs have one idea running through, namely, to make the foot look as slender as possible now that it is so much exposed. Boots are selling and will continue to sell all through the Summer to a certain extent, but there certainly will be a big sale for shoes. For quite a number of Summers the pump has had it all its own way; this Summer the Oxford has appeared again. It is low cut but all the same it is an Oxford shoe. The majority of pumps are cut in colonial shape, only the tongue is small, so small that in some models it can only be regarded as an indication. The thought behind the Oxford is the popularity of the laced boot. It is possible to make the boot fit closer to the foot when the upper is laced than when it is buttoned.

Lacing Up the Side.

The idea is to have the top fit without wrinkling and therefore to accomplish this end the shoe that laces up the side has been introduced. This playing upon lacing is not confined to the boot but the latest Oxfords lace up the side —and one novel model is shown that laces up both sides. Up to a few weeks ago many merchants were not over-confident as to the selling possibilities of the military lace effects, and the light sales before Easter confirmed this belief. Since that date they have commenced to sell in such quantities that it looks as if a craze for them was started now.



Military top with side lace, ¼ Louis leather heel.

So far it is the sands, fawns and gull greys that are selling, but white is showing up strong and the Summer's selling promises to centre on white and black combinations. Patent shows some decrease in favor, and in the big cities both dull calf and tans are gaining in favor. White shoes in buck and canvas are piped and strapped.

High Colors.

Manufacturers are showing shoes trimmed in this manner with high colors such as red, Paddy green and Belgian blue. These colors are not regarded with favor by the Canadian trade and dark blue, and Russian green in shades

that are nearly black, are substituted. Last year bronze had a great run in the States and it is showing both in boots and shoes to a limited extent in Canada this season. They are selling, however, and look as though they would attain a fair measure of popularity. Besides white and bronze, such shades as pearl and gull grey and sand and putty shades in both fabric and glazed kid are developing strongly in low-cut shoes.

Fanciful Buttons.

Buttons are used in trimming effect on many of the new shoes and some of them are quite fanciful. Many have pearl centres with metal rims, and pearls are very much liked. Diamond tips and gipsy seams are two new ideas for securing the slender appearance. Many high boots also show a cuff of patent leather and extreme models are braided. Gold braid is sometimes chosen and is accompanied by gilt buttons.

NEW YORK LETTER.

Big Question of Lace vs. Button is Still Unsettled—Colonials and Oxfords.

NEW YORK, May 3.—In women's shoes for next Fall there seems to be a complete right-about-face. Prominent shoe men are agreed that it looks as if retailers for Fall wear will purchase about 75 to 80 per cent. of button shoes and about 25 to 20 per cent. lace shoes. There is some difference of opinion, of course. The fact of the matter is that a good many retailers don't know exactly what they do want for the Fall. The strong military leaning in clothes would prompt them to buy lace shoes for Fall and Winter wear as they have bought for Spring and Summer wear, but all over the country orders are now coming in very strong on button shoes, giving second place to lace. This is a question that retailers over here feel they must fight out for themselves by watching carefully what the demand is as the Fall approaches. For this reason, I am told, that the demand for shoes is not very great just at present. Probably a good many retailers feel in the way I have indicated and that the best thing for them to do is not to overload. As the Fall gets nearer they can determine more exactly what they want and buy accordingly.

Color Schemes.

Patent shoes with cloth tops remain a very firm line. It seems to me that the general run of shoes for the Fall for women is plainer in design than for Spring. Heels if anything are higher. As to color, tan and gray are still very popular, fawn has fallen a little bit, possibly to third place. I was able to see some very attractive but very outstanding and conspicuous designs so far as color goes. One shoe I saw had a white cloth or canvas top. The vamp, heel and front stay were of green morocco, the buttons were of silver, and were embossed, the sole was of white leather or felt. The heel was of green. This same design I understand is repeated in bronze and in blue.

Another one I saw had white canvas top, in fact the whole of the boot was white canvas, the buttons were in a vivid green and there was a green soutache garnishing round the top. The sole and heel were both of white leather. These shoes are, of course, for the elite, and will be worn at the seashore, on the promenade or at the country club and so forth. I mean to say that they are not at all the thing for popular wear and obviously would not be worn on the street. At least I hope not. It would be rather staggering to see a pair of vivid green or vivid blue approaching down Broadway—such things happen nowadays though. In the Easter fashion parade on,

(Continued on page 92.)

"NUGGET"
WHITE CLEANER
FOR BUCKSKIN AND CANVAS



¶ Dries a Pure White.

¶ Will not rub off.

¶ It can be safely recommended for Babies' Shoes.

¶ Retails at 15c. a bottle and shows you a good margin of profit.

ORDER SOME NOW!

The "NUGGET" POLISH CO. Limited

9, 11 and 13 Davenport Rd., Toronto, Ont.

Showing Photos of Living Models in Ads

New Style of Advertising Adopted by Royal Shoe Store—Sometimes Shows Only Photograph With a Few Lines Under—Customers Enclose Clippings or Phone Orders.

A NEW style of advertising shoes is being tried out by the Royal Shoe Co., of Toronto, and it has made a decided hit with the public. It is a type of illustration that is worked successfully in some lines of clothing for women and for men, neckwear, underwear, and in some of the best ads. for hoisery. But usually the use of photographs showing how the goods actually look when worn on a living model has been limited to the large manufacturing concerns.

The general manager of the Royal, however, Mr. C. L. Owens, has adopted this method in his retail advertising. Not only so, but he has gone one step further, he has departed from the ordinary custom of using a photograph of a model as a part—mostly a small part—of an advertisement to supplement ordinary reading matter announcements. This photograph is no supplement: it is the whole ad itself! And herein lies its chief, and we believe, its most valuable feature in retail advertising.

Like Ordinary Newspaper Cut.

How instinctively the eye turns to the ordinary illustration in the newspaper.



RUSSIAN BOOT, $28.

This is one of the novelties shown and sold in this store in the manner described in the article.

Merely This and Nothing More



One advertisement consisted merely of this cut and the following reading matter:—"Another of the Royal's Spring ideas. You'll recognize the smart lines in this shoe. They're all there. This is the style most seen on Fifth Ave., New York.

The cut is the Whole Thing: the reading matter in small type under is a mere incidental, the explanatory foot note. Mr. Owens, consciously or unconsciously followed out this news feature, and behold in the newspaper, top of column, appears an attractive illustration of a fair lady, posed to show off her footwear. Merely that and nothing more. It is novelty footwear; something that might be adopted by the paper itself as an ordinary—or extraordinary—fashion illustration.

What says the footnote?

"Another of the Royal's Spring ideas. You'll recognize the smart lines in this shoe. They're all there. This is the style most seen on Fifth Avenue, New York."

It may be a new style in the side-laced Oxford. A member of the store staff poses, and the feet and shoes are photographed and put in the paper. Sometimes it is a two-column ad., or a three, or a four. Sometimes the simple illustration and underline is varied by a special store announcement. Once a single column ad. was used—full length—with a "cut-out" illustration shown, about eight or nine inches in height. It was a very unusual and striking ad.—representing the model lacing up a side-lace boot.

Showed a Dancing Combination.

One of the most-talked of ads. was a picture of two the girl model and the manager himself—in a dancing pose. The former's footwear was a pair of patent leather laced boots, with leather French heels, white calfskin tops, trimmed with patent leather, and one of the newest touches — laced with frogs from the instep up. Mr. Owen's were light soled calf lace boots with invisible eyelets, and grey suede tops, perfectly plain.

These ads. are appearing during the Spring season on Mondays, Thursdays and Saturdays. The store itself aims to show mainly novelty lines, it gets new ideas in footwear as soon as they come and rushes them for two, perhaps three weeks. Then drops them, straight! Something else is new then.

Sold Boots at $28!

For instance the famous Russian high shoe, looking a good deal like a man's top boots. The store had some, a dozen or so, rushed up from New York, and photographed the model in them, one leg thrown across the other. Just then a photograph of a well-known society leader in New York came out wearing a pair. Mr. Owens at once grasped the strength of the combination; he showed the illustration of his own model and side by side the other photograph of the society leader, as if to say, "Here's the real, up-to-date style in footwear: you must buy a pair to keep upon the surface of things."

People bought.

And the price?

Only $28!

What has been the response to this departure in ordinary methods: this

(Continued on page 92.)

The "Doctor" shoe will never become a dust collector in your store—



STYLISH
SENSIBLE
STRONG

Because together with its wearing qualities, which fit it for the roughest country usage, it has a real classy look which recommends it to the city man.

And because being double-stitched, and having the thermol waterproof and antiseptic sole, it is perfectly waterproof, thus dispensing with the old-fashioned and unpopular "rubbers" in rainy weather.

The "Doctor" shoe will prove a ready seller because of its sterling, stylish, sensible qualities.

Fall samples now on the road. Ask jobber for samples and prices.

The Tebbutt Shoe and Leather Company
LIMITED

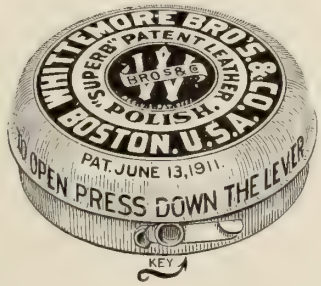
THREE RIVERS, QUE.

Finest Quality **Largest Variety**

Whittemore's Shoe Polishes











Oldest and Largest Manufacturers of Shoe Polishes in the World

"GILT EDGE" Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retails 25c.

"QUICK WHITE" (Liquid) makes dirty Canvas shoes clean and white. A sponge in every package, so always ready to use. Retails for 10c. and 25c.

"SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Cover remover attached to each box. (See cut.) Retails 10c.

"DANDY" COMBINATION. For cleaning and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retails 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color).

"ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retails 25c. **"BABY ELITE" COMBINATION** (10c size). **"ELITE" PASTE** in 5 sizes.

"ROYAL GLOSS" self-shining dressing, for ladies' and children's black shoes. (See cut.) Retails for 10c.

Send for circulars giving full particulars of our other Polishes to WHITTEMORE BROS. CORP., Boston, Mass., U.S.A. For sale by the Wholesale Dry Goods Houses in all Canada.

DRESS ACCESSORIES

Silk Summer Gloves

Fawns, Tans and Greys, Selling for Mid-Season Wear—The Summer Glove will be White.

THE Summer glove season is upon us, and from now on silk gloves will have the call. This year there has developed an in-between season's business in fabric gloves, woven in imitation of suede. Though these gloves have sold well in white and chamois leather color, the feature of the development has been the growing sale of colors. Fawns and tans are strong, and the same applies to grey shades; black is always staple, but this color is selling better than usual. The demand is wholly for wrist length gloves with two fasteners.

The business in silks can hardly be said to have commenced yet, but already the outlook for long gloves is brightening. The trade is asking for short and elbow-sleeved garments, and though the long sleeve is still high style, and the high-class trade will take it all through the Summer, the popular trade as usual will wear dresses and waists with the elbow sleeve.

Buyers have taken more short gloves than usual; about three-quarters of the gloves ordered being long and the remaining quarter wrist lengths.

White as generally will be the color of the Summer glove, though more colors will sell than usual. Black is always a seller, and sand, putty, and tan shades are good, also greys from pearl to the darker shades are in evidence.

In kid gloves, Easter novelties have introduced heavy stitchings in self and in contrasting colors. Black or black and white stitching has been prominent in very heavy effects. The cuffs have been lined with color and pipings have been used. This has had little or no effect upon silk gloves, for heavy stitchings are not very satisfactory when done on such light material. The usual three rows of stitching has been the style generally taken, done in the same color as the glove. The same style is used for both the long and the short glove.

There is no change in clasps, both long and short gloves having two clasps at the wrist. Some gloves have three clasps, but the two-clasp glove is the one usually seen.

Summer Selling

Handkerchiefs Should be a Good All the Year Round Line—Colors for the Summer.

HOW do you treat your handkerchief stock? Do you bring it to the notice of your customers only once a year by making a display and showing novelties, and the rest of the time keep the remnants of your Christmas stock in boxes on the shelves so that you have something in the form of a handkerchief to show if you are asked for one?

There is very little profit in handkerchiefs carried in this way, as their period of active selling is confined to just the few weeks around Christmas. It is not necessary to devote much space to handkerchiefs but this merchandise should receive much more attention than is now bestowed on it if the department is to be made a paying one. Handkerchiefs are in general wear all the year round, and should be all-the-year-round sellers too.

There is an attempt being made to introduce more novelty into handkerchief lines, and manufacturers are putting out more novelties. For Summer wear much has been made of the colored handkerchief and colored effects have been put out in a variety of dainty forms. Colored embroidery on white, and white embroidery on color is shown. Many Summer handkerchiefs have the white hem, while others have the colored centre and a white border with hair-line stripes of color. Colored effects also come in many other forms, all of which are dainty and and attractive. Fashion is favoring touches of color to relieve an otherwise monotonous scheme of all white, black or neutral color, and handkerchief and hose in color is one of the easiest means of achieving this effect.

Novelty Veilings

New Veils in White and Neutral Tints—More Voluminous Than Before.

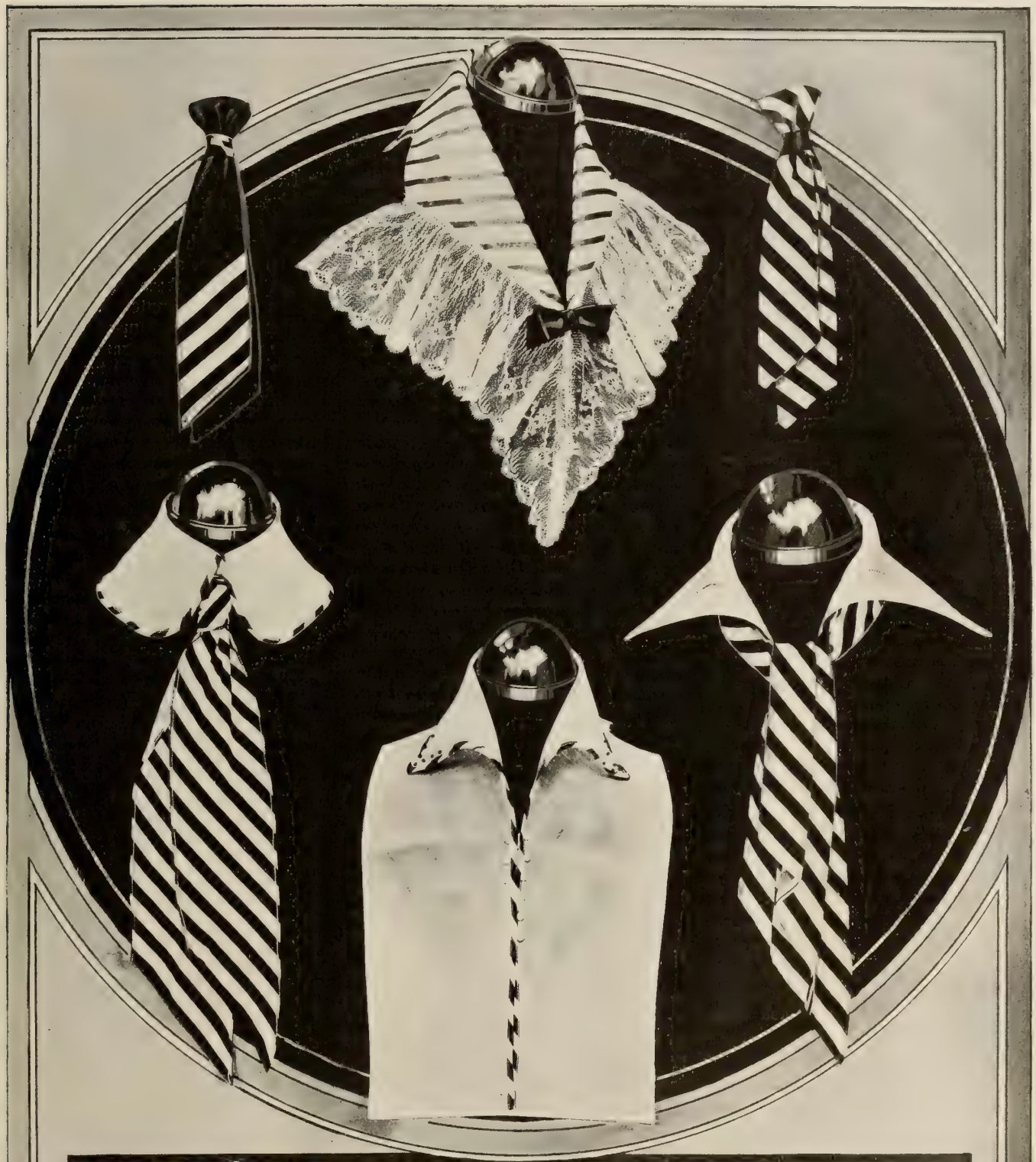
THE present revival in veilings is emphatically one of a novelty nature, and is intimately bound up with the shape of the hat. It has been said in the past that the vogue of the veil was due to the vogue of the small hat. But now the hat of the sailor type with the wide brim is looming upon the Summer horizon and the veil is still in evidence.

As the season advances the veil promises to become deeper, and the border that earlier on was worn about the tip of the nose, now comes level with the shoulder. The newer veils are more voluminous in keeping with the skirts of the new gowns, and it takes a longer yardage for the fashionable veil. Many of the new veils are mounted on an elastic and hang full and free around the hat with just a little draping behind. A month or two earlier the added cost of the veil might have mitigated against sales, but now though the buying public is still counting its pennies it is parting with them more freely.

In spite of some exceptions meshes favored are of the fine filmy texture, and all the varieties are well represented. Filet is in high favor, and Russian, hexagon hair line, and craquele are all selling.

Among the novelties for Summer wear may be classed the new version of the harem veil. This veil came out at Palm Beach and was well worn there. This version of the eastern veil merely suggest the concealment of the face by means of heavier and more intricate pattern on the lower part of the veil. These veils are very becoming.

Now that everything military is seized upon and adapted by fashion there is some reason to suppose that the veils that are attached to the hat under a leather strap may have some vogue as this is just the kind of idea to make good for outing wear. It goes without saying that both collars and veils come in white, sand and other fashionable shades.



Black and White Designs in Neckwear Shown by

LADIES' WEAR, LIMITED, TORONTO

W. F. GOFORTH, President

Branch Offices—Arts and Crafts Building, Vancouver Hammond Building, Winnipeg

Flat Collars for Summer

High Back Collars Hold Strongly for Present Selling, But Warm Weather Likely to Bring in Others— Tulle Ruffs For In-between.



Collar and cuff set of organdie finished voile. Collar comes in one of new flat effects and like the cuffs is finished with three rows of cording, and is further decorated with a group of black dots in the corners. Designed to be worn with a Windsor tie. Shown by R. D. Fairbairn & Co.

While black has been the big seller and has been taken up by the woman of quiet tastes, the woman who follows up fashions, fads and fancies closely has taken to white, sand, putty and other shades that do not form a strong color effect next to the face. These veils are becoming and will be more so in the Summer season because they will blend in with the hair and skin, and will soften the features in much the same manner as the hair does.

Another strong fashion influence which will have its effect on veils is the increasing vogue of black and white. This is bringing Jackdaw and Magpie combinations to the fore. In this connection it is stated that the all-white veils will be extensively worn with the black hat and that black veilings with white borders are being prepared for wear with white hats or black hats with white trimmings.

EMBROIDERIES IMPROVING.

It would look as though the wider skirt had obtained a firmer hold, and that wide skirts were in for a period. This means that more materials will be used, and that trimmings on garments that take up some room will be favored. Evidently the manufacturers of lingerie garments take this view for at a meeting held recently in New York, they standardized the width of the trimming flounce at two yards. This is of great importance to the embroidery interests, as embroidery flouncing makes the best trimming for this purpose.

THE high collar—high at the back, part way round, and all around the neck in the so-called military fashion, still dominates, and so strong is its vogue that there is a very general belief that when the Fall season opens this type of collar will again lead.

For Summer wear it looks as though it would be some form of flat collar, and the Summer neckwear ordered from Swiss sources is nearly all on the flat order. During the past few weeks it has looked as though the Buster Brown and Eton shapes were in for a return. These collars are showing at present in stiff, laundered shapes, but in all probability the soft shapes made up in pique and rep will be the best sellers. There are any number of semi-high collars; that is, a high collar mounted on a high band, and finishing with flat revers in front. These collars come in pique, rep, and novelty crepes and cottons.

Designers are also talking of flat collars made of organdie, voile, lace-cloth, crepe and batiste embroidered and lace trimmed for Summer wear. Collars made of these materials are always dainty and they have the added merit of laundering well.

Just about the strongest feature in neckwear at the present time is the Windsor tie, and for wear with all the new forms of flat collar the Windsor tie comes in crepe de chine and silk in all the new colors in both solid color and in shaded effect, as well as in black and white checks and stripes, and further novelties will no doubt come in the direction of stripes.

Besides Windsor ties to wear with flat-lying neckwear come narrow silk girdles, cords, etc., with tasseled ends, or with the ends finished in shirred and bead drips, etc. These girdles have the ends pulled through some form of ring or clasp which allows of the making of the neck opening of any desired length.

At the present time the high back collar is emphatically the best seller, and besides just the collar, this form comes attached to fichu and jabots as well as to vestees and guimpes to which collars of this kind are attached. The collars are shown in dozens of designs. Many of these collars have the back part pleated with wing or revers effects in front. The majority come in embroidered or lace-trimmed organdie, but many models are developed in lace or net. Flare collars are finished with pleated jabots and some of the latest models have a straight band finished with tab-like ends that outline the V and cross in front.

At the present time and until the wearing of Summer gowns becomes general, these high back and flare collars will be the best sellers. Orders are largest on these numbers, and reports from all the leading manufacturers show that numbers of this kind predominate in the orders received. Collar and cuff sets are widely popular, and the newest feature here is that they are smartly plain. Organdie is the material in general use for collar and cuff sets, and just a few touches of embroidery or a line of lace forms the sole trimming.

Boudoir Caps.

A line that the majority of neckwear houses are interested in is boudoir caps as they all are making them. The proper place, and the place where boudoir caps sell the best is in the neckwear department. There has been some controversy in retail stores about this matter as the management of the whitewear department claims that it is in his department that these articles are sold. The manufacturers do not favor this as the result is invariably, they state, that sales have dropped off very materially when boudoir caps were taken out of the neckwear department and placed in the whitewear department. In the neckwear department they are carried in the most prominent place in the store and are pushed and attractively shown, while when carried with whitewear, they are only a line of very minor importance. As with other lines in the stores such as bootees, infants' hosiery, etc., boudoir caps, if there is any controversy about the matter, should be carried in both departments. This may mean a duplication of stock to a certain extent but it will also mean more business.

Maline Articles for the Neck.

All through the Fall season there had been a feeling for maline articles in neckwear, and this culminated in an Easter development favoring the maline ruff. Without doubt the activity of this article is due to the need of some neck protection to wear after furs are removed when the weather becomes too warm for wearing them. Also the vogue of the maline ruff will be at an end when the warm weather arrives. The ruffs favored this season are in huge butterfly loop and bow effects which are made to go about three parts around the neck

Summer Novelties

in

Veilings, Laundered Collars

Fancy and Windsor Ties



Stiff Collars
$2.10 Doz.

Windsor Ties
$3.60 Doz.

Swiss Neckwear

Net-Top Flouncings

Net Allovers

Laces of All Kinds

MAIL ORDERS OUR SPECIALTY

The Thompson Lace & Veiling Company
LIMITED
59 Wellington St. West, Toronto, Ont.



Boudoir cap made of fine net, trimmed with filet lace insertion and edge, in French peasant shape, with the wing-like brim wired along the edge, and an Alsatian bow of pink satin ribbon in front. Shown by Phoenix Novelry Co.

ending in front with loops and ends of wide satin ribbon. White, black and pastel tints are the colors favored. Another form shows the butterfly loops finished with folds of tulle or with either black velvet ribbon or a darker shade of the same color as the tulle.

Pleatings and rushings are a big item, so big that they have their own section in all the larger stors. Tulle, liesse, muslin, organdie, as well as lace and net are used in the production of the wide ruffles that are selling, and they come side pleated and single, double and triple box-pleated and in one and two tiers.

Ribbons Win Out for Trimming

Paris Couturiers Spring Lightly Over Period of 60 Years—Clever Transitions—Chatty Letter From Fashion Authority in Europe.

BASLE, Switzerland.*—The line and direction of the new fashion is quite different from that of last year. The fulness is distinctly marked, but very cleverly brought about in certain tailor-mades, so that the transition might not be too great in costumes for every-day wear. In afternoon dresses, the impression is more marked, and surely, if events let fashion develop normally, fashion will change altogether.

Skirts have folds and flounces in the full length of the material, this being used in an oblique direction, for the part at the waist remains almost unchanged, some little flounces making it very loose.

The military influence makes itself felt, as for instance in the form and cut of some models, trimmings of black or golden galloons (few of these), buttons (golden balls or embroidered buttons), embroidered designs, reminding of military grades, galloons, "soutaches," etc.

Fashion is getting very different and although it is yet but a transitory one as regards dresses worn by the Parisian on the street, yet it shows clearly the style of 1830-1860. In fact, look at the dresses; they are wide, short (with "godets" at the waist for the moment, and not flounces). The "bolero" is appearing, as well as the use of lace (chantilly) in "volants," placed one over the other, and skirts having again under-dresses trimmings of ribbons will be in favor again once more. Some houses bring the transition very cleverly about, whilst others take up too boldly this former style of dress. The moment has not come yet. A season more and some victories, and all will be well!

I have seen Jenny's collection and note with the greatest pleasure that she uses much ribbon in certain of her toilettes, and this with great success. She does not exclude the sash, but places it on the side, in a large loop with a long end. Madame Jenny wears this model herself and, as you know, when she does, the dress is a success. It is a robe of black satin, wide, but of very simple appearance; this dress can be executed in light colors for the moment.

I have seen very interesting uses of ribbons; small loops of narrow ribbon on a frock of pink voile; the same disposition of little loops super-posed on a dress of blue taffetas. All the underlinings of evening bodices are made of large satin ribbon. Silver ribbon in several widths is very much used, either for sashes or as trimmings under tulle or voile bodices. I even noticed it inside the collar of a tailor-made.

I have seen a large sash of "pekine" white and grey ribbon (Jenny), and this is a good sign, the small "plisses" which were disposed on the skirt were of small ribbon. These trimmings require a good deal of it.

Remember the hats. "Imperatrice Eugenie," and you will have an idea of certain new forms I have seen at Maria-Guy's; they are charming, so much are they suited to modern faces. It is truly amusing to see the facility of assimilation and adaptation Parisian fashion possesses. Wonderful, also, for it springs lightly over a period of 60 years, and prepares again, with the aid of ancient engravings, small but quite new little hats, which we were laughing at yesterday. These small hats are still the fashion of privileged ladies; those of common use are quite fitting and little trimmed, especially with cocardes—what a variety of cocardes!—and designs where ribbon can be employed.

Stocks are getting low in many lines of embroideries and this condition alone will make for better business. This fact is responsible for the increasing interest in embroideries. This interest is spread over nearly the whole of the selling line. It is strongest in staples as embroideries are being asked for that are suitable for trimming under-garments.

*This letter was received by W. H. Barry & Co. from their special representative in Basle.

Every day you see wholesale evidence *of* ribbon popularity

We have the world's ribbon market at our command

What Fashion says is to be the thing and what the people really approve of are often two entirely different things; not so with ribbons this season.

Fashion says ribbons, and if the wholesale evidence we get on the street, in the shop windows and in the various departments is any criterion of the feeling of the public, then Fashion says right. Ribbons are in great favor.

We do not manufacture ribbons. This would limit our range, but instead, have access to the finest ribbon markets of the World, without limit. Our range is the best proof for our contention that we have the best assortment and values in the country.

We assure you of immediate delivery of all staple and fancy lines, including Failles, Moires, etc. Our stock positively never was in better shape to fill immediate orders.

We sell nothing but Ribbons

WALTER H. BARRY & CO.

6 St. Helen Street
MONTREAL

Winnipeg Branch:
222 McDermott Avenue

"THE SPECIALTY RIBBON HOUSE"

Queen Quality
Italian Silk Lingerie

MADE IN CANADA



Advertised by the Manufacturers

Have you seen these ads running? Millions of Canadian Women have not only seen them—but have shown such a lively interest in the goods they illustrate and describe that Dry Goods and Ready-to-Wear Stores in all parts of Canada have been after us hot-foot for stock.

How about you? Are you interested in a moderately-priced line of Italian Silk Underwear with QUALITY written large in every line and curve? Are you turning down live prospects because you haven't the goods? Or are you selling QUEEN QUALITY Silk Products and making money?

The latter is your right occupation; if you're a live wire, get in touch with us NOW.

Write for Free Portfolio containing proofs of the entire series of ads. for "Queen Quality" Italian Silk Lingerie and "Queen Quality" Silk Gloves.

St. Catharines Silk Mills, Limited

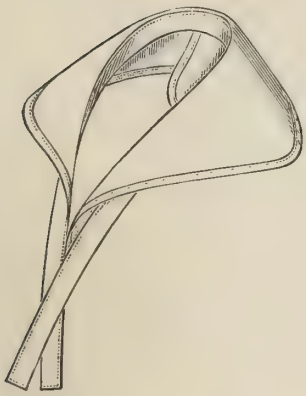
RICHARD L. BAKER & CO., Sole Selling Agents

100 WELLINGTON STREET WEST ∴ ∴ TORONTO

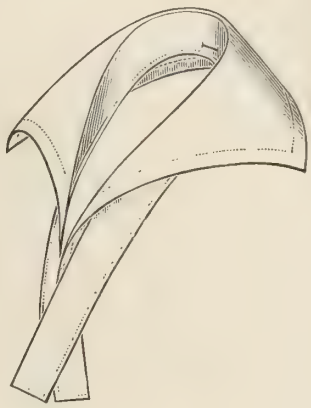
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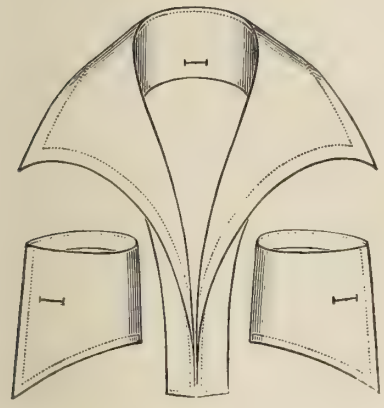
"MLLE FORSANE"

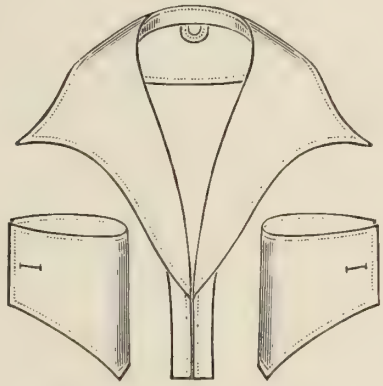
Paris Styles, Collar and Cuff Sets

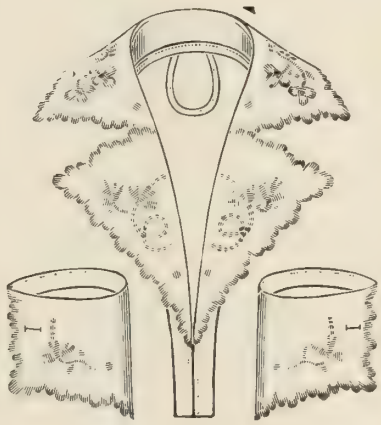


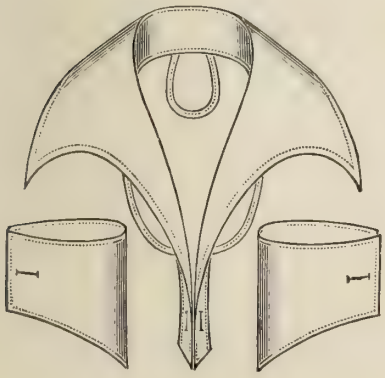
Laundered Collar and Cuff Sets are the hit of the season. Order a sample lot through your jobber.

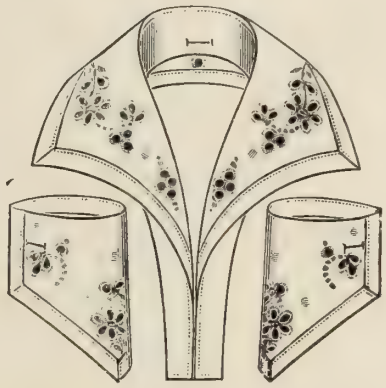


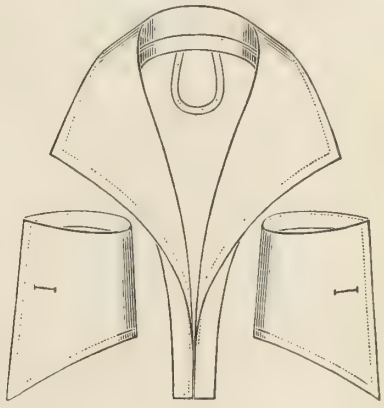








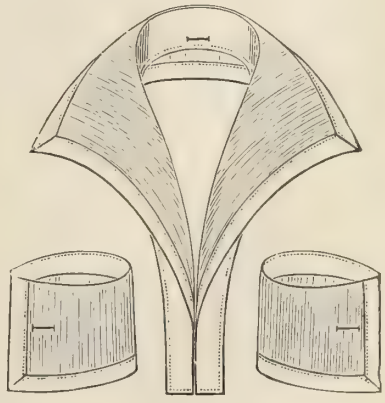






The following jobbers carry a full line ready for immediate delivery:

W. R. Brock Co., Ltd.	Montreal, Canada
Greenshields, Ltd.	" "
Alphonse Racine, Ltd.	" "
Gordon, Mackay & Co., Ltd.	Toronto, Canada
The A. T. Reid Co., Ltd.	" "
The Thompson Lace and Veiling Co.	Toronto, Canada



AMERICAN COLLAR CO.

Makers

TROY, N.Y. - U.S.A.

Have you selected some of our latest numbers to brighten up your Ladies' Neckwear showing?

Phoenix Novelty Company

TORONTO, ONT.

An Exquisite Range *of* Novelties

VEILINGS
LACES
MALINES
CHIFFONS
NETTINGS
SCARFS
NECKWEAR
NOVELTIES

SEND FOR SAMPLES TO-DAY and ask to see our Representative with the full range.

Novelty Lace & Veiling Co.
MILTON J. TELLER MAURICE A. TELLER
64 WELLINGTON ST. W. TORONTO

TO look back over the year's expenditures and to be able to say with truth that every purchase was made with wisdom, forethought and economy—

Isn't that something to be proud of—something to find satisfaction in?

The numerous ideas and information you'll find in the advertising columns of this paper will give you a sound basis on which to decide satisfactory purchases.

Look over the advertising columns **now** — while you think of it.



YOU MUST HAVE BUTTONS!

CONVERT CUTTINGS OF CLOTH, SILK, ETC., INTO **COVERED BUTTONS,** WITH

The "HANDY" BUTTON MACHINE

Makes all styles of Covered Buttons. Most rapid, durable and easily operated hand button machine on the market. Write for catalog.
Please give us the name of your nearest jobber.
INDEPENDENT BUTTON & MACHINE CO., CHICAGO, U.S.A.

PERSONALS—1895-1915

FROM DRY GOODS REVIEW TWENTY YEARS AGO.

[1895].—"A visit to the new factory of Robert Henderson & Co., Montreal, agents for Chadwick's spool cotton reveals the amount of Canadian labor and material employed in preparing this noted thread for the Canadian trade." . . . . "Mr. R. N. Smyth, of H. L. Smyth & Co., sailed for Canada on the Labrador."

[1915].—Robert Henderson & Co., have amalgamated with H. L. Smyth & Co., and are now in business as Henderson & Smyth, Limited.

[1895].—"Mr. B. B. Cronyn, buyer for W. R. Brock & Co., Toronto, has returned from foreign markets."

[1915].—Mr. Cronyn has made many a trip since then and when war was declared had difficulty in leaving Paris and reaching England. Mr. Cronyn's son was among the Canadians wounded.

[1895].—"J. C. McLimont, Montreal, was last week married near Manchester to the daughter of the late Mr. J. G. Adami."

[1915].—Mr. McLimont is in business in Quebec City.

[1895].—"F. W. Fisher, of John Fisher, Son & Co., Montreal, leaves for England in a few days to buy for the Spring trade."

[1915].—Mr. Fisher is now in England with the Second Contingent as Lt.-Col. with the 23rd Battalion (Westmount Rifles).

[1895].—"Mr. J. D. Allan, of A. Allan & Co., wholesale hatters and furriers, was unable through an attack of pneumonia, to make his trip to the Northwest at the usual time but will soon call on all his customers."

[1915].—Mr. Allan is still a busy man every day in his warehouse.

WITH THE TRADE TO-DAY.

The British Columbia Manufacturers' Association sent a protest to Ottawa against what they claim is a discrimination against them in war contracts.

R. Cain, Foam Lake, Sask., general merchant, was burned out.

Shatsky Bros., Pelly, Sask., have succeeded A. Boy, general merchant.

The mail house of Christie, Grant & Co. Winnipeg, has been reorganized and changed to Christie, Grant, Limited.

Cummings Bros. are in charge of the men's furnishings store formerly conducted by R. M. Henry, Stratford.

The firm of McLean Bros. formerly of Stratford have established general stores in Red Deer, Olds and Calgary, Alberta.

The men's wear store of A. Chery, Estevan, Man., was burned, the loss being $12,000.

In a fire at the store of Dostert Bros., Montreal, damage to the extent of $10,000 was done.

Thomas McClurg Ireland, of Hamilton, a traveller for Andrew Darling Company, Toronto, is dead.

Commencing April 3, Ed. Mack became the Toronto agent of Semi-Ready, the old store closing on that date.

Mr. John Harvey, for many years head of the wholesale wool firm of John Harvey & Co., Hamilton, died in his 82nd year.

Mr. A. M. Brant, lately with the C. W. Sherwood Co. of Regina, has returned to his old home in Owen Sound to manage the store of G. B. Ryan & Co. Mr. H. C. Moore will be assistant manager

Mr. C. Goody formerly of Medicine Hat, has opened up a men's furnishing business in Weyburn, Sask., carrying in addition boots and shoes for women and children as well as men.

The Belleville Ontario contains a congratulatory editorial in reference to Mr. D. U. Sinclair of that city, who has been in the dry goods business for 21 years.

L. Coppleman, who has been in the East for the National Rubber Co., Montreal, has returned to Winnipeg to take charge of their permanent branch at 286 Bannatyne Avenue.

Lieut. Uffelman, who has been connected with Uffelman's dry goods store, Waterloo, for several years. was presented with a silver wrist-watch by D Company, 108th regiment, on leaving to join the North West Mounted Police.

A. H. Lofft & Co., St. Mary's, dry goods merchants, were formed into a limited liability company. capitalized at $50,000.

R. H. Humphreys, who conducted a haberdashery and drapery shop at Dartmouth, England, until 15 years ago, died in Toronto, aged 78.

During a fire the dry goods store of W. B. Clark, Sarnia, was flooded and had to be closed for several days while the damage was being adjusted.

Mr. S. W. McCullough, formerly in business for himself at Killarney, is now a partner in the firm of McCullough and Rollins doing business in the same town.

Miss J. V. Wright, buyer for the ready-to-wear department of Johnstone Walker's, Edmonton, spent four weeks in Chicago, Toronto, Montreal and New York.

Mr. J. D. Flavelle of Lindsay who has taken office this month as chairman of the provincial License Commission is a prominent figure in Lindsay's commercial life, and for many years was an active figure in Dundas and Flavelles dry goods store.

SCARCITY OF STAPLES.

The Wholesale Dry Goods Section of the Toronto Board of Trade met recently and received the report of the chairman, Mr. A. M. Ivey.

Mr. Ivey said that, for the dry goods trade, one of the most serious questions to be faced at present is the scarcity of many of the most staple lines used by Canadian consumers.

Through the abnormal demand for woolens to outfit the millions under arms, not only have prices soared till what were considered essentials a short time ago are not only out of the reach of the buying public but in many instances have become actually extinct.

The same applies to all classes of linens but from a different cause; namely, the inability to obtain flax from either Russia or Belgium, the two great markets of the world for this commodity. The price of silk and cotton goods has fallen but not to the same extent as the price of the raw material because of the higher cost of production.

Suggestions for June Bridal Trims

Heart in Red Forms Main Point in the Background—Graceful Treatment of Vines—Appropriate Inscriptions in Gold—A Post for a Department—Accessories With Ready-to-Wear.

Written for The Review by G. A. Smith.

JUNE, the month of weddings and of school closings is a busy time for the display manager who takes advantage of these early Summer events for the production of timely and sales-producing windows.

To put in effective displays for these occasions requires much thought and planning. Not only must appropriate settings be designed, but careful attention must be given to the selection, arrangement and display of the goods. For, it should be noted, numerous lines and items of merchandise can be effectively displayed in connection with these June events.

Wedding gifts, appropriate dress materials and wearing apparel for wedding and school closing occasions, together with the usual accessories of such toilettes should have proper representation; in fact, they should be strongly featured.

Two Objects in Display.

There should be a double objective in these displays. In the first place, the exhibits should be so designed that they will prove a good advertisement for the store—they should be such as to stamp the establishment as being wide-awake, original and progressive. In the second place, the exhibits should be so planned that they will sell the merchandise on display and thus bring profit, as well as publicity, to the store.

The departments, outside the general dry goods lines and the ready-to-wear, that should contribute liberally in the goods suitable for wedding displays include china, glassware, stationery, silverware and cut-glass.

The interior of the store, or at least some sections of the interior, and more particularly the ready-to-wear department, can be appropriately trimmed for these events.

In recognition of the season of many weddings, a good column treatment can

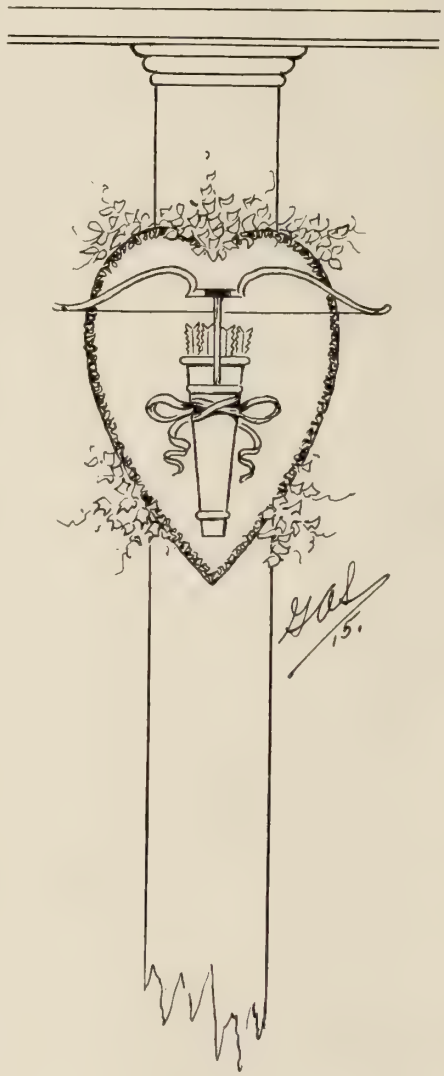


Illustration No. 1.

be arranged in which several large hearts cut from composition board, can be used as the motif of the unit trim. These hearts can be painted red and lettered in gold with some appropriate inscription. They can be effectively placed on ledges.

Arrows, cut from cardboard and gilded, can also be effectively introduced and arranged to appear as if they were piercing the heart. And this can be enhanced by suspending strands of red baby ribbon, tied in loops and knots, from the hearts, attaching to the ribbons small sprigs of lilies of the valley, orange blossoms, etc.

There are a variety of other ways in which these combinations can be "fetchingly" arranged. In fact, with these accessories, any display manager of ordinary ability and ingenuity can plan some interesting trims.

Background for Wedding Display.

The background design No. 2 shown herewith is an original one and provides a striking as well as an appropriate setting for a June wedding window. The arrangement is simple in the extreme and the features introduced are easily executed.

The heart, which covers so large a part of the background, directly in the centre of the window may be cut from composition board and painted red. This can then be edged with seasonable flowers, such as daisies, orange blossoms, etc. The top of the heart is surmounted with the Cupid's head containing wings. This can be made by cutting out from composition board or heavy nap board and painting in the desired colors. The curved design shown in connection with the heart and resting up against the background is also cut from composition board painted in French grey or cream shade with cold water paints, the edge of same is also finished up in the manner before described. The opening can then be filled in with a curtain made from serpentine crepe, chiffon, or any other appropriate material that you may have at hand.

Attention is directed to the graceful treatment of the vine arranged around

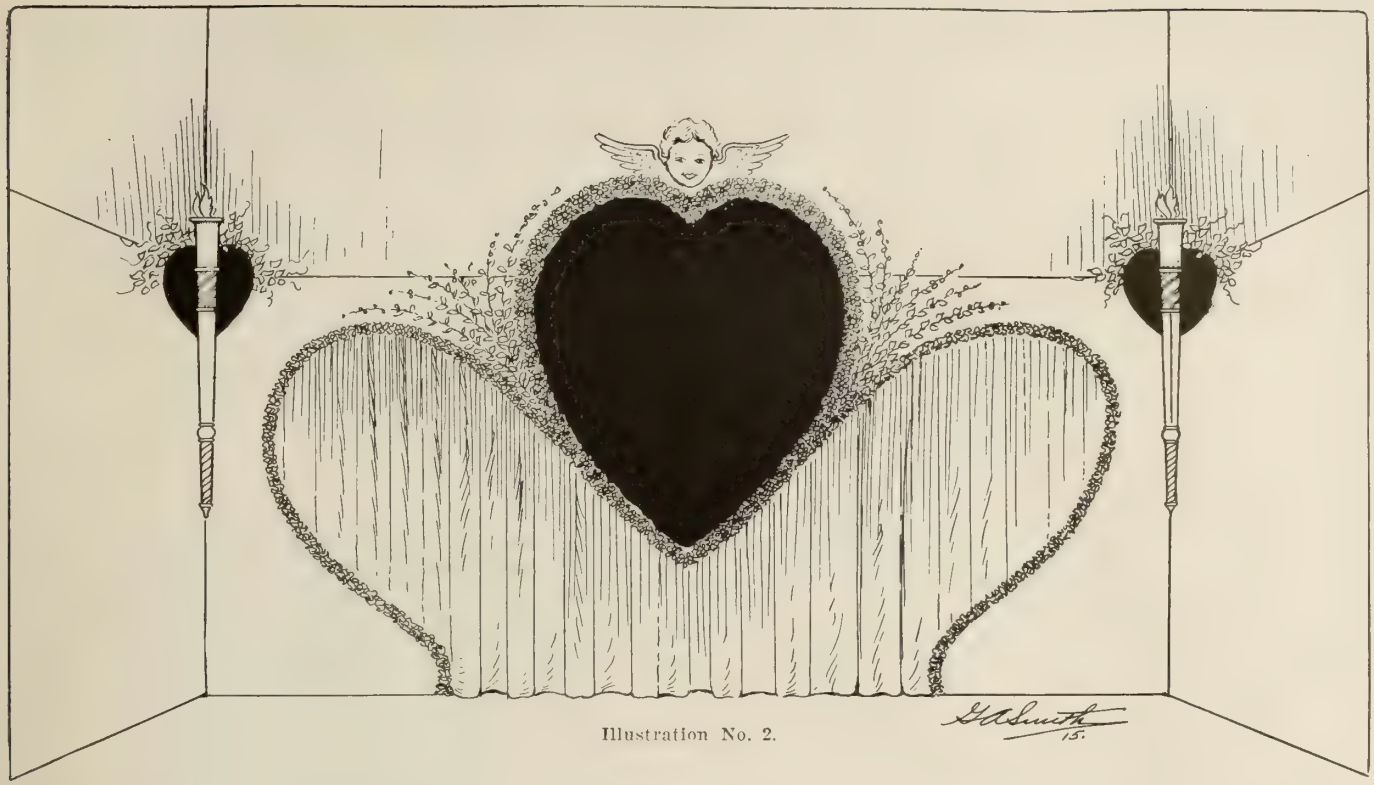


Illustration No. 2.

the heart at each side. Placed directly in each corner of window, we show the symbol of marriage, named Hymen's Torch. This is very appropriate and can be easily made by cutting some very heavy map board or composition board and painting same in gold or silver. A small red heart made in the aforementioned manner is also placed in connection with the torch. Several vines or sprays of foliage can be arranged around the heart, as illustrated. The space on the central heart can be utilized to good advantage through the use of some appropriate inscription, which can be painted thereon in gold. This, in all, makes a very good setting for exploiting merchandise suitable for the June bride.

No. 1 presents a very simple and inexpensive post—trim for the interior of the store or a certain department that you wish to bring out more forcibly during this event. First, cut out from composition board a large heart about thirty inches in length and twenty-four inches in width, same to be treated to a coat of red cold water paint or a covering of red lining may be used instead. Placed over the face of this, and by cutting from cardboard is shown Cupid's quiver, bow and arrows, which can be painted in gold and applied to the face of the heart, as shown in this illustration. The outer edge of the heart may also be additionally embellished through the use of some seasonable blossoms, flowers, etc. Several sprays of vines of seasonable foliage can be arranged around the heart in an artistic way.

A decoration of this sort, while inexpensive, serves the purpose most effectively and is very much in keeping with the event. For example, it would be a good idea to place a trim along this line down through the centre aisle of the store. In addition to this, you might place a festoon of small red hearts cut from cardboard from post to post. Several smaller hearts could also be suspended underneath the heart shown in No. 2, by means of baby ribbon. Many display managers and merchants seem to form the opinion that in order to produce a most effective display for this event it is necessary to go to a great expense. However, this is not necessary, and you will find that a very attractive trim and one that will be most satisfactory can be produced if you will follow out the suggestions herewith presented.

THE WAX MAIDEN.

She's plump and fair
With golden hair
  And face serene and sunny,
She's worth to me
A lot, you see—
  She helped me earn my money.

Her costume new
Of Belgian blue,
  Her real lace cuffs and collar
Enchant me so,
Because I know
  They'll cost me not a dollar!

She's gracious, sweet,
And always neat
  In gowns or simple dresses;
She's never pert
She does not flirt
  Or cause me sharp distresses.

This maid to me
Would perfect be
  If she were only slimmer!
Her weight's a tax—
She's made of wax
  And I'm a window trimmer!
—Exchange.

For Special Days

St. George's Day Featured in Stores —Month of the Maypole and Mother's Day Good Occasions.

THE second Sunday in May is Mothers' Day—the day on which boys of every age remember their mothers, and send them a white carnation, or wear one. May is also the month of the Maypole, a day celebrated in England by song and dance. There is a tendency in the trade to grasp every opportunity like these to appeal to the feelings of the public, by dressing a window appropriate to the occasion.

An example of this was seen in a large Montreal store on St. George's Day. The idea of glory or victory was shown in the gorgeousness of tapestry and in the frame which bore rich, blue velvet, in which had been inlaid the words in latin: "Georges, Saint and King." Besides, there was a horn of red and white roses, St. George's ensign, and pictures of St. George killing the dragon, and of King George.

This was meant to show the people, and especially the English people, that the store sympathized with them in their time of stress. This was the chief purpose of this display; in fact, care was taken to hear remarks of the public so that it would be known whether the desired end had been achieved, and the result was gratifying.

Similarly the Maypole and Mothers' Day may be illustrated profitably in the display windows, without any direct effort being made to sell goods

A Call for Members for the C.A.D.M.

Secretary Urges Window Trimmers, Card Writers and Ad. Men to Send Subscription Fees and Notify Him as to New York Convention—Honorary Fees for Merchants.

To the members of the Canadian Association of Display Men:

AT our second executive meeting, held in Toronto last month, the principal subject under discussion was of the ways and means of arranging for our next convention in New York on August 3, 4, 5 and 6 next.

In the first place, we wish to have our own special train, and to do this we must have hearty co-operation of every display man in order that we may secure the lowest rates. Special rates will be issued from all points in Canada to Toronto, from which point our train will leave for New York.

We also have to decide upon hotel accommodation. Providing a sufficient number attend we will obtain prices at about $2 per day. Now to do this we must have some idea as to the number of members who will be going. We desire to impress upon you the extraordinary advantage of attending this convention. The whole programme will be open to members of English, Australian, American and Canadian associations. Lectures and demonstrations by the best men available in every department will be a feature of the programme.

Talk it Over With Your Employer.

Now, Brother Window Trimmer, we have to put our shoulder to the wheel and endeavor to make this a great success. It is up to every individual to co-operate and help. See your employer and talk the matter over. A good display man is nowadays the most sought member of the store staff. See to it that you obtain the best ideas going. Come with us and meet men from all parts in the same profession as yourself. We must show our friends over the border that we are a live association. If necessary take the time from your Summer holidays; it will repay you. Get enthused with the idea that we are going to have a good as well as an instructive time. The Economist Training School will be open for you during that week.

Now, will you help our mutual association; help where you can. First of all, if you have not sent in your subscription do so at once by signing the enclosed blanks. Read them carefully, sign and enclose $2, the annual membership fee. Do not fail to read the list of prizes enclosed. The arrangement in the prize list is entirely new this year; you will find every class arranged for in both small and large cities. Show your worth and compete.

The railway company will not issue tickets to anyone who has not the secretary's certificate of membership in the association. These will be forwarded to all paid-up members as early as possible.

Sign to-day and forward the card to me. We need your photographs, we need your ideas. From now on I shall endeavor to keep you posted. Read the Dry Goods Review this month. Let me know if you are willing to work in the interests of your profession.

I remain,

Yours fraternally,

F. J. THOMPSON,
Secretary,Treasurer.
52 Stanley Street, St. Thomas, Ont.

PRIZE LIST FOR 1915 COMPETITION.

The following is the list of prizes that are offered by the Canadian association of display men for the Fourth Annual Competition in window dressing, advertising and card-writing:

Window Dressing

Class 1—Annual Grand Prize — Silver Loving Cup, suitably engraved, for the best six displays, original window and unit trims photograph, submitted by contestants during the year. Cup to become property of the winning decorator each year. Presented by Dry Goods Review.

Class 2— For holiday, opening or merchandising windows, open to all trimmers in places up to 4,000—1st prize, gold medal; 2nd prize, silver medal.

Class 3—With the same conditions, open to window trimmers in places of 4,000 to 10,000 population —1st prize, gold medal; 2nd prize, silver medal.



The Review's Loving Cup.

Class 4—Open to window trimmers in places of 10,000 to 20,000 population—1st prize, gold medal, 2nd prize, silver medal.

Class 5—Open to window trimmers in places from 20,000 to 50,000 population —1st prize, gold medal; 2nd prize, silver medal.

Class 6—Open to window trimmers in places from 50,000 population and over —1st prize, gold medal; 2nd prize, silver medal.

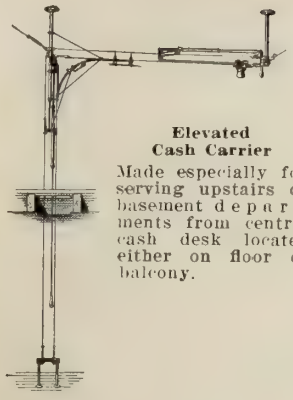
Class 8—Open to all window trimmers in Canada—1st prize, gold medal; 2nd prize, silver medal, for most effective window arrangement of women's ready-to-wear garments. Medals donated by Acton Publishing Co.

Class 7—Open to all window trimmers in Canada—1st prize, gold medal; 2nd prize, silver medal. For best full-form drape.

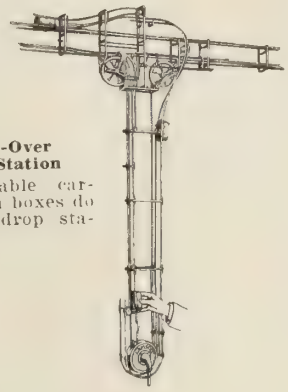
Class 9—Men's wear windows, open to men's wear trimmers in Canada—1st prize, gold medal; 2nd prize, silver medal. For best men's wear unit and furnishing tables, or windows dressed, showing arrangement of units in completed trim.

Class 10—Special prize for best merchandising window — 1st prize, gold medal; 2nd prize, silver medal; third

LAMSON



Elevated Cash Carrier
Made especially for serving upstairs or basement departments from central cash desk located either on floor or balcony.



Cross-Over Drop Station
Newest cable carrier. Cash boxes do not loop drop stations.

More Profit with Centralized Control

Do you ever study out for yourself why the large stores are successful, why the chain stores are profitable? Does it occur to you that ***centralized control*** over policies and merchandise eliminates lost motion, wasted effort and expense?

Most of these stores also apply the principle of ***centralized control*** to the handling of ***cash*** and ***sales?***

Any store that compels its salespeople to spend time while a customer is at the counter, doing anything but waiting on trade, is ***losing money*** on its sales force.

Keep clerks busy selling goods, and use a Lamson System to centralize control over cash and sales. ***It will mean more profit for you.***

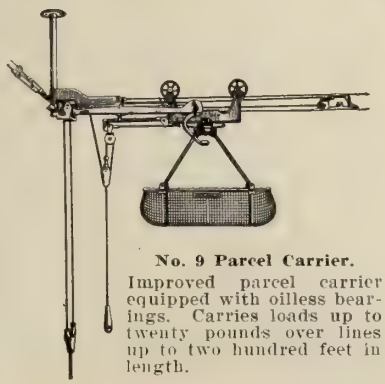
Each Lamson system is designed to meet the requirements of the store to use it. Ask to have our representative call on you. He visits merchants everywhere, and is the man in your vicinity best posted on Store Service work.

Lamson Centralizing equipment includes all types of carriers and conveyors for the ***rapid, reliable*** and ***economical*** handling of cash, sales-slips and parcels.

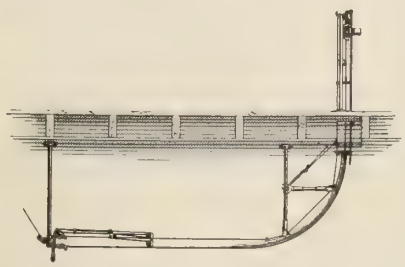
For information on any Store Service problem, see our nearest representative, or write direct.

The Lamson Company
Boston, U.S.A.

Toronto Office:
126 Wellington St. W.



No. 9 Parcel Carrier.
Improved parcel carrier equipped with oilless bearings. Carries loads up to twenty pounds over lines up to two hundred feet in length.



Up-Send Cash Carrier.
Made to serve upper floor from central cash desk.

SERVICE

Graceful Type of Draping in This Trim—St. Thomas



This display of evening wear and accessories keeps up the high standard of the trims of Mr. Warren Andrews of the Anderson Co., St. Thomas. Some might hold that the balance was carried out too closely, but the variety of treatment in the drapes, pleats, and use of the accessories on lower stands prevents any feeling of a too set arrangement such as applies to another trim shown in this issue. The background is of Circassian walnut (permanent). This display contains many suggestions that should prove helpful to window trimmers in showing summer fabrics.

prize, bronze medal. Open to all window trimmers in Canada.

Cardwriting Contest.

Class 1—1st prize, gold medal; 2nd prize, silver medal. For the six most artistic pen or brush-lettered cards, used for opening or special announcements.

Class 2—1st prize, silver medal. For the six best plain-lettered price cards, used to indicate the price of merchandise.

Advertising Contest.

1st prize, gold medal; 2nd prize, silver medal. Awarded for the best all-round advertising, including general publicity, opening and sale announcements.

Window Trims of the Past Month

Housefurnishings Beautifully Displayed Were the Feature of the Early Weeks — Summer Trims Have Painted Drop Backgrounds and Rustic Furniture—Sales Windows Numerous at End of Month—Real Sand for Sand Shade.

EARLY in the month very elaborate window displays were the order in connection with the Spring openings in the housefurnishing departments and these were in the majority of cases supplemented by elaborate interior displays. The tendency was strikingly defined for suggesting decorative schemes by combining and grouping draperies, wallpapers, curtains, rugs and furniture so that the customer could judge of the actual furnishing effect when used.

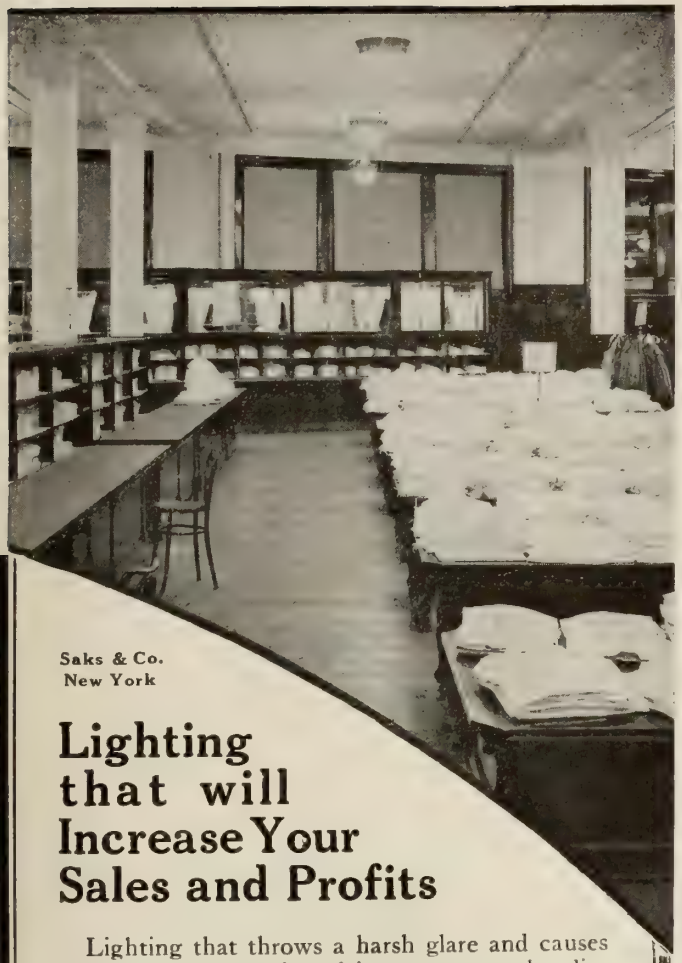
It cannot be said that the furnishing departments have suffered so far from any shortage in any particular line. Perhaps there is less of the Futurist type of patterns showing, though there are varied opinions expressed on this point. There is a distinctly larger showing of cretonnes, furniture, rugs and wallpapers showing the Chinese influence. Rugs come in golden fawn, Chinese blue, and grey, and many of the printed fabrics show black backgrounds.

With draperies and rugs in Chinese patterns window decorators grouped lacquered furniture and art objects, and pottery from China and Japan. As a general rule each display consisted of a grouping of draperies, wall paper, rugs and furniture that harmonized and could be used together. An important exception was where a showing of English cretonnes and chintzes was made and every important store has had at least one window of this kind during the early days of the month.

House furnishing windows at the present time are devoted to the displaying of Summer lines such as verandah and sun-room furniture, fibre carpets and mats, and rag carpets. The latter lend themselves beautifully to display purposes as they are so decorative in themselves and so gay and cheerful in coloring. Large rugs are hung and draped like curtains with smaller rugs pleated up in fan fashion.

The background used in a large corner window in connection with the showing of housefurnishings consisted of a representation of a large window curtained with Windsor scrim curtains, and straight hung curtains and valances of English chintz showing broad stripes of bright fresh green and deep cream with a rose pattern trailing over the stripes.

This background has been retained and has done duty for many displays one of which was a showing of black and white striped and plaid silks. The silks were draped on figures and stands one of the most striking of which showed inch-wide Pekin stripes draped around the figure instead of having the stripe running downward. Along the back were



Saks & Co.
New York

Lighting that will Increase Your Sales and Profits

Lighting that throws a harsh glare and causes ugly black shadows is unfair to your merchandise —detracts from the quality-appearance of your goods.

You know—as does every other merchant —that the better the appearance of the merchandise displayed, the greater its appeal to the people who see it, and the more readily it sells.

There is no single improvement that you can give to your store that will count for so much in increased sales and profits as the

Frink and J-M Linolite Systems of Lighting

These systems are the nearest approach to daylight in their purity and softness. Absolutely without glare or unsightly shadows, they bring out faithfully the true colors of merchandise—make it appear as it actually is.

The scientifically designed reflectors of these systems are adapted for either the long, tubular J-M Linolite or standard base lamps.

Frink and J-M Linolite Systems of Lighting are being used in over 30,000 stores. Very likely there is one in your vicinity. Write our nearest branch for the name, so that you may see this lighting yourself.

Write now—before you forget.

THE CANADIAN
H. W. JOHNS-MANVILLE CO., LIMITED

TORONTO
MONTREAL

WINNIPEG
VANCOUVER

2992



GET THIS STORE FRONT BOOK

Don't risk the amount of money it requires to install a new Store Front when a mere request will bring you "Boosting Business No. 21"—a Store Front book compiled for you. It contains actual photographs of many of the most successful big and little Store Fronts recently installed, sketches and information which will be of value to you in making your decision. Your new Front *can* pay for itself by the increased sales it will produce if it fits your business and if it will *work* for you—and we believe KAWNEER will give you the results you are expecting, as it has for 40,000 other retailers. Just say "Send Boosting Business No. 21." It will go to you at once—without obligation. We want you to *know* KAWNEER and the results which follow its installation.

Kawneer
Manufacturing Company
Limited
Francis J. Plym, President

Dept. Q.
562

Guelph, Ont.

Too Hard-and-Fast Lines in This—Edmonton



This display of children's ready-to-wear combines many excellent ideas with a stiffness in treatment that results in monotony and detracts from its effect. The use of the carriages, the figures, bootees, etc., add life to the display, but it is balanced to an extreme, left and right, to the very position of the bonnets and little shoes, while the centre shows rather weak, an anti-climax. If the whole window were arranged in three units, a carriage on each side, and a stronger centre, the eye would be concentrated, and the buying impulse would be stimulated. The background is a light yellow framework.

three high T stands, a broad one in the centre showing a line plaid in black on a white ground, and smaller ones showing stripes at the side. Hats were placed on three-foot stands to the sides of the high drape one being all white and the other black and white. Other stands showing hats were used some of which were draped round with black and white silk and at the base on the floor were shown black and white shoes, and boots, hosiery in black and white, and bags and white gloves with heavy black stitching. Several large brass jardinieres filled with artificial gladioli were used to give a note of color to the display. The same background is now doing duty for a display of Summer models in millinery.

A Parasol Window.

This is the height of the parasol season; it is now or never in parasoldom, and parasols are featured in every display. Very few windows show parasols exclusively, but one of these certainly stands out. The background is a painted drop showing a conventionalized tree in shades of grey against a flat ground of grey in a lighter shade, and there are Spring blooms in blue, violet and yellow with stiff straight green foliage. Flower boxes, flower stands and an arbor entrance made of tree branches with the bark left on give an outdoor suggestion and gladioli, begonias, tulips and rambler roses grow in the boxes, and twine around the arbor. The centre of the grouping is a figure wearing a gown of amber net over a white taffeta foundation and carrying a most elaborate parasol of yellow chiffon with the ribs or a wire carried up almost to the top of the ferule giving a pagoda touch. These wires were masked by vertical puffings of yellow chiffon alternating with embroidered panels showing violets and foliage and yellow berries. Three folds of yellow chiffon followed the outline of the edge. Parasols shirred up the centre of each gore either all of the way or only part of it were numerous. Quite a number were of chiffon in 1830 style overlace. One of the most strik-

Well Designed Trim—Portage la Prairie



This display is an excellent example of pace utilized to good advantage in a medium-sized window. A few white buck and canvas shoes, well located, with a certain exclusive air about all, its limited number and the varied poses; not at all a usual crowded sales window, but an early showing of new styles. The background, flowers and mirrors are very helpful and fitting attributes of the display. Perhaps one might, by chance, suggest that there is too much sameness in shade in merchandise, background and crepe draping, but this would be but a theory that an actual view might invalidate.

This is how Mr. Gordon Monroe, of Browns, Limited, describes his trim: Three ratine hats give the right summery atmosphere to the display. A drape of cream crepe was used at back and over pedestals and plateau. Red and cream roses and white daisies were used in the vase, which was borrowed from stock as also was the crepe. Semi-permanent background with scenic in sepia. Flooring of natural grass linen. Cost of display, nothing, as background lasts all season."

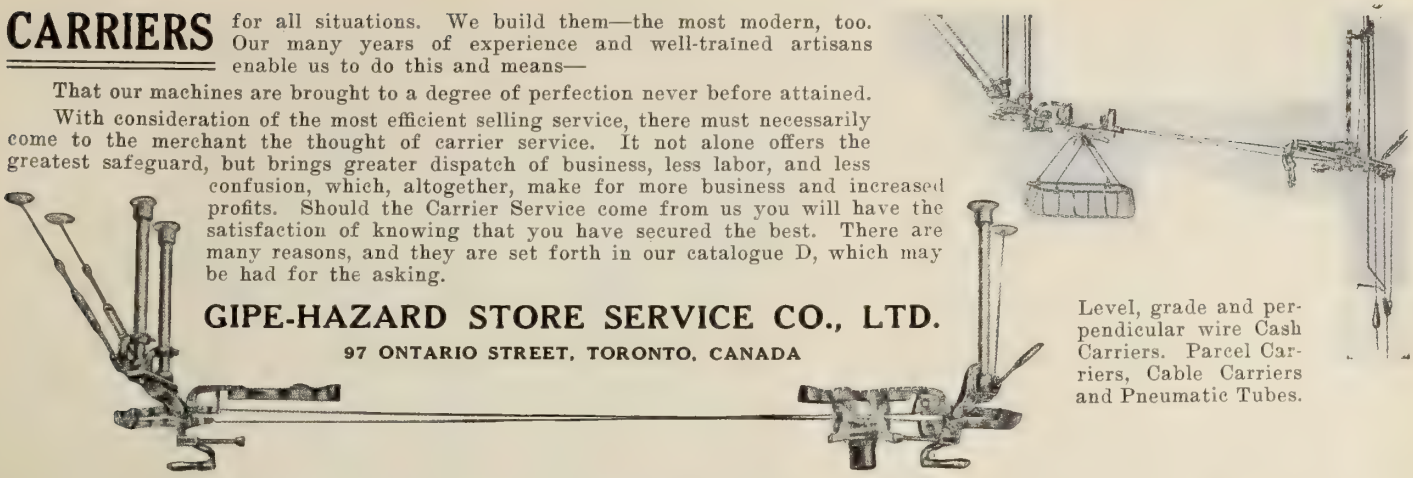
CARRIERS for all situations. We build them—the most modern, too. Our many years of experience and well-trained artisans enable us to do this and means—

That our machines are brought to a degree of perfection never before attained.

With consideration of the most efficient selling service, there must necessarily come to the merchant the thought of carrier service. It not alone offers the greatest safeguard, but brings greater dispatch of business, less labor, and less confusion, which, altogether, make for more business and increased profits. Should the Carrier Service come from us you will have the satisfaction of knowing that you have secured the best. There are many reasons, and they are set forth in our catalogue D, which may be had for the asking.

GIPE-HAZARD STORE SERVICE CO., LTD.

97 ONTARIO STREET, TORONTO, CANADA

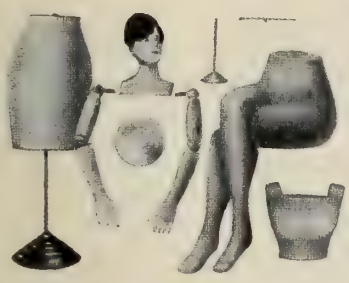


Level, grade and perpendicular wire Cash Carriers. Parcel Carriers, Cable Carriers and Pneumatic Tubes.

You can get this Combined Set for $52.00

SIX IN ONE

9 Pieces Forming 6 Different Forms



The Combined Set

1st. Shirt waist form used with or without head.
2nd. Full form standing used with or without head.
3rd. Seated tango form, separate body with or without head.
4th. Skirt form standing.
5th. Seated form for skirt.
6th. One metal T stand.

The combined set is comprised of one fine wax head, one pair of wooden jointed arms with half wax arms, one bust, one standing form for skirt, one seated skirt form, one metal T Bar.

To introduce this Combined Set to our Canadian Trade we will make this offer for one month at $52.00 the Set, worth $120 regular way.

ORDER AT ONCE

DELFOSSE & CO., 247-249 Craig St. W.

Factory 1 to 19 Hermine St., MONTREAL

The Neck Sho-Form $1.75 Doz.







A most wonderful selling help!
Instead of using but **one** or **two** costly fixtures in the department, you may now

Show Many Pieces of Neckwear and Jewelry

and increase sales by a large per cent.
The Neck Sho-Form (patent pending) is made of heavy, flexible cardboard, finished in rich black.
Comes "knock down" and is easily, quickly set up.
Thousands of dozens have been sold, and one store credits an increase of 25% in neckwear sales to the Neck Sho-Form.

SPECIAL OFFER

To start you using the Neck Sho-Form we will prepay your **first** order. **Try one dozen** or two dozen or three dozen, according to the size of your store, and you will use them always.

THE SCHACK MFG. CO., Inc.
119 W. 23rd St., New York City

¶ Have you something to buy or sell, or are you needing some experienced help? If so, an ad. in the condensed advertisement column of the DRY GOODS REVIEW will carry your message where it will be read in nine-tenths of the dry goods and departmental stores throughout Canada. You can reach all these prospects for only two cents per word for each insertion.

ing was of white chiffon patterned with blue polka dots, small at the top, and graduating until they were as large as a fifty-cent piece at the lower edge. The handle and stick of this parasol was enameled white. Another parasol was covered with frills of black lace about three inches wide from the top to a wide brocaded border of black and white and with more frills forming the edge.

In the front of the window were placed three 1830 parasols in carriage size covered with plain taffeta with a pricked out frill around the edges. The handle is hinged half way up so that the parasol can be folded up into small compass.

Walking canes of ebony wool, with a cover similar to the cover of a coaching parasol are placed on them in such colors as Paddy green, Belgian blue, and royal purple as well as black and white stripe. There is a hole through the handle and straps of the silk with three large jet balls decorating the straps are passed through the handle.

Tea Table on Sand.

Another window with a drop scene back and similar rustic decorations to the one described above had in addition a verandah tea table and chairs in rustic work. Tea was set on the table, and the five figures were all wearing dresses made of natural pongee silk. The floor of the window was covered with sand!

NEW STYLE OF ADVERTISING.

(Continued from page 72.)

adoption of what may be termed the "realistic" method?

A Dozen Clippings a Day.

In a single day, eight, ten or twelve letters are received from out of town enclosing clippings from the papers. "We want a pair like this," the letter would read.

Inside the city the phone frequently rings. "Send us size so-and-so of that boot you showed in the Star last night."

"It works better on the new lines than anything we ever tried before," Mr. Owens assured The Review. "We keep novelty lines and the whole thing is to show the way it looks when worn. You can't do this with the ordinary dead-looking shoe cut. There is life in these, and the public are attracted by the new way of doing things. It is that 'Something Different' they tell us about."

"And what becomes of these cuts you get made up?"

"We will use them later when we are selling out our left-overs in Spring lines at reduced prices: 'This is only $2.25 or this, only $1.95.' Now they are top price; later there will be a sale for the balance at the reduced prices we will offer."



The sandwich shoe, designed to give a long slender appearance to the foot.
Courtesy of Women's Wear.

NEW YORK LETTER.

(Continued from page 71.)

Broadway I saw several pairs of bright vermilion shoes.

The fashion tendency for next Fall I understand is towards the higher skirts, and this has its influence of course upon shoe style. This is all the more reason why shoes should be exceptionally well taken care of in the matter of design and appearance. And in the style for the Fall and Winter, as you will see when the travellers bring the samples, the outstanding element is neatness.

Cloth top shoes for men continue a very strong factor here. The grey, fawn, sand and putty-colored tops are still the thing, and will be all Summer. Fawn is very strong here for Fall wear apparently, though putty color will not be as prominent in the Fall. The retailers are placing orders for a large quantity of grey and fawn in twill and plain designs.

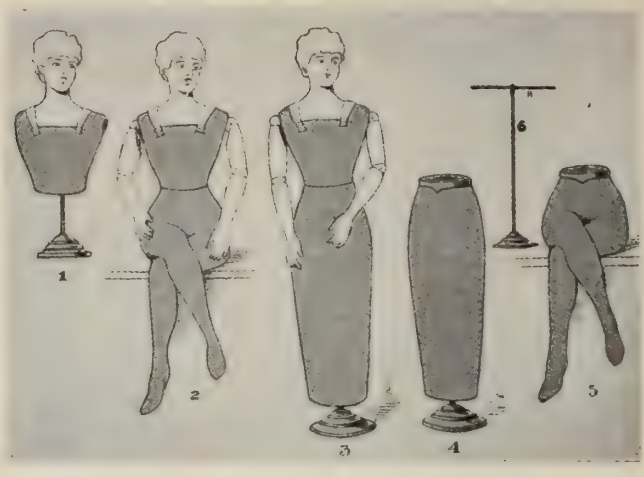
Freakish Patterns.

There is some tendency in certain quarters to run a little on freakish patterns. The cloth top lends itself to a good many designs, and on some of these there is a superabundance of decoration. For the most part, however, the shoes remain plain and unadorned, a trifle more conservative in style, getting away a little from the very, very pointed toe which was so popular a few months ago for men. The trend in many quarters is to make the toe a little rounder, and I saw some very attractive shoes the other day that were positively square.



A SIDE LACE OXFORD.
Seagull grey kid Oxford with outside lace, black French bound vamp, foxing and top of quarter, no tip, leather Louis heel, black edge finish.

SIX-IN-ONE FORM: A NEW IDEA IN FIXTURES.



A new idea in fixtures is being placed on the market in the shape of a combined set of figures which will be helpful to window trimmers. The bodies are of the latest fashion and covered with strong white jersey. The wax head will stand any reasonable temperature. The six fixtures shown can be made from this one set of parts. Figure one shows the waist form; figure 2 a seated form of head, bust arms and legs. Figure 3 has skirt form instead of legs. Figure 4, a standing skirt form. Figure 5 shows a seated skirt form made from legs and metal top. Figure 6 shows a metal T stand made from base and crossbar. These are useful for ready-to-wear, fabrics, furs, neckwear, waists, etc. Goodwins, Limited, have a fine display, using the sitting tango form. Shown by Delfosse & Co.

DEVICES OF OTHER MERCHANTS

SLIPPING WHITE BETWEEN FOLDS.

COMPLAINTS FREQUENTLY are made by women that they have made mistakes in the correct shade of dress fabrics shown them in a store. One may have turned out a deeper shade than they had judged it: or another lighter. This often is a vexatious cause of requests to exchange goods that are not satisfactory. A store in one of the smaller Canadian cities has a useful system: when wash goods are shown a piece of white cotton or paper is inserted between the first and second folds, so that the lower fold may not affect the color of the one being examined. This practice is followed out particularly with sheer fabrics. This little device inspires confidence also in the customer.

The same thing is done when displaying goods on tables or bags on counters: giving a much better idea of the real quality of the color.

* * *

CREAM DRESS GOODS FOR BRIDES.

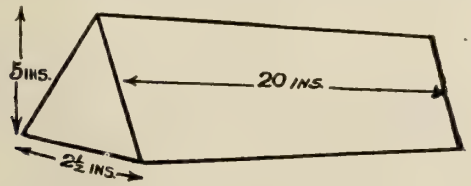
ADVANTAGE IS BEING taken of the season to feature special lines of dress goods. One of the largest Montreal stores is having a bride week, during which they will feature cream dress goods. There is a little difficulty in securing supplies of white and cream dress goods, especially cream corduroy velvet, which has suddenly come into favor again during the past month or two, being a washable material.

* * *

DIVISION FOR RIBBONS.

WHAT IS THE BEST THING for keeping heaps of goods separated when displayed on a counter? Supposing you had five heaps of baby ribbons on a bargain counter, and wished to keep them separate and tidy, what would you use? Many stores use nothing, resulting in little better than chaos.

The attention of The Review was drawn to a division in use by The John Murphy Co., Ltd., Montreal, which is



about as effective as anything could be, and yet is cheap and inconspicuous. It is a prism-shaped block, made of cardboard, and covered with light green paper. The ends are triangular, and the length varies according to the width of counter. Light green is easy to the eye; hence the block is not noticed. Cardboard is much better than wood, and is cheaper, the cost not exceeding ten or twelve cents apiece. To keep them neat, they require re-covering about twice a year.

Murphy's use scores of them. They were designed specially for the firm by Mr. Lyons, buyer in the glove, hosiery and ribbon departments.

CASH BARGAIN DAY.

IN PLACE OF THE more usual "Dollar Day" the merchants of Bridgeburg, Ont., decided to call it Cash Bargain Day and 18 out of a possible 23 or 24 co-operated. They used both weekly newspaper advertising and reprints of their ads. sent out by mail or distributed by hand. One merchant declared it was the largest day's business in the history of his store, and generally the day was a great success.

* * *

EARLY MORNING SHOPPING.

CHANGES THAT MAKE IT easier for the merchant to do business are to a very large extent in his own hands. Many merchants did not think there was anything in the Friday bargain day idea when it was first started. Now Friday, once the dullest day in the week, has been turned into the busiest of them all. Along the same lines is the suggestion that it is a wise move to popularize morning shopping. There is a very general tendency on the part of the majority of women to go shopping in the afternoon. This means that the strenuous part of the day comes from two o'clock to closing time. So marked is this tendency that it would be to the advantage of many stores to throw out a suggestion in favor of morning shopping. This is the way one merchant is doing it by means of folders placed in each parcel the store sends out:

"Have you tried morning shopping when you've an important decision to make—selecting your spring suit, for instance?

"It's worth planning for, to arrange things at home to have the morning hours for the trip down town. We know in some households this is difficult, but you'll find yourself repaid a hundred fold.

"When the rush begins later in the day it's impossible to care for our patrons as we desire.

"In the morning hours you'll not be obliged to wait for attention, stocks are in perfect arrangement and there's a freedom of mind in decision when one isn't conscious that everybody is in a hurry.

"Will you help us serve you best—to our satisfaction and to yours?"

* * *

IN SENDING OUT SAMPLES.

THERE WAS A TIME WHEN many merchants refused to send out samples or did it unwillingly. Now in some of the best stores a 'phone message will result in a parcel of a dozen or more cuttings reaching the home next morning. A very simple method for marking these is made use of in some stores:

A pin tag is attached to each, and on it is written the name of the firm, the number of the sample, the width and the price, as for example: **William Smith & Co.; No. 26; Width 40"; Price, $2.** The number enables the sample to be identified easily in case a customer wishes to 'phone in an order for so many yards. The information about the width is, of course, an addition that is appreciated.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of "The Review" do not necessarily hold themselves responsible.

LARGER FACTORY FOR RETTIE-SMITH, LTD.

Rettie-Smith, Limited, manufacturers of popular-priced waists for ladies, formerly at 149 Notre Dame street, west, on April 1st took possession of new premises in the Caron Bldg., 233-239 Bleury street, Montreal, a step necessitated by their increasing business. In their new factory the firm will have all the advantages of a modern building in addition to larger and much more commodious quarters.

WHAT'S BEST IN MILLINERY.

"Among Ourselves" is a bright and instructive "newspaper" that comes to hand periodically from Gage Brothers & Co., Chicago and New York. This contains scores of illustrations of the latest in millinery, with style information that is the result of a world-wide fashion outlook. The cuts are furnished with half minute descriptions that are helpful to the buyer.

THE STORY OF BUTTERICK.

"The Wonderful Story of Butterick" is the title of a booklet issued by the Butterick Pattern Co. It is a story not so much of 1863-1915 as of 1915 methods of flashing to the world the latest styles. "Flashing" is the proper term, for over in Paris, the story goes, a "graceful girl in a pink ball gown" passes along. A procession of mannequins follow. Mlle. X., blond, exquisite and very French, is there, who has made herself "a tremendous force in the world of fashion." She leaves the salon and walks to the cable office. A message flashes across; of these and other new creations. In New York there is a conference; the models leave and Butterick proceeds to put another success into world-wide circulation. The new pattern is sold on Fifth Avenue and a little while after, French women buy it in Paris.

But two weeks after it is on sale all over the United States and Canada.

DEBENHAM'S NEW BUILDING.

Debenhams (Canada), Limited, took possession at the first of May of their own building, purchased from Gault Bros., at the corner of St. Helen and Recollet streets, Montreal. The place has been entirely renovated throughout and with its light on two sides, forms a very suitable warehouse for the display of millinery, silks, dress goods, and their many other novelties, etc. The firm will occupy the entire space of the corner building, which gives 6,000 square feet more floor space than in their old quarters. On the ground floor are comfortable offices, and this floor will also be devoted to the department of silks, velvets, ribbons, etc. The second floor will be the main one for the display of millinery. The third floor will be the flower and trimming department and on the fourth floor will be the accounting offices and also the ready-to-wear department. In their new quarters the firm will be in an even better position than heretofore to look after the wants of their many customers and friends in the trade.

NEW LINES OF WATERPROOFS.

The war had not waged long before it was discovered that there was going to be considerable difficulty in getting supplies of raincoats from Europe, as those were among the lines likely to be urgently required by the War Office. The supply of finished garments being more or less cut off, Canada was in danger of experiencing a scarcity of these goods, and those offerings were in danger of being put on the market at almost prohibitive prices. There plainly being an opportunity for the exercise of enterprise by manufacturers in this country, the Canadian Consolidated Rubber Co., who have manufactured waterproofs more or less for several years, rushed into the breach with commendable zeal, engaged an expert of many years' experience from England, and started the manufacturer of waterproof clothing in earnest. In a very short time their factory was reorganized, and in an incredibly short time their capacity had jumped to 2,000 garments weekly, and will before long be in the neighborhood of 700 per week. They employ a staff of more than 150 hands in this department alone.

Among their newest models are "The Princess," with a Jap kimona sleeve, and velvet piped cuff and collar, which are two of the leading features of this garment. The "Poincare" is also new, and has several interesting features. It has a cape coat, is panelled back and front, and has two half-waist belts. This garment has velvet piping. The feature of the Duchess is the shoulder cape, which does not go the whole way round. It has a roll collar, and velvet piping.

LADIES' WEAR NEW BUILDING.

Ladies' Wear, Limited, manufacturers and importers of neckwear and makers of waists and blouses, are busy settling down into their permanent home—permenant because it is their own building, and specially built and designed for the business in which ladies' wear are engaged. Besides being the last word in modern factory construction this building has every facility and convenience that long experience can dictate and instal, for the smooth running of all the different branches of the business.

It has 10,000 square feet of floor space on each floor and is lighted on all four sides. The main floor is given over to showrooms, offices, and imported lines, while each of the upper floors houses a different manufacturing department. Silk waists are on the second floor, ladies' neckwear is made on the third and the lingeries blouse division is located on the fourth floor.

The sample rooms are fitted all in mahogany, all divisions, paneling and fixtures being of this rich wood. There are three showrooms, one for each class of blouses and waists, and a separate one for ladies' neckwear. The sample line of blouses are carried in large mahogany cases with plate glass sliding fronts, and specially designed cabinets fitted with trays are used for the ladies' neckwear.

The walls are finished in a soft tone of orange, and the carpets are grey, a color combination that will form a perfect background for any colored waist. These showrooms are splendidly lighted by large windows facing north, letting in a flood of the very best possible light for showing materials and colors.

Painstaking care has been devoted by the president, Mr. Goforth, and the other members of the firm to planning every detail of the building and its fittings. All divisions of departments interlock, and are so arranged that the best possible results can be obtained with the least friction, and so that the work can be done easily and with the expenditure of the least effort. The conditions under which the operatives work is as nearly perfect as can be devised, and Miss Carlisle the inspector of factories has expressed herself as especially pleased with the factory and its surroundings. In carrying out this planning an unique feature has been introduced. All goods are boxed on the floor where they are manufactured. The tables for boxing are grouped around a covered chute, and when an order is completed and boxed it passes down the chute in an instant to the shipping room below without further handling. This means that all parcels are very quickly handled and much time saved. Another instance of the firm's interest in and care for their employees is seen in the providing of a spacious lunch room in the basement of the building.

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Buyers' Guide

FOUNTAIN AIR BRUSH
Model A Price $20.00
The Standard Air Brush of the World
Show-Card Writers and Window-Trimmers cannot afford to be without one.
Send for Catalogue C-79.
Thayer & Chandler, Chicago

LARGEST MANUFACTURERS
Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.
The Botanical Decorating Company
(Incorporated.)
504 South Fifth Avenue, Chicago, Ill.

BROCK & PATERSON LIMITED
ST. JOHN, N.B. HALIFAX, N.S.
The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.
MAIL ORDERS OUR ESPECIAL HOBBY

Classified Advertisements

WANTED — TO REPRESENT CANADIAN manufactured goods in Montreal or Province of Quebec. Highest credentials. X. Y. Z., care of Dry Goods Review, Montreal.

WANTED—A DRY GOODS SALESMAN OF experience who can also handle Gents' Furnishings (no buying), straight salesman. Must be good reliable man and preferably a good mixer, with good recommendations. Box 128, Dry Goods Review.

This space would cost you only $2.10 per issue for one year.

ATTENTION!
Canadian Window Display Managers
SCHACK flowers are undeniably the most economical on the market—cost is actually one-half of the price of imported flowers. Write for our seasonable FLOWER BOOKS, free for the asking. They contain hundreds of ideas for window and interior displays.
SCHACK ARTIFICIAL FLOWER CO.
1739 Milwaukee Ave. Phone Humboldt 304
CHICAGO, ILL.

The Publisher's Page

By F. M. A.

Have You Read the Advertisements in This Issue?

¶ If not, start now. There is a host of information for you in these announcements, which are carefully prepared for your benefit.

¶ See that your clerks read the advertisements. They will get many good talking points that will help them sell more goods and that is the only reason they are employed.

¶ Get the habit of reading the advertisements every issue—it will pay you. The manufacturers and wholesalers using this paper appreciate your business. That is why their advertisements are here.

¶ Advertising is a sure sign of progress and you as a progressive merchant do a lot of advertising yourself and believe in it. Why not patronize the advertiser who uses your own trade paper, to ask for a share of your business?

¶ Everything being equal, you will find the manufacturer who advertises and invites your trade is ready and able to give you a superior service.

¶ And, will you do this for us? Mention this paper when replying to any of these advertisements. Outside of the service you will do us, the advertiser likes to know that his advertisements are being read. Start with this issue and read the advertisements. It is worth while.

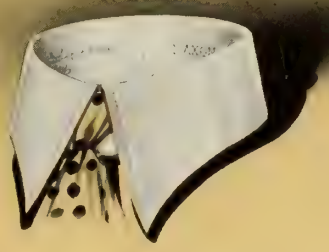
THE DRY GOODS REVIEW
PUBLICATION OFFICE .·. TORONTO

The 1915 Styles

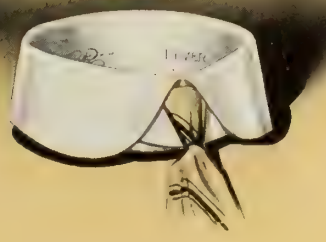
in

TRADE W.G.R. MARK

Soft Collars



"Saxon"
Domestic Pique
$1.10 per dozen



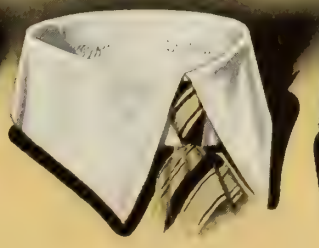
"Dover"
English Pique
$1.50 per dozen



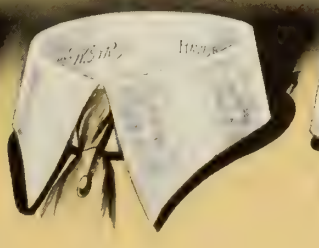
"Dodge"
Basket Weave
$1.10 per dozen



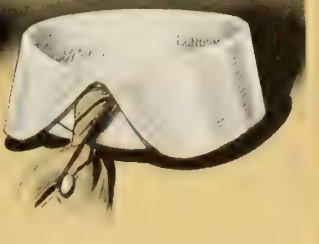
"Calais"
English Madras
$1.50 per dozen



"Lozier"
Jap. Silk
$2.00 per dozen



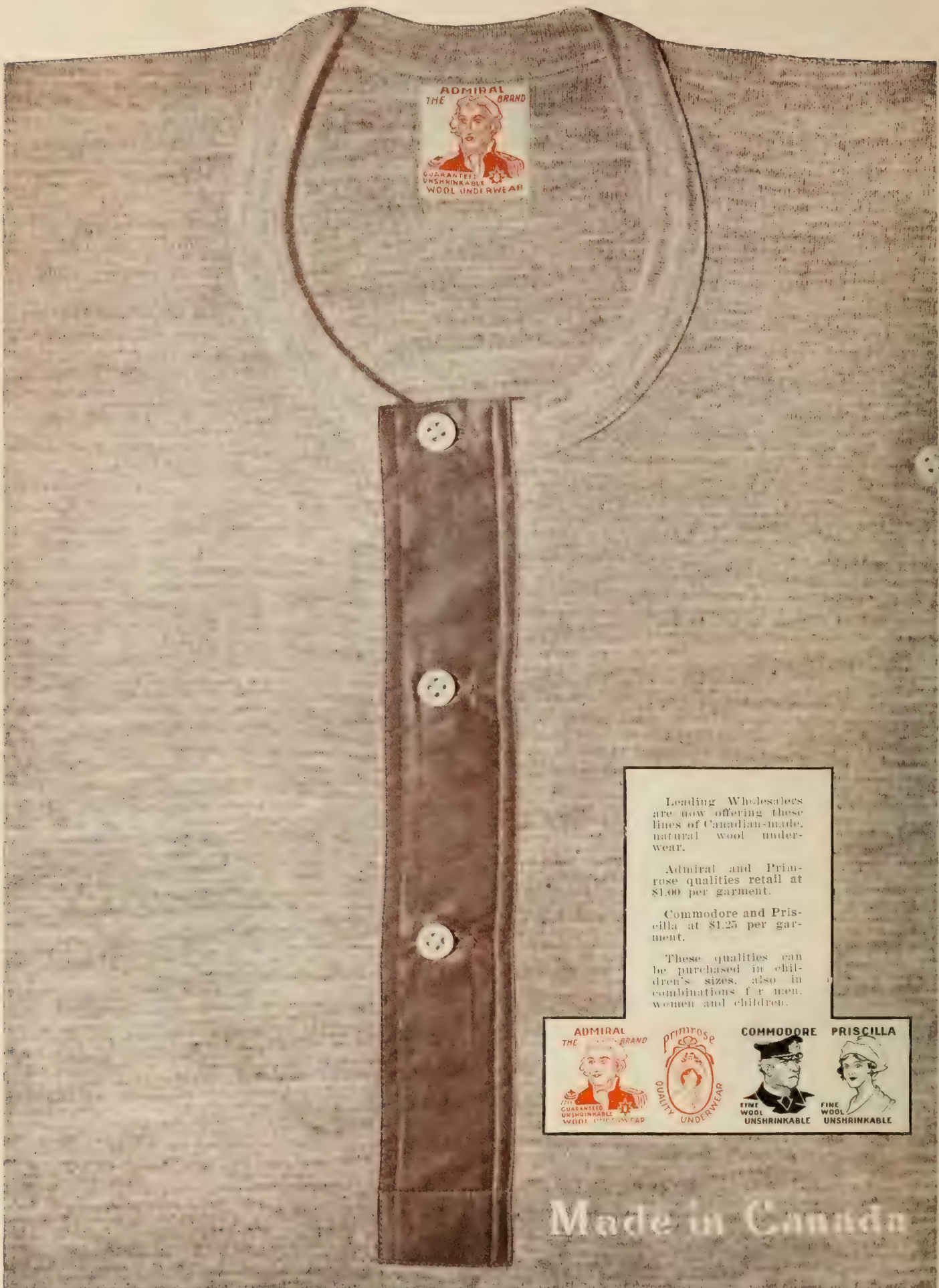
"Havre"
English Madras
$1.50 per dozen



"London"
French Pique
$2.00 per dozen

This will be a strong season for soft collars. Be ready for the big demand with these smart and correct styles.

The Williams, Greene & Rome Co., Limited
BERLIN - ONTARIO



Leading Wholesalers are now offering these lines of Canadian-made, natural wool underwear.

Admiral and Primrose qualities retail at $1.00 per garment.

Commodore and Priscilla at $1.25 per garment.

These qualities can be purchased in children's sizes, also in combinations for men, women and children.

Made in Canada

DRY GOODS REVIEW

Vol. XXVII No. 8





When buying Hosiery ask for

HAWLEY'S "HYGIENIC BLACK"

There is no better Dye in the World.

Every Pair Warranted Fast to Washing, Hard Wear and Perspiration.

Works - Hinckley, England.

Summer Embroidery Sale

The advent of summer, with its abundance of whitewear and lingerie, always means brisker business in the embroidery department.

We have anticipated these needs with some special values, composed of **$10,000 worth of odds and ends,** all of them offering at **less than cost** to clear before stock-taking at the end of this month.

Samples and prices on application.

G. THOMA & CO.

Manufacturers of Swiss Embroideries

ST. FIDEN, ST. GALL, (Switzerland)

AGENT:

J. H. Gagnon, Unity Building, Montreal

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St. E.C.

Publishing Offices:

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 71 Queen St., E.C.

See Our Summer Goods

You will find that our travellers are now showing the most complete line of light Summer goods that we have ever offered.

Despite the conditions, we have been able to procure a splendid assortment of wash goods and other light Summer materials.

It will pay you to look through our range of new samples.

Place your order through our traveller or by mail, as you wish.

Greenshields Limited
MONTREAL

"MATRON" & "MAID"

The World's Best-Known Wash Fabrics



"CORONA" and "IDRI"

The best substitutes for "Matron" & "Maid," for the medium and lower-priced trades.

These famous cloths are each identified by the diamond-shaped ticket every five yards on the selvedge. They are all-the-year-round cloths, making up into smart washing frocks for ladies' and children's wear, maids' dresses, boys' washing suits, jumpers, overalls and other garments.

They are all done in a wide range of stripes and plains.

Names of wholesale houses can be had from the manufacturers' agents:—

TORONTO
A. H. Parks, 77 York Street

MONTREAL
W. E. Rhodes, 33 St. Nicholas St.

VANCOUVER
W. James, P.O. Box 447

QUEBEC
E. Hamel, 66 Rue de L'Eglise

Warm Weather Sorting

This is the month during which, when you want sorting, it must be had quickly.

Try Us for Quick Delivery

We can still give you from stock good assortments in all outstanding lines of summer merchandise.



DRY GOODS, FANCY GOODS
AND STAPLES, INCLUDING
OIL CLOTHS, LINOLEUMS
AND CARPETS

John M. Garland, Son & Co.
Limited
OTTAWA, CANADA

TRADE The Sun Bleaches MARK
"OLD BLEACH"

"Old Bleach" will be the companion of the Newly Weds for life

The June Newly Weds who have the good fortune to be the recipients of a shower of "Old Bleach" linens will, if they live, use them for their Golden Wedding, by exercising reasonable care. The finest flax is used in "Old Bleach" and the life of the fabric is retained by grass and sun bleaching instead of using destructive chemicals.

O. B. is in stock in Toronto. Keep O. B. to the fore in your displays.

R. H. Cosbie, Limited

Irish Linen Agency

30 Wellington St. West TORONTO

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World.

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Victoria, B.C.	Winnipeg, Man.
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Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA

TRADE MARK
"Noesting"

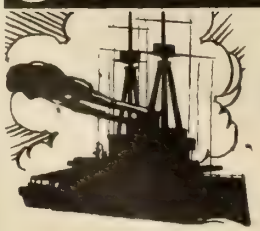
If you have been putting up with the inconvenience of the ordinary pin ticket—the jabbing of the fingers; the tearing of expensive fabrics—then it is time you tried out Noesting.

NOESTING (Rounded Point) PIN TICKETS

have done away with all this, as hundreds of Canadian merchants who use them can testify. They're safe, humane, profitable—and cost no more than the old-fashioned kind. So why not have Noesting? **Order from your jobber or direct from us.**

The COPP, CLARK CO., Limited
495-517 WELLINGTON STREET WEST, TORONTO

You can count on safe and prompt delivery



of the following

Cotton Webbings, Bindings and Tapes, Boot Loopings and Top Bandings, Woven Name Labels or Loops of any description, Elastic Braids or Webbings, Mending Wools, Sewing Cottons and Embroidery Yarns, Braces and Hose Supporters, Cork Insoles and Wool Slipper Soles, Corset or Boot Laces, or Wood Lasts.

LET US HELP YOU.

Although we are executing large orders from the Admiralty and the War Office for our gallant fighting men, the facilities we possess at our seven English Factories enable us to give full attention to our customers' requirements.

FAIRE BROS. & CO., LIMITED, LEICESTER, ENG.

AND 19, FORE STREET, LONDON, E.C.



English Mohairs for Fashion and Service

Double-barreled Service for your customers in English Mohairs (guaranteed by the B. D. A.).

Summer's styles may be expressed in Mohairs and Summer's demand for utility fully met.

New shades, in harmony with the season.

See that your Mohair stock is ample—then feature Mohairs and see the profitable, lasting results.

But be sure that they are English Mohairs (guaranteed by the B. D. A.).

The Bradford Dyers' Association, Limited

of Bradford, England

Have You Room for This "Cracker-Jack" Salesman in Your Organization?

There is a very popular salesman who covers Canada from Coast to Coast and who has covered it thoroughly, month in and month out, for the past twenty-six years. He is fully conversant with the trade. Merchants have learned to profit by the valuable information which he gives them—information which they, staying at home, could get in no other way. *Having their confidence, he gets their business.*

This salesman is the DRY GOODS REVIEW.

By means of an advertisement in the Annual Fall Merchandising Number he will carry your message into the best dry goods and department stores of Canada and be assured of a good "hearing."

Will you prepare the selling talk for him so that he can have it by June 25?

DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE. - TORONTO

Liddell's Linens present beauty and originality

Beauty and originality of design and superb quality are features that identify Liddell's Gold Medal linens to-day as a century ago. The same high standing has been maintained throughout the last century and is responsible for the adoption of "Gold Medal" as the trade-mark name of Liddell's linens. *Show Liddell's to the June brides.*

Gold Medal Linens take their name from the number of gold medals awarded to them by the world's expositions.

R. H. COSBIE, LTD.
IRISH LINEN AGENCY
30 West Wellington St., TORONTO

THE McKINLEY EDITION OF TEN CENT MUSIC

will always hold first place as an Edition of **Standard, Classic and Teaching Music**

as an established demand for this line of Music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself to thousands of dealers to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 200 per cent.** to the dealer.

The McKinley Edition (Revised for Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealer's imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for samples and particulars to-day

McKINLEY MUSIC CO.

The Largest "Exclusively Sheet Music House" in the World

CHICAGO: 1501-15 EAST FIFTY-FIFTH ST.

NEW YORK CITY: 80 FIFTH AVENUE

ROCHETTE

TRADE-MARK

FLANNELETTE SHEETS

Delightful Winter Sheets—always warm
Ideal Summer Blankets—cool and light

These British-made Flannelette Sheets are the finest ever offered to buyers in Canada, or elsewhere. They are soft as silk, easy to wash, and very durable. Ask for Rochette, and see the name on sheet or sheeting.

G.S. SHEETING
(Government Standard)

Perfectly Pure and Guaranteed thoroughly shrunk. A most durable and economical cotton sheeting.



G.T.S. SHEETING

A twilled sheeting, also a production of the same firm of manufacturers. A perfectly honest and pure cloth.

Names of Wholesale Houses stocking Rochette Flannelette Sheets, and also the G.S. and G.T.S. plain and twilled white cotton sheets can be had from the Manufacturers' Agents:

TORONTO
A. H. Park, 77 York Street

QUEBEC
E. Hamel, 66 Rue de L'Eglise

MONTREAL
W. E. Rhodes, 33 St. Nicholas Street

VANCOUVER
W. James, P.O. Box 447

WASH GOODS for JUNE

We are particularly well assorted in HOT WEATHER materials in the scarce makes

A FEW SPECIALS are

Printed Crepons to retail at 15c.

including large range of **Florals, Staple Spots** and **Stripes, Roman Stripes** and **Plain Colors.**

Black on **Whites** and **White** on **Blacks** are well represented in the above, and are extremely scarce goods.

Other Black and Whites

are plentiful in **Check Crepes, Stripe Crepons, Stripe Arcadia Tissue, Stripe** and **Figured Voiles,** to retail from 20c. to 30c. per yard.

A Full Stock of White Goods

now on hand to supply all demands.

"Her Ladyship" Garments

We are making an extra special Showing of Ladies' Black and White Stripe Waists made from fine quality Voiles and Crepes. Sizes 34 to 42. Price per doz., $7.50, $8.50 and $9.00.

Some extra smart styles to hand in fine voiles, white only. All sizes. Price per doz., $8.50, $9.00, $10.50 and $12.00.

Clearing Balance of Stock of Ladies' and Misses' White Embroidery Dresses at less than half price.

The W. R. BROCK CO. (Limited), Toronto

DRY GOODS REVIEW

The Recognized Authority of the Canadian Dry Goods Trade

Published First Wednesday in each Month. Advertising Forms close Preceding Wednesday.

Vol. XXVII TORONTO, JUNE, 1915 No. 8

GENERAL ARTICLES

Frontispiece—1830 Costume at the Woodbine.
Fighting Mail Order Houses with Their Catalogues.
Tuesday Bargain Day in Sherbrooke Store.
No Dumping of Bankrupt Stocks.
Advances in Cottons, and Wool-market Reports.
Methods in Departmentizing—No. 2.
Problem Series, No. 4.
Report of Alberta R. M. A. Convention.
Devices of Other Merchants.

SPECIAL DEPARTMENT ARTICLES

Window Trimming for Summer Months.
Card Writing Series—No. 6.
Programme of C. A. D. M. Convention.
Some Types of Advertising.
Ready-to-Wear: the Cincinnati Convention—New Lines of Summer Goods.
Knitted Goods: New Silk Sports Coat—Sharp Advances in Wool—Bathing Suits.
Accessories: The Latest Neckwear; Illustrated.
Fancy Goods: Black and White Novelties.
Dress Goods: Late Summer and Fall Lines; Illustrated.
Style News in Millinery, Footwear, Housefurnishings, Etc.
Of a Personal Nature.

THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President.* H. T. HUNTER, *General Manager*

T. B. COSTAIN, *Managing Editor.*

Publishers of Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

THE DRY GOODS REVIEW

(ESTABLISHED 1888)

F. M. Alexander, *Manager*
A. B. Caswell, *Montreal Representative*
F. A. Cockburn, *Toronto Representative*
S. S. Moore, *Ontario Representative*

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CHIEF OFFICES.

CANADA—Montreal, 701-702 Eastern Townships Bank Building; Toronto, 143-149 University Ave., Telephone Main 7324; Winnipeg 34 Royal Bank Building, Telephone Garry 2313.

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 140 So. Dearborn St., Room 607, Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; Other Countries, $3 a year; Single Copies, 10 cents. Invariably in advance.

1915 Version of 1830 Styles as Seen at the Woodbine



THE *flounced gown on the left is of soldier blue (soldat) taffeta with each flounce edged with boning or wire. The hat is a veritable poke shape of straw and Georgette crepe to match, wreathed with fruit and flowers. Note the wrist length white kid gloves with band of black and heavy black stitching, also the low-cut, buttoned Oxford shoes of white kid and patent leather and the white silk stockings.*

The centre figure is wearing a plain tailored suit of navy gabardine with a moderately full skirt. The drape veil that is worn with the sailor hat forms a good indication for the future, and shows that the "smart set" is by no means through with the draped veil.

The third figure is wearing a dress of black and white striped taffeta with sleeveless bolero coat with the edge cut in battlements, and with the sleeves of chiffon. The comfortable sports coat she is carrying shows the vogue of line checks.

From a photograph taken for The Review on King's Plate Day.

Dry Goods Review

VOL. XXVII. TORONTO, JUNE, 1915 No. 8

Fighting Mail Orders with Their Own Catalogues

Cornwall Store Sponged a Mail Order House Poplin, Then Showed Purchaser Where She Had Lost by Not Patronizing Her Home Store—Corsets of Equal Value at One Dollar—Confidence in One Price Store.

Special to The Review by Traveling Staff Writer.

CORNWALL, May 31.—Once upon a time a young lady entered the store of Brault & Macdonald, of Cornwall, carrying a piece of poplin under her arm. She had brought it to be sponged, and as this firm makes this one of the features of their business, doing it smilingly, obligingly, carefully and willingly, she had come in to take advantage of one of many practices which have built and are building a splendid business in this Ontario town. There would be nothing about this incident worth recording were it not that the poplin had been purchased from a mail order house, and because the lady could not get it sponged there, she was "sponging" on the local dealer.

When she frankly told them where she had bought it (naturally they knew she had not purchased it in Cornwall), did they refuse to sponge it? Certainly not. Has it not become an honored and established custom for people in the country to send outside for their clothing? They agreed to sponge it as though it were a piece that had been bequeathed to her by a grandmother, or as though she had found it at the bottom of some old trunk.

Proving Catalogue Price Was Higher.

After agreeing to sponge this piece of poplin with the other dress goods which had been purchased at this store, the clerk who attended to this young lady undertook to prove to her beyond any doubt that she had lost money by sending her order out of town; that she had lost an amount equal to the sum she had paid for express, **for the very same poplin was on sale in that Cornwall store at the very same price she had paid the mail order house!**

That is one way of combating the catalogue houses, and it is a very sensible way. It is very likely that this girl would think twice next time before sending her money out of town. A firm like Brault & Macdonald is able to do it, and to do it convincingly. Theirs is one of the "one-price" stores in Cornwall—there are some that are not—and they are thus able to cut their prices pretty close. In many lines Brault & Macdonald are able to beat the catalogue houses at their own game.

Catalogue Itself as a Weapon.

One of their weapons in this fight is the catalogue itself. It is kept in the store, and whenever an argument arises, it is produced, and a close comparison made right there before the customer's eyes. There was a case the other day of a pair of corsets, carrying a well-known brand name. The catalogue offered them at a dollar, and added that they were worth $1.50. Probably they were, but the margin of profit at that figure would have been very large. Brault & Macdonald were able to mark these corsets at a dollar, and even then make a good profit. This proved very palpable evidence for the woman who was sending out of town for her clothing. By trading in her own community, not only was she saving time and the cost of express, but was also helping the town in which she lived.

Incidentally, corsets are one of the big lines in this store. It is a ladies' wear store, their other successful lines being dress goods, silks, and fine laces. Very little ready-made stuff is carried. Their business in corsets has been built up on a standard line, and they keep up their sizes, of which they carry as many as forty. If they happen to be out of a size, rather than disappoint a customer they order a special pair for her.

The business of Brault & Macdonald was opened on Pitt Street eight years ago by J. C. Brault and Allan M. Macdonald. The principle of charging one price has helped them build up a splendid business. There are stores which charge a good customer full price, and make a reduction for one who is more reluctant to pay. This store has many examples of this being done elsewhere, which has meant the transfer to them of many good customers who have been offended at the "two-price" stores.

Reliability means fair treatment to all. Only a one price store can boast of this.

SPECIAL SALE OF

FANCY MESSALINE SILKS

32 inches wide, regular 90c. quality

at 59c. a Yard

A Silk Agency being overstocked with this line of Silk offered at a special price not less than 300 yards to one store in different towns. We were the fortunate firm in Cornwall, but instead of holding them for the 90c. price, we will clear them quickly at 59c. yd.

300 yards altogether in the following colors in hair stripes:—Navy with White Stripe, Brown with Black Stripe, Grey with Black Stripe, Black with White Stripe, Russian Green White Stripe, Tan Shot with White Stripe.

Brault & MacDonald

THE ONE PRICE DRY GOODS HOUSE OF CORNWALL.
PHONE 285

Sample of 2-col. ad. showing a single line of goods—the usual type of advertising this store does.

Do Not Believe in "Per Cent." Sales.

They do not go much in for sales, and do not believe in sales—that is, in sales where a cut of 15 or 25 per cent. is made throughout the store. If a line is found to be sticking, it is cleared out at a reduction, and nothing is retained over the season. They believe in the principle that the "first loss is the least."

Brault & Macdonald use both of the Cornwall weekly newspapers, and the ad. is never allowed to become stale. Only one line of goods is advertised at a time. The reader is never confused with a large variety.

"Dollar Day" For One Week.

Last year, in conjunction with forty-two other Cornwall stores, they held a Dollar Day. It was very successful. The store was crowded, and the profits paid them handsomely. The buyer went down to Montreal and bought up a lot of odds and ends suitable for dollar values, and the opportunity was grasped to clean out large quantities of goods at this price. As an advertisement it was splendid. Cornwall people did not know until then that their stores carried such fine values for one dollar. For these dollar lines they had been sending to the mail order houses. The only drawback to the Dollar Day, in the opinion of Brault & Macdonald, was that it crowded too much business into one day. It was tremendous, people coming from every point of the compass. Extra help could not be secured in town, and the strain was heavy. The opinion was expressed that if "Dollar Day" could be stretched over a week, it would be less unwieldy and more practicable.

Advances in Heavy Colored Cottons

An Average Increase of Six Per Cent. on Denims, Shirtings and Galateas, Owing to Dye Scarcity—Big Sowing of Flax in Ireland—Increased Sale of Habutai and Shantungs —Other Market Reports.

AN advance in prices, averaging six per cent. on denims, shirtings and galateas, is announced by Canadian Cottons, Limited. These are lines which consume a large amount of dyestuff, and the scarcity of the latter is given as the reason for the advance. Textile manufacturers state that the extra cost of dyes, which they are compelled to buy, now more than counteracts the increase in price on these lines. There is not much encouragement for the future either. This firm has made inquiries in England and the States for dyes, but in these countries they do not appear yet to have brought this industry down to a practical basis.

Flannelettes, a Fall line, have not advanced, nor have Saxonys nor fancy dress goods. The reason is that these goods do not contain such a heavy percentage of dyestuff. There is no question, declare Canadian Cottons, that if relief does not come soon, an advance will have to be made in the whole range. Orders being taken now are subject to the manufacturers being able to secure the necessary dyes.

Conditions at Nottingham.

Conditions in Nottingham are not up to expectations, and many machines are idle. Business at present is being done on cheap flouncings, allover nets, and specialities, and only a few firms are making these. There is a feeling for Normandy vals, but not much real business has developed so far. Buyers from the States are placing very small orders but are hoping that the wider skirt may have a beneficial influence.

There has been a fair amount of improvement in the orders for curtain nets, and plain nets are also beginning to sell but manufacturers complain about the margin of profit obtainable. Hosiery and underwear branches are very fully employed, due to the large orders received from the Home Government and the Allies as well as to the excellent business from the general trade.

An early opening is expected in the underwear trade for Spring 1916 in the United States, and salesmen for bathbriggan and other Summer suits are expected to leave on their trips about early in June. Prices are still a matter of conjecture, but it is believed that there will be little change from those prevailing at the present time. Prices made a year ago on suits for this season were about $3.62½ to $3.75 for 50c lines, $6.62½ to $6.75 for dollar lines, and higher prices in proportion.

There are, however, unusual factors this season that might easily make a change so that no accurate prediction can be made, but at present every tendency points to prices on the present level ruling for the coming Spring season.

WOOL GOES UP.

Cables received from Bradford at the end of May announced advances in crossbred yarns of 5 cents per lb. with 2 cents additional for blue dyed, and an unexpected rise in 70s, merinos, finer yarns, of 5 cents, per lb. in addition to the 5 per cent. rise during the May sales.

Burlap Prices Upward.

The tendency of prices in burlaps is still upward, and prices are firmer, particularly for lightweight goods. Forty-inch, 7½ and 8 oz. goods fetched practically the same price, and where spot delivery could be obtained the goods fetched a premium. Prices quoted by some sellers on 10½ ounce 40s, due the first week in June were as high as 7.40. Forty-inch 10½ ounce were considered worth all of 7.30, and business was reported to have been done at this figure. Heavy weights of this description were offered for arrival late next month at 7.15. Ten ounce 40s on steamers were available at 7.10. All the foregoing quotations are for carload lots.

Raw silk prices on the Milan market are very firm and holders are by no means anxious to sell. Stocks are small, and buyers are finding a difficulty in securing the wanted supplies. Shipments up to date from Yokohama to Europe total 22,300 bales and to America 121,000, and stocks on hand 9,000 bales.

Canton continues high, and holders are not pressing sales. Reports regarding the crop are not very favorable and prices tend upwards.

Good Supply of Flax Seed.

There is still some importation of flax coming in from Russia, but it has to come through Archangel, a port that is situated close to the Arctic circle, therefore, it will be seen that shipments are not numerous and that carriage is high. For the present at least it looks as though the chief dependence would have to be placed upon the Irish farmer, and both the government and the manufacturing interests are giving the farmer every support. It was thought that seed would be in short supply, but seed in sufficient quantity has been secured from Russia in plenty of time to secure a proper crop. Owing to the prices obtained farmers are putting in a greatly increased acreage into flax. Flax is an exacting crop as not only has the land to have the proper tillage and preparation, but so much depends upon the after processes if the flax is to be of the best quality.

There is little hope of either cheaper flax or cheaper linen fabrics for some time to come. Linen values are still rising, but in face of this fact good orders

continue to be placed. The Home Government and some of the Allies are ordering extensively for hospital uses and army purposes. Belgium has been placing army orders, and Russia is also in the market for linen cloths.

French Silk Industry.

The French silk industry has certainly suffered because of the war, but not to the same extent as the other textile industries of the country, for Lyons, which is its chief centre is far removed from the zone of the war, and because of its situation it is comparatively an easy matter to ship goods abroad. It is calculated that 50 per cent. of the usual business is being done, and that this percentage can be maintained. The work in the factories is being done by women and by the men who are over age, or who through physical disabilities are exempt from military service.

The Making of Dyes in Britain.

Nearly 700,000 shares have been allotted in British Dyers, Ltd. This firm is conducting the experiment of the manufacturing of aniline dyes, and their manufacture on a considerable scale will now be entered upon. The British Government is behind the new company, and with the Government loan of 30s per share the new concern will start with a capital of over a million and a half pounds sterling. The Bradford Dyers' Association and the Calico Printers are now interested and will support the new company. It is said that the business of Messrs. Read, Holliday & Sons, of Huddersfield, the largest manufacturers of aniline dyes in the United Kingdom has been acquired, and that the works will be taken over at an early date.

The Irish Draper states that a meeting of the Dublin Branch of the Amalgamated Society of Dyers, Cleaners, etc., has passed a resolution calling upon the Government to take immediate steps "to facilitate to the greatest extent the importation from Switzerland or any other country of aniline dyes, in order to prevent as far as possible any further increase in the present deplorable condition of unemployment of the workers in this country engaged in the dyeing and calico printing trades."

Advance in Carpets.

There is a decided revival in the carpet trade in England, according to reports from Kidderminster. Business is improving, and employment is better now than it has been since the war began. This is satisfactory but the outlook for securing raw materials is not so good. Supplies are very scarce, and prices are high, while workpeople are demanding higher wages because of the increased cost of living during war time. An advance of 10 per cent. is indicated.

Supplies With Italy at War.

In the short time that has elapsed between the entrance of Italy into the war area and publication of The Review, little definite information is available as to the effect on supplies. It was thought that manufacture in Italy must be interrupted to a large extent by the calling of men to the colors as conscription is in force, but the more immediate concern was felt about the shutting off of shipment of Swiss goods down through Italy. This in the case of silks is likely to mean a serious delay unless a route through the south of France is taken instead. Swiss silks the last year or so have been gaining ground over French and the war, naturally, has accentuated this condition. Although black silk from Lyons still retains an unapproachable lead where the question of dyes decides.

Importers of neckwear, laces, embroideries, handkerchiefs, etc., stated that they were satisfied that shipments from Switzerland would not be much delayed. While Germany has allowed goods going to the United States to pass through and reach Rotterdam in Holland, any use of Liverpool as the intermediate destination cut off the German route.

On the Mercantile Firing Line

Handling Articles One of Best Factors of Sales—Getting Customer in the "Yes" Habit—A Bad Entrance Irritates—Prof. Neystrom's Address.

Special Staff Correspondence.

SASKATOON, May 29.—The Professor of Political Economy in Minnesota University, is a man who has seen service on the mercantile firing line—he has served in a general store himself. Hence his talk on the Psychology of Selling, before the convention of the Saskatchewan retail merchants, was a very practical one: as well as terse and epigrammatic.

"The main thing is to bring your customer to know what you know about your goods," he declared. "You want the customer to appreciate the goods as you do. This is the great problem of salesmanship."

Prof. Neystrom supported training classes in stores, and suggested that same help be given in the public and high schools as well.

Psychology, he said, was the science of how ideas get into people's minds: salesmanship is closely connected, for it is simply getting the right idea into someone's mind, and having it work right when it gets there.

People are not alike. Some learn more through the eye than through the ear; some just the reverse. But, as a matter of proven fact, more learn more by the sense of touch than they learn through the eyes or ears. Some have ears and hear not; eyes and see not; but all seem possessed of a touch sense which conveys knowledge. Touch helps out all the other senses. The child knows its value. All should. Sight may prove deceptive; touch seldom or never does.

"You'll see what I mean," continued the speaker, "if you have two counters, one with goods in easy reach, one with the goods behind glass. You will find the counter where the goods can be felt by far the more popular.

How a Sale Was Lost.

"I remember," he proceeded, "seeing a salesman explain a kitchen utensil. He explained it well, and three times the woman reached out, unconsciously almost, to take hold of the article. Three times the clerk, without any discourtesy, kept the utensil in his own hands. He was interested in his talk, but when it was over the woman went out. Three opportunities to let her learn through her sense of touch as well as her sense of hearing the clerk had let pass.

"Mail order houses," said Dr. Neystrom, "can not appeal through the sense of touch. This is a big loss, and one which they feel, for, as the advertising manager of the Sears Roebuck Company said to me: 'We write descriptions so those who read will imagine how things feel.'"

The speaker told of a salesman for a cash register, explaining its workings,

(Continued on page 18)

No Dumping of Bankrupt Stocks

Important Safeguard to Retailers in Saskatchewan Gained by the R. M. A. Executive—Mailing Lists From Postmasters at One Cent a Name — Meeting Farmers' Co-operative Societies—The Annual Convention.

Special Staff Correspondence.

SASKATOON, May 29.—Up at a banquet until after 1 o'clock in the morning and back at work again at a serious business session at 9 o'clock is a sample of the spirit that was characteristic of the annual convention of the Retail Merchants' Association of Saskatchewan, held last month at Saskatoon. Many important subjects were discussed and conclusions reached which are certain to result in a number of changes in legislation by the Provincial Government, and in some cases undoubtly by the Dominion. A hopeful and strongly optimistic spirit was evident throughout the whole proceedings. One of the most helpful features of the convention were addresses on salesmanship and costing by Prof. Paul H. Neystrom, of the University of Minnesota.

The president, Mr. George Maybee, of Moose Jaw, in his address announced that there had been an arrangement made with all the trust companies operating in the Province by which a bankrupt stock was reported to the association before being offered for sale and the retail merchants given an opportunity of purchasing these, in this way avoiding cut price sales to the detriment of the regular trade.

After Absconding Debtors.

An attempt is being made to have legislative power by which absconding debtors can be brought back and made to settle accounts where they were contracted. Another helpful arrangement is that an alphabetical list of property owners will be kept at the registry office to facilitate the location of property belonging to any individual.

The secretary, Mr. F. E. Raymond, of Saskatoon, stated that there were at the present time more than 150 local branches with a membership of over 2,000 in the Province. He announced that before another year, a mutual fire insurance company would probably be under way as a branch of the provincial association.

Mailing Lists From Postmasters.

One of the interesting points which came up for discussion was the alleged practice of postmasters in supplying lists of names chiefly in rural delivery routes to the mail order houses. Very little opposition was shown to this, however, as the point generally speaking was that this means of securing names was available to the local dealer as well as to the mail order house and that he should avail himself of it, whereas the payment of one cent a name to the postmaster was hardly more than he deserved for his extra work. The only point made was that if the postmaster supplied one firm on these terms he should be compelled in some way to give the same treatment to all others.



W. W. COOPER, Swift Current.

General merchant re-elected first vice-president of the Saskatchewan Association.

Among the resolutions adopted was one opposing the minimum charge of 50c on notes or drafts that are discounted in addition to the exchange. "Each list of discounts put through the bank by any retailer should be discounted at the legal rate of interest on the total amount of the discount with a minimum of 50c on the total discount," was the form of the resolution finally adopted.

Farmers' Co-operative Societies.

Several resolutions were suggested for meeting the co-operative societies formed by the farmers of Grain Growers' Association. No definite action, however, was decided upon as some of the delegates expressed themselves in the main favorable to the object of the grain growers, and thought that their co-operative society if conducted along the lines that had been opposed in the past by the retail merchants would work its own ruin.

Another resolution empowered the executive to try to secure some workable garnishee law by which the merchant would get a percentage of the money the debtor earned even if he tried to evade the law by getting paid daily or by other subterfuges.

Mr. Maybee was persuaded to accept the presidency again. Mr. W. W. Cooper, of Swift Current, a well-known dry goods and department store merchant, was chosen again unanimously for the second position. The list was as follows:

President—Geo. Maybee, Moose Jaw.

Vice-president—W. W. Cooper, Swift Current.

2nd Vice-president—H. D. Macpherson, Regina.

Treasurer—J. L. S. Hutchinson, Saskatoon.

Secretary—F. F. Raymond, Saskatoon.

$600 Apiece!

At the convention banquet a significant prediction was made by F. Maclure Sclanders, commissioner of the Saskatoon Board of Trade. "In 1913," he said, "money received from the crops averaged $185 per capita of the provincial population. With only a fair crop this year, considering the extra acreage, and the high prices sure to obtain, I expect to see the crop revenue for Saskatchewan, from $600 to $700 for every person in this province."

HIGHER FEES FOR HAWKERS.

The Retail Merchants' Association of Regina, Sask., waited on a committee of the City Council, asking that the license for hawkers and peddlers be made $100 instead of $50 as proposed in the draft by-law, and that the term be made to include vendors of farm and dairy produce unless actually engaged in the production of their wares. The committee expressed itself in favor of this change being made in the fee and the solicitor was instructed to include it in his final draft, for submission to council. The question will come up before the Provincial Legislature.

Financial Side of a Retail Business

Unwise Buying and Over-Buying Two Common Faults — Don't Over-measure — Dividing Up the Overhead Expenses—Practical Address of Speaker at Saskatchewan Convention

Special Staff Correspondence.

OUTSIDE of a bank it is doubtful if so many cents were ever gathered together in Saskatoon, as were shown at Wednesday afternoon's lecture on the financial side of a retail business. Prof. Paul H. Neystrom had twenty-five of these coppers, and used them to telling effect as illustrating where the supposed profits of a business go, and what is left as actual profit.

Starting upon the supposition that he, a retail dealer, had sold goods which cost one dollar, for one dollar and twenty-five cents, Dr. Neystrom began doling out the cents in settlement of various charges.

First there was the expense of buying, which he estimated as using up two of the cents. Then there came selling, which roughly used up six more cents. Advertising, a necessary part of a business, he stated should use up about two cents, while one cent on the dollar should cover delivery charges.

Employer a Teacher.

"An employer is no longer a boss," continued Dr. Neystrom. "He is a teacher—and that is a big part of his work. That work, and store management can perhaps go hand in hand, and to cover this expense, I believe we will have to set aside two of our pennies."

Then, he proceeded, there is rent. If you own your building you still should charge yourself rent, for if you were not occupying it, you would be able to get rent from some one else. "Rent," it was stated, "is an exceedingly hard charge to estimate. It differs very widely in different localities, and in different businesses.

"In some cases one-half cent on the dollar turn-over satisfies this claim, but I know of one store in New York—a store doing a highly successful business—where 14 cents on every dollar's business goes in rent. Perhaps, for our purpose a charge of 2 cents is fair. There go two more coppers," and another little pile was made on President Maybee's table.

Heating and lighting was another necessary charge mentioned, and to provide for this one cent was set aside.

Insurance and taxes—taxes being considered a charge on the business—were next treated—another cent.

Repairs, renewals, general depreciation required the setting aside of still another cent.

Consider the Investment.

Then there came a consideration of the interest on the investment in the business. This must be considered, for if not invested there a merchant could draw interest on this money, from the bank, from mortgages, or from some other source. This interest on investment, it was estimated, would require the setting aside of two more cents.

Then there must be remembered the loss suffered from bad debts on credit business, and losses of theft—theft of two kinds, visible thefts from the cracker barrel and the apple box, and unseen thefts. Usually a cent had to be apportioned to offset this loss.

For miscellaneous expenses, telephone, twine, paper, telegrams, etc., another cent had to be provided.

Only Three Cents Left.

Here it was found 22 cents had been set aside, and holding up the remainder. "there," said Dr. Neystrom, "there is your actual profit on that sale of goods costing one dollar for one dollar and a quarter—three cents."

The smallness of this actual profit naturally led to the consideration of possible savings,—Could not these charges be cut down?

In buying Dr. Neystrom stated one of the great mistakes is overbuying. Often this is done as a speculation—Sometimes to get a special discount. "Leave speculating alone," came the advice, "let the speculator take those chances, not you in the retail business."

Often too there is unwise buying. A man should get what the community wants. "You are there to supply, not so much to educate the customer."

Buying from too many sources was also considered a grave mistake. This means too much expense in correspondence in looking over samples, etc.

Buy in Time

Still another failure as regards buying is failure to buy in time. That means the clerk must say, "Sorry, but we are out of that." Orders should be small and placed often.

Some buyers are unapproachable. That also was considered an error. One big store has this motto for its purchasers: "Look at every thing that comes your way." They don't necessarily buy, but are ready to do so if they see something worth while.

A big loss often occurs from failure to check up goods—to see if they are as ordered, are in good condition.

Then care in unpacking is also most necessary. It is worth while to teach the clerk how to unpack. It means a saving.

Poor storage, a leaky roof, dust, vermin, all these things bring loss. So also does too much handling.

In selling, poor display, selling goods in a hit or miss fashion, bring loss. This causes merchandise to accumulate. "You know those lines that linger." said the speaker. "We call them 'stickers' when they seem to form an affinity for the business." He offered a very simple suggestion for overcoming this evil. Put newly bought goods at the bottom of every pile and sell from the top.

Don't Over-Measure

Another selling loss comes from overmeasurement. Take goods costing $1 a yard for example. A salesman gives one inch over. Now one-thirty-sixth of the dollar, which that inch represents, is the 3 cents actual profit which we have just discovered by our illustration of the coppers. "This practice of throwing in, is bad business—one of the unnecessary expenses. A customer is entitled to full measurement, but full measurement only."

A Good Parcel Makes Good-Will

Money, it was stated, is often wasted in a too lavish use of wrapping paper and twine. Saving in that direction, however, has to be carefully made. It is the height of folly to make a poor parcel—one which will break open. A good parcel makes for good-will, a poor pacel for bad-will.

Speaking on salesmanship, and its power to reduce the cost of doing business by increasing the volume of the sale with little or no addition to the running expenses, Dr. Neystrom told of going with his wife to buy a canary.

The bird cost $1.75; then the clerk suggested a large cage was desirable. It was bought at a cost of $3.75, food, cuttle fish bone, a spring for the bird cage, a hook to hang the spring from, a bath tub for the bird, a fender to prevent the water from the bath splashing—all these were suggested and bought. The total purchase amounted to $9.25, "and," said Dr. Neystrom, "the customer liked it. That kind of suggestive salesmanship is always appreciated if properly done."

Bargain Day on Tuesdays for Twelve Years

McKechnie's, of Sherbrooke, Quebec, Were Compelled to Choose Tuesday by Special Circumstances, and Have Stuck to it, With a Few Exceptions—Take Telephone Orders for Goods Marked Down—Profits on Bargain Lines.

Special to The Review by Traveling Staff Writer.

SHERBROOKE, Que., May 29.—Twelve years ago, McKechnie's, a department store in Sherbrooke, Que., started in to hold a bargain day every Tuesday, and it has been held ever since. That fact they consider sufficient proof that it pays. To-day they spend large sums of money on advertising, which they would not do if these Tuesday sales did not pay.

Tuesday is a rather unusual day for a bargain sale. McKechnie's chose this day for a reason over which they had no control. The day has become a sort of institution, and as that it is still retained. Twelve years ago there was no daily paper in Sherbrooke. There was a weekly paper, and it was the only medium for reaching the people in the country. As it usually took until Monday for people to read it, Tuesday was chosen as bargain day, and Tuesday it has remained. This week their ad. appeared in the Tuesday edition of the Sherbrooke Record, as Monday was a holiday, compelling Wednesday to be bargain day. But this is exceptional.

Every week they go through their stock, and specialize on certain items in each department. For instance, they will clear out $1.25 blouses at 98c. There are usually thirty or forty items in the dry goods department, and twenty-five in the grocery. Generally everything sold on bargain day is sold at a profit—smaller than other days, but taken altogether it is a good profit. Very seldom do they buy up job lots for these sales, preferring to take their lines from general stock. But of course, there are exceptions.

Lines That Stick.

Now and again, use is made of bargain day to clean out lines that stick, and in that case goods are marked down irrespective of cost. By this means they are able to keep their stock well cleaned. "No one is clever enough to buy goods always right," said Mr. McKechnie, to The Review.

There are two telephones in the store, each on a direct line. On bargain days, telephone orders are accepted on everything that is marked down, subject to C. O. D. This is found to work very satisfactorily. If the customer is not satisfied with what she has bought, she gets her money back, which is one of the broad principles of this store.

On Monday night, the staff make preparations for the busy day following. All bargain stuff is brought out, and everything is made ready to start things running smoothly the following day. All bargain lines are well ticketed. Speaking on the subject of bargain sales, Mr. McKechnie said to one of our representatives:

"Bargain day is a funny day in many respects. Sometimes you have a good leader, from which you expect to reap a big harvest. Often it turns out to be a frost: repeatedly we get the best results from lines we least expected to go well."

Back Into Stock.

When the day closes, tickets are all removed, and goods which had been marked down are placed back into stock. The day following, the store resumes its normal appearance. Bargain day is the busiest day in the week. The volume of business is bigger than on any other day, but the profits are not.

Bargain day was started as an experiment in this store, and proved a success. It brings lots of people in, as one of the many lines advertised usually hits someone who would not otherwise have entered.

A Sample Ad.

In the next column is shown the advertisement of McKechnie's appearing on Tuesday, May 25. Owing to there being no paper on Monday, the bargain day was advanced to Wednesday. The ad. is four columns wide, running the full length of the page. It is a good newsy announcement, with the "titles" unusually clearly indicated: Corsets, Silks, Hosiery, Muslins, etc. It might be worth considering whether anything is gained by using the "wavy" border around each, for it tends to distract the eye from the type below. The heading itself without the border would be sufficient, standing out just as distinctly. Price prominence is a good feature of this ad.

Altogether the ad., including the descriptive matter, is a very creditable work.


Garden & Flower Seeds 3 five cents packets for 10c.

McKechnie's

SPECIAL BARGAIN NEWS.

Tuesday, May 25th, 1915

Wednesday is Bargain Day this week

Reduced Prices to-morrow on Carpets, Oilcloths, Shades, etc., just when you need them.

Corsets — 25c Line for 6c | $1.00 Line for 68c

Cretonnes — 15c

Cotton Crepes — 12½

Knee Rugs Samples

Flannelette — 9c

Silk Crepe — 75c

Silkolenes — 15c

Hosiery

White Spot Muslins

Corset Cover Embroidery — 25c

Neck Bandeaux

Miscellaneous

Combinations — 50c

Silks — $1.10

Books

Gloves

Long Silk Gloves — 45c

Linen Tabling — 85c

Flannelette — 98c

Linen Towelling — 12c

Linen Towels — 32c

Serge and Voile — 45c

Toilet Soaps

Wednesday Bargain Day

MILLINERY

A nice selection of Ready Trimmed Hats—also good stock of Shapes and New Trimmings to select from. Competent Milliners to serve you promptly and no one urged to buy

Wednesday Bargain Day

Waists, Dresses, Skirts, Coats and Suits at these Low Prices to-morrow

Waists 50c — $1

Dress Skirts $3.98

Silk Dresses $10

Cotton Dresses $1.50

Ladies' Suits — $10

Ladies' Coats — $10

DAIRY BUTTER

One hundred lbs. finest fresh made dairy butter per pound 32c

GROCERY SECTION

Guaranteed goods at cut prices. If you can't come to the store use the phone.

Redpath granulated Sugar 13 pounds for $1.00

Spring Housecleaning Specials

FIVE ROSES or ROYAL HOUSEHOLD FLOUR — $4.20

SOAP SALE — 11 bars for 50c

SPECIALS

Combining Summer Resort and Farm Trade

A. F. Choate & Son, of Warsaw, Ont., Located Some Seven Miles From Summer Resort District, Have Branch of Their General Store There—Building New One This Year to Replace the Old—Using Reader Ads. to Get New Farm Trade.

NINETEEN HUNDRED AND FIFTEEN is sure to be a good year in so far as the summer resort trade is concerned. As has been already referred to in The Review, there will scarcely be any tourist trade from the American continent to Europe this year. An effective stop has been put to this on account of the big war now raging in five of the European countries, and which is liable to break out at any moment in others. It has been estimated that each year United States visitors to Europe spend in the neighborhood of $400,000,000. There must be some other outlet for this trade this year, and Canada is sure to get her share. This is going to benefit greatly our summer resort districts which can accommodate United States visitors.

Erecting a New Store.

Among the merchants who are seizing the opportunity to get after more of this business this year is A. F. Choate & Son of Warsaw, Ont. Warsaw is located some seven miles from McCracken's Landing on the shore of Stoney Lake—one of the most prominent beauty spots of the Kawartha chain. For many years Mr. Choate has had a small store at this landing, which he runs in conjunction with his Warsaw general store. As well as the cottage trade on the lake, he goes after the guest trade from the large hotel which is also located at the same landing. In anticipation of better business this year—in view of the expectation of larger numbers of our Southern friends—he is erecting a larger store to provide an even better service for visitors.

In addition to getting business from the Lake district, A. F. Choate & Son have also a splendid opportunity of holding the farm trade of this district during the summer season, which might otherwise go, or a considerable part of it, to stores at other points on the Lake which are open for the summer season only.

Help Along Newspaper Circulation.

In so far as their usual trade at the Warsaw store is concerned, they find that the farmers are not suffering very much from want of money for business as usual. While collections may have to be followed up a little more strenuously than in normal times, they are nevertheless good, and this firm has no complaint to make on that score. This is one of the aggressive business firms in Ontario which believes in advertising. Warsaw is but a small village of a few hundred inhabitants. But it is surrounded by splendid farm lands, and is some fourteen miles from the city of Peterborough. The weekly papers of this city circulate largely in the Warsaw district. As a matter of fact this firm makes it a point to do what it can towards increasing the circulation throughout their township of the paper in which they advertise.

Reader Ads With Warsaw News Items.

Their system is to use reader advertisements at the bottom of local news items which appear in each week's issue. It is natural that the people of the Warsaw district will watch for their own news each week, and it is therefore a certainty that they are going to see this reader. What better recommendation of advertising does anyone want than the following in the words of H. G. E. Choate: "The readers certainly bring results. The most noticeable results of course and about the only way I have for checking them up is in the number of persons from a distance who drift into the store. People living outside our zone, generally, who usually go to and are situated nearer other places around here, come into trade with us. We notice these at once, especially if they enquire for any article advertised."

One of these reader advertisements read in part as follows:

> At the Dry Goods counters there is being shown the newest wash materials for spring and summer dresses, new prints, muslins and laces. This is a good time to get your material home, where it can be made up during spare time, thus saving a great deal of worry when spring comes. The very latest in the easily managed Ladies' Home Journal patterns always in stock. We'll be pleased to have you call.—A. F. CHOATE.

It is interesting to note the pleasing conversational style of this ad. It is one that is sure to be read by the country folk, and if read it is going to get results.

HALF OUT OF FASHION.

From a traveler for a well-known Eastern wholesale house: "I like to see The Dry Goods Review in the hands of the merchants on whom I call. It clips the time required to sell him just about in half. The specialty man would benefit more from The Dry Goods Review than I would. My lines are staples but even at that Dry Goods Review helps. If a merchant has read that the market on woolens is on the upgrade it saves my time telling him and convincing him that this is so. Lots of dealers wait to get their information from the traders and half the time they are not sure whether we are fooling them or not. The merchant who does not study a trade paper is liable to have goods that are half out of fashion foisted upon him."

FIXED PRICES IN HOSIERY?

Under war conditions one wonders what the effect will be upon the fixed prices that rule practically all through the dry goods trade. When advanced prices have ruled before, the same question has come up, but the fixed prices have always maintained their position. Twenty-five, thirty-five, and fifty-cent lines are apparently fixtures, and buyers will make every effort to maintain them. The attitude is so universal that it must be conceded that there is sound business sense behind it. When buyers are approached on this matter and questions are asked as to how the situation will work out the invariable answer is that it is the value of the article that will change, not the price; what this may mean to the 25c article is left to conjecture.

FLEECE-LINED COTTON.

With wool in such heavy demand for military purposes the possibilities for heavy cotton hosiery increase. Quite a number of departments have of late years been handling fleece-lined cotton hosiery successfully, and report that their sales each season have shown an increase. In the United States this class of cotton hosiery has a large sale, but the winter climate is not so severe as in Canada. However, this is one possibility for meeting the situation that is threatening to develop.

Problem No. 4—Offending a Good Customer.

No. 1.—A girl bought a collar in a dry goods store, wore it to the theatre, pressed it out next morning, handed it in at the store and got her money back. In telling the story afterwards, she laughed at her "cleverness."

No. 2.—A woman bought a hat, was seen wearing it at the races next afternoon by an official of the store, and returned it next day. The department head learned beforehand that the hat had been worn, but in a hurried consultation with the manager it was decided best not to offend the lady—she was a rather wealthy woman and a "good" customer.

No. 3.—An upholstered chair was purchased in a dry goods store and delivered. Four weeks afterwards it was brought back and the money requested. The chair had not been used, but the manager of the department knew that it had been in a home where there was an infectious disease. He refused to accept it; the lady appealed to the head of the store, who promptly overruled the department manager. The lady was a "good" customer!

In all three cases deception was practised, in two out of the three the deception was known, but the goods accepted and the money refunded.

Were the merchants right or wrong?

A buyer suggested to The Review that the sincerity or honesty of the customer in asking the return should be the deciding factor. Do you agree with this as a principle?

For each of the two best answers (along with an incident, preferred) The Review will give one year's subscription, or an extension of one year if the writer is already a subscriber. Have copy in by June 30.

ON THE MERCANTILE FIRING LINE.

(Continued from page 13.)

but so eager that he never gave the retailer a chance to make the connection on the machine himself, and he lost a sale. Then the vice-president of the company laid his hand on the salesman's shoulder, and said: "Why the devil didn't you let him handle the machine?" The man had missed making his appeal through the sense of touch.

The Poker Face.

Clearly the speaker made another point, that every idea which enters a customer's mind tends to be expressed. Something will be said of the goods, or by some — perhaps slight—facial movement, approval or disapproval or disinterest will certainly be evidenced. The best sales people are those who are able to read these expressions. It is not easy. Many strive to hide their feelings. You buyers acquire a poker face for presentation to the commercial travelers, yet often the expression can be read.

Never is it possible to be sure of what will satisfy a customer. Customers are different at different times. But start off, get the right expression, then follow along that line.

Also important is getting the prospective buyer in the right frame of mind. "One salesman," Prof. Neystrom declared, "always begins his work with a question to which the customer can not give other than an affirmative answer. He gets him in a 'yes' saying habit."

Get some opinion from your customer whatever you do, urged the speaker, if you can't in any other way, make a statement and say "Don't you think so?"

NEW VIEWPOINT ON YOUR WORK.

ONE of the best-known and most successful merchants in England, and in fact, in the world, is Henry G. Selfridge. Year by year his establishment in London shows advancement though when first established it labored under many difficulties. A few years ago he was a clerk in the store of Marshall Field & Co.

Here is an instance similar to many which might be related where a salesman in a comparatively short time rises to the head of an immense establishment.

Back of these cases of rather spectacular success there must be some reasons for such advancement. It cannot be attributed to luck or favoritism or any outside causes beyond the real worth of the man himself.

Too often the young salesman is apt to say to himself, "There isn't any chance for me here. So and so gets all the favors around here. A fellow never gets credit for doing anything better than it's been done before." In some instances such things may be true or again they may exist only in imagination. If favoritism is shown, it's up to the man to move on to some other place where real merit does count.

Get a Changed Viewpoint.

If such things are imaginary it is necessary to right-about-face and get a new viewpoint on things in general.

Every man has ambition of some kind as regards his future. Perhaps it is to become a topnotch salesman, perhaps a traveller on the road where retail experience is worth considerable, or, as in many cases, to own a business of his own.

Success Brings Success.

To any of these the best advice that could be given is to get with the successful man. By a first-hand study of the methods and principles of others an excellent groundwork is laid to guide in future years. One can see many a smart-appearing young fellow behind the counter in a store where the proprietor knows very little and cares less about merchandising. Sometimes such a beginner will rise in spite of his environment. But why labor under such a heavy handicap? Why not begin under the man who is progressive and who, in the language of the day, "knows his business."

First-hand Experience is the Best

It is all very well to teach salesmanship by mail, but theoretical knowledge alone does not go very far. In its place it is valuable but it should be subordinated to real practical demonstrations of how a thing should be done.

Devices of Other Merchants

PRIVACY FOR READY-TO-WEAR.

C. O. SAINT-JEAN, SHERBROOKE, has extended his store upward. The rear of the second floor is devoted to ladies' ready-to-wear. On the advantage of an upstairs room, Mr. Saint-Jean says: "When the department is on the ground floor, Mrs. Flaherty comes in to look at a kimona. The gaudy material scares her a little. Mrs. Jones comes in, and she immediately asks, "How would this look on me?" Mrs. Jones' remarks usually spoil the sale. When the department is on the second floor, Mrs. Flaherty is alone, and you have a chance to sell her, or you know the reason why. I have another little cubby hole into which I can push ladies who are trying on goods when another person is entering the room. Women like to be private, and it helps the sale."

* * *

MUST HAVE PATTERNS IN STORE.

BRAULT & MACDONALD, CORNWALL, have decided to introduce a pattern department. They had noticed that ladies were coming into the store, and needing a pattern and being unable to get one, left and never came back with their order for dress goods. The firm believe that, with the pattern bought right in the store, the clerk handling dress goods will be able to assist the customer in making her plans.

* * *

SHOWING JAPANESE GOODS.

JAPANESE AND ORIENTAL SILKS, shantungs, pongees, habutais, Japanese crepes and washing satins are becoming so important that many of the large stores are carrying them in separate sections. Not only is this the case, but special display is accorded. In one store matting is placed over the carpet, and Japanese grass chairs, stands and tables are introduced. Red and chintz lamps, Chinese lanterns, and large Japanese umbrellas are other decorations. The tables and stands are used to display the silks, and bales of silk done up in the grass matting just as they are received from the East,—some opened partly and some unopened are built into a most striking and unusual display.

* * *

BLACK AND WHITE—GIRLS IN PANAMAS.

THIS IS A SEASON WHEN A FAD SWAYS the trade for a period, which from its very nature has to be strongly featured, so that the advantage may be gained and sales may be made while it is at its height. One of these is the vogue of stripes and another is the vogue of black and white. Black and white windows featuring dress goods have been frequent and the stores throughout the larger centres have all used the black and white background. The window devoted exclusively to black and white accessories is a new stunt, particularly when it is combined with a special section to match within the store.

In one big store this section introduced within the past two weeks has grown into a department, so great is the sale. In this department everything shown is black and white or white and black, and the list of articles carried includes hat bands, belts, bags, hat-pins, ear-rings, brooches, velvet neck-bands with a cameo effect in jet and white porcelain, bracelets, beads and other articles of jewelry in black and white.

Particular attention is paid to hat bands of white sheepskin and patent leather in checker-board effect. In this department the sales girls wear Panamas or sailors trimmed with these bands and secured by the new fancy black and white pins in celluloid for the busiest portion of the day. This merchandise it need not be pointed out, is popular-priced, and is sold in a popular way. These black and white articles should be specially suited to the tourist business, and a booth might be situated in a prominent place in the store, in centres where the tourist travel touches.

* * *

RAISED PLATFORMS OF WHITE FELT.

IN THE DRESS FABRICS DEPARTMENT Summer business is at its height. Cotton fabrics from now on should be the best sellers, and both the window trims and the interior display is devoted to the selling of wash fabrics. In one department the central aisle has carried since the opening up of the Spring season raised platforms covered with white felt where displays have been made of the leading novelties in dress fabrics. Summer displays of fancy voiles fill these platforms. One platform is devoted to the striped voiles that are now so prominent. Ferns in brass jardinieres are used and wicker furniture, upholstered in gay cretonnes, reed and chintz. These touches give relief by adding a high note of color.

* * *

USING GREEN WITH LINEN DISPLAYS.

THE WINDOW DISPLAY was backed up in a department by an extensive showing of both table linen and embroidered art linens. This particular department always gives extensive space to tables of various sizes and shapes. Many of these are dining tables, 5 o'clock tea and fancy tables, etc., as well as the ordinary sales tables. As this section of this particular linen department is carpeted in green it is specially suited to making a fine display of high-class table linens and art lines. This section of the department where these tables are placed is directly in front of one of the most used set of elevators in the store. This store evidently finds that there is a close connection between sales and elevators for on almost all the floors bargain tables are placed close to the elevators.

Another store was specially decorated for the showing of bridal linens. The cases were draped with white satin, and orange blossoms, white satin slippers, and large horse-shoes made of cardboard and covered with puffed white satin bows of chiffon and orange blossoms were profusely used. The satin shoes were filled with confetti, and confetti was scattered on the satin lining the floors of the cases.

A special feature of the bridal display was designed to draw attention to linen articles suitable for showers. Linen showers are proving an important source of sales, as every bride has a shower arranged for her by her girl friends nowadays. The display in this department took the form of a huge parasol of white satin decorated with plaster cupids, orange blossoms, satin horse-shoes, and chiffon streamers. Narrow white satin ribbons with tiny bouquets knotted in were used in streamer effect, and embroidered articles such as runners, centre pieces, doileys, pillow slips, embroidered towels, etc. These were all fastened to the inside of the umbrella by ribbons.



LESSON NO. 6.

AS was stated in previous lessons but will bear repeating, a good layout on a show card is more than half that goes to make the card a success. You may have your letter formation perfect in every detail, but if you have failed to space them properly on the card, then your work goes for little. I have seen many cards that were quickly made but better from a selling point of view than others that took the writer hours, simply because the person who made the "quick" cards knew that to be a successful card writer one must work for "effect," rather than what may be called strict "accuracy."

The prospective customer does not stop and admire a card because it is correct from a drawing point of view. The card is there, first to attract the eye, and secondly to tell the observer about the goods it advertises, and to tell them at first glance.

Remember the show card often decides whether a customer comes into the store or passes by. If the card is difficult to read people are not going to wait to figure out what is on it. They will pass by with the impression that that store is not up-to-date. That means lost business.

Good Looking and Easily Read.

But, on the other hand, let them be attracted by a nicely worded, well spaced, and well lettered card which can be read at first glance, and they are bound to look at the goods if they are in the least interested, because the show card has told them something that has created a desire for further information.

So, with the purpose of assisting the beginner I have prepared two plates, one of correct spacing and the other of inaccurate spacing. A careful study of these will do you a world of good before you fall into the rut of spacing "any old way."

Three Styles of Layout.

Stick to straight line spacing for a long time yet. It is the easiest to make and much the easiest to read. In figure 2 I have shown three distinct styles of layouts. The first shows an upright card spaced from the centre. "A" shows how the card should appear after all necessary guide lines are drawn. "B" shows the next step. Here the letters are roughly spaced out so as to serve as a guide for the brush work. "C" shows the finished work with all pencil marks removed.

The next card shows a different style of layout. The lettering is started from straight lines down the left side of the card. This is the easier and quicker of the two layouts and is most popular in card shops.

The next style is balanced up from the centre the same as the first but is written on the card landscape style. This gives a chance to put more than one word on each line.

A study of Fig. 3, shows a few of the many errors in layouts which have come under my notice. I think the worst of all is the one with the lettering too large for the card. This seems to be the most glaring one among beginners. They get the idea that it is necessary to cover as much of the white space as possible and lose sight of the fact that it is the white card behind the black that makes the lettering stand out.

Chart 6.

This chart along with the last two charts, known as charts 4 and 5, complete the brush stroke block lettering. All the strokes in these letter formations are made with one stroke of the brush.

The "A" is composed of five main strokes. Make each stroke in the order as numbered and you will get along better than if you went at it haphazard. Practise well every stroke before attempting the full formation of the letter. "B" shows a letter made up of three main strokes: 4 and 5 are the finishing strokes of the ends of stroke one.

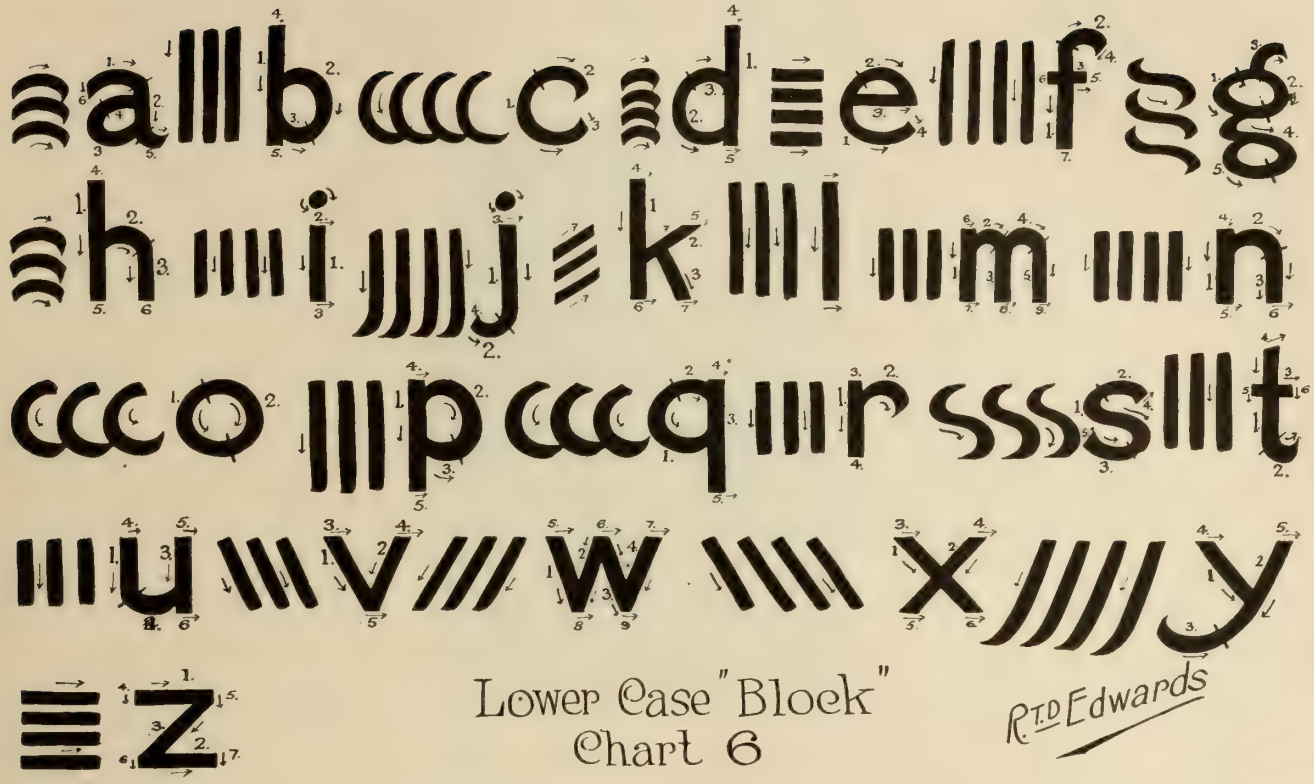
"C" is composed of two main strokes and one finishing stroke. The end of stroke two does not need a finishing stroke if the brush is lifted so as to make a straight edge.

"D" has three main strokes. Stroke 3 is illustrated and needs considerable practice. The "E" has a formation similar to that of the "C." Stroke 3 should be parallel with the quick lines but nearer the top than the bottom.

Stroke 1 of "F" should not be made as high as that of the "B" and "D."



Fig. 1.



Lower Case "Block"
Chart 6

R. T. D. Edwards

The curve of stroke 2 brings it up to the top guide line.

"G" is the all-curve letter. Almost every card writer has a different formation for this letter. This is the one mostly used. This letter should be practised many times. Pay special attention to stroke 4 as shown in the preceding exercise.

Note that the top of stroke 3 of the "H" does not come up to the guide line but meets stroke two, whose curved top just touches the line. The dots over the "I" and "J" are made with two strokes with the side of the brush.

Much practice is needed in order to get the right angles on stroke 2 and 3 of the letter "K."

Don't neglect to practice the "L," it will assist you in the formation of other letters.

The "M" and "N" are of similar formation.

The curved lines require a lot of attention. The "O" is the only two-stroke letter in the alphabet. You cannot practise this too much. Note the strokes used in this letter are the same as those in "P" and "Q."

Stroke 2 of the "R" after a lot of practise can be made without using a finishing stroke.

The exercise preceding the "S" is very beneficial in its formation.

Note that the stroke exercise preceding the "T" does not come to the lower guide line. This is to allow the curved tail to rest on the guide line.

The "U" is similar to that of the "N" only reversed.

Practise many times the slant lines of the "V" and "W." See that where the strokes join, the angles are all the same.

Cross strokes 1 and 2 of "X" are as near midway between the guide lines as possible.

The "Z" while it is constituted of straight lines is not always easy to make. Make the upper and lower lines first, then the diagonal.

Wherever possible you will note, I have marked, by small cross bars, where the strokes join. This does not mean that you must lift the brush abruptly at these points, but they are the best places to overlap them. Take much care to keep the joins from showing. Draw the brush in the way indicated by the arrows.

Use the same method for practice

(Continued in Store Equipment and Display Department.)



Correct Method for Spacing
FIG. 2.

OF A PERSONAL NATURE

J. D. Quay & Fils, dry goods merchants, St. Jerome, Que., are registered.

H. A. Smith, general store, Brome, Que., has sold his stock to G. M. Evans.

C. H. Shupe, general merchant, North Buxton, Ont., has sold to Groom & Moir.

Daniel & Norris, general merchants, Princeton, Ont., have sold to J. W. Hunter.

The Mitchell Sales Co., general merchants, Millet, Alta., have sold to Gordon & Gordon.

J. D. Munro, general merchant, Tugaske, Sask., has opened a branch at Darmody.

Fire caused a damage of $25,000 to the National Mattress & Felt Batting Co., of Toronto.

Fire destroyed the general store of A. G. Clough, with its entire contents at Ayer's Cliff, Que.

Hon. John B. Ayre, a general merchant for several years in St. John's, Newfoundland, died recently.

Dewar and Hanna, general merchants, Massey, Ont., have dissolved partnership, Mr. Hugh Hanna continuing.

Miss S. McCaffrey, for 50 years in the dry goods and millinery business in Toornto, died at the age of 80.

T. G. Allen and J. C. McFarlane have purchased the general store business of J. Walkom, Dungannon, Ont.

Mr. J. G. Murdoch, dry goods merchant of Lucknow, Ont., passed away on Feb. 22. He was reeve of the village.

Hugh Stonehouse, general merchant, Wallaceburg, Ont., is the Conservative candidate for the next Dominion election.

Merchants of Tweed, Ont., have decided to close their stores on Wednesday afternoon during June, July and August.

M. J. Smith, who has been in Megantic, Que., since 1879, has sold his general store business to Frs. Perinett, of Woburn Village.

The general store conducted at Bawl, Alta., by A. M. Anderson, has been sold to McDonald Brothers, who formerly operated a store at Spring Lake.

The death took place on May 24, at Picton, Ont., of Mr. Frank Graydon, at the age of 46. He was employed for many years with A. Bristol & Son, dry goods merchants.

The general store of H. W. Reeves, Vulcan, Alta., has been improved by having the centre partition between the dry goods and grocery departments removed and a new lighting system installed.



THE LATE GEO. R. COPPING.
LUSITANIA VICTIM.

H. Wolf & Sons, London, Ont., intend to move their ladies' wear department to 211 Dundas Street, which will be completely remodeled.

F. E. Liddle, Regina, has taken charge of the dry goods and men's wear department of the Anderson Supply Co., Craik, Sask.

The Tignish Trading Co., Tignish, P. E. I., were the largest losers in a fire which destroyed part of the business section on April 8. Senator Murphy is the owner.

Thomas Tompkins, general merchant, Margaree Forks, N.S., is dead. He commenced life in the mercantile business as a clerk with the late Hon. Chas. Campbell, Baddeck, N.S.

Mr. L. Nelson, for some years manager of the Robert Simpson Company's dress goods department, was presented with a purse of gold on leaving to take over his father's business in the Old Country.

Paul De Lys, who before the war was employed with the wholesale dry goods firm of Robinson, Little & Co., London, Ont., was badly wounded in the face with shrapnel while serving with the French army.

James Anderson, buyer in the hosiery department of Greenshields, Limited, Montreal, has returned from a European buying trip, the boat on which he returned sailing shortly after the sinking of the Luitania. Those on board knew nothing of the disaster until they passed through the wreckage.

Major Hamilton Gault, of Montreal, who raised the Princess Patricia Regiment, and has distinguished himself by his gallantry, was wounded for the second time.

In future all pedlars who desire to dispose of their wares in Weston, Ont., will be compelled to take out a license and submit to the regulations governing vendors and hucksters, according to the decision of the Town Council.

The new officers of the Victoria, B.C. Retail Merchants' Association are:—President, W. J. Shortt, of Shortt, Hill & Duncan; first vice-president, J. H. Fletcher, of Fletcher Bros.; second vice-president, E. A. Waterman, Weller Bros., Limited.

Mr. J. J. Mullin has re-opened the store in Bedford, Que., which he operated for many years successfully. Four years ago he bought out the Baldwin business at Sherbrooke, Que., but recently abandoned this to return to Bedford. He handles dry goods, men's furnishings and boots and shoes.

Charles Marchand, after a connection of eighteen years with Marchand's, Montreal, has gone over to Dupuis Freres, Limited, 447-449 St. Catharine street, E., Montreal, to take charge of their ladies' ready-to-wear department. L. H. Gagnon has been placed in charge of the underwear department.

Canadian manufacturers at the convention of the National Cloak, Suit, Skirt and Dress Manufacturers, held at Cincinnati, Friday and Saturday, May 14th and 15th, were Messrs. P. E. Rogers, Canada Cloak Co., and J. A. Northway and W. Summers, of John Northway & Son, Toronto.

The death took place in Brooklyn, N. Y., on May 4, of Alexander Watson, formerly a member of the firm of Bowie, Watson & Co., Notre Dame street, Montreal. Mr. Watson moved to New York, in 1880, becoming head salesman for Arnold, Constable & Co., and retired after thirty years of service five years ago. He was 75 years of age, and came from Inverness, Scotland.

Colonel J. M. Young, president of the Hamilton Cotton Company, was one of the victims of the Lusitania. He was one of the most prominent business men in Hamilton, and was so popular with his employees that when the news of his death reached that city a number of them volunteered for active service in order to avenge his death. A son of his, Lieutenant Young, was recently wounded in the fighting around Langemarck.

We Want To Show YOU

that we fill dry goods sorting orders QUICKLY AND WELL.

Six immense floors filled with a splendid assorted stock of summer goods for you to choose from.

Let's demonstrate that we give satisfaction in every package.

Order by mail or through our traveller.

THE W. R. BROCK COMPANY, (LIMITED)
Montreal

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVII. TORONTO, JUNE, 1915 No. 8

AGAIN WE LOOK TO THE WEST.

YEAR by year as the season of crop sowing passes and early indications of harvest conditions reach us, we figure out the financial prospects of the great prairie West for the coming twelvemonth and measure up its widespread influence upon Eastern conditions as well. It is almost as if from early in June onwards we held our breath to catch the whispers, and waited, inactive, for the garnering of the grain before plans of expansion or repression were allowed to take definite shape.

This season, for all the war, we have begun the same process. Probably the importance we attach to the 1915 crop is one of the most convincing proofs that we are not so much as we feared at the mercy of externals, but control our own commercial destiny far more than we dared to hope. This being so, those early prairie whispers could hardly be more encouraging. Of late years Southern Alberta and Southern Saskatchewan have seemed to lie under the evil scourge of drought. But this year reports show that they have received more moisture already than during the whole of 1914. Around Medicine Hat the rainfall has been 3.2 inches, and around Lethbridge 2 inches, against practically none last year. Around Saskatoon the moisture is already equal to last year's total and in Calgary district it is double. Unlike the East the early rainfall in the West is sufficient to last the soil through the whole season. Winter conditions, moreover, were quite favorable, as the southern lands of the two provinces mentioned were covered with snow all Winter, which fed the thirsty soil in Spring. Seeding was two weeks earlier and to cap all, the call from the devastated fields of Europe was answered by an increase in acreage of from 20 to 25 per cent., as compared with a decrease in 1914 over 1913 of 13 per cent. Even the frosts at the end of May that struck down the small fruits in sections of Ontario escaped the Western crops. These favorable reports, if they continue as seems certain now, cannot fail to have a toning-up effect on business all over Canada.

IS SINCERITY A WORKABLE RULE?

WHEN should returned goods be accepted by a merchant? The subject has become a live one in the problem series of The Review. The answer generally made is that the customer, be she right or wrong, must be kept in good humor, that her future trade may soon wipe out any actual loss on the present transaction.

A buyer and department manager in one of the largest stores in Canada thus outlined the principle that he has adopted in settling disputes: "If I feel that a customer is sincere in asking us to accept the return of goods, in nearly every case we grant her request. If we think she is trying to put one over, we refuse: such a customer is no real value to any store."

Under the first heading he would include returns of goods that on a second sight did not satisfy the customer, even if there were nothing wrong with them, and not the slightest blame rested on the clerk in the transaction. In the second category he would include customers who had worn the article, for instance, and who, for this or any other reason, must feel that a return of the goods could only be accomplished by an evasion on their part of some of the circumstances.

Even in the latter case, some stores hesitate to offend a customer, particularly if there is no visible sign of damage to the goods.

Should a customer be allowed to deceive a store deliberately with the knowledge of the adjuster? The Review has submitted this as the subject for its fourth Problem as announced elsewhere in this issue.

POST OFFICE LISTS AND MAIL ORDER FIGHTING.

IT is curious perhaps, and yet natural to find two sets of opinions advanced every time some activity of the large department store or Mail Order house is introduced. There are some retailers who would petition for legislation restricting their operations in every possible direction. When Parcels Post was introduced there was a protest against it on the ground that the lower rates would extend the field of the Mail Order houses. There are others among the retailers who are disposed, not to welcome the extended area of competition, but at least to set themselves to meet it and beat it back by availing themselves of the new facilities that are thrown open in common to themselves and the invaders.

Such a two-fold attitude was manifest at the Saskatchewan convention of retail merchants. A resolution was introduced aimed at forbidding postmasters to sell lists of names,—usually those on rural mail routes,—on the ground that the Mail Order houses were enabled to enter the preserves of the local merchants. This resolution received considerable support, and yet the convention left it alone. "Do we want to stop this practice?" asked the President. "Where are we to get lists if we should want to circularize?" It was agreed finally that the practice

should not be opposed on condition that all parties be given the information on an equal footing.

This surely is the proper spirit, the only fighting attitude that will win victory for the retailer. In fighting parcels post, wherever it was done, an attempt that was bound to fail was made to block a great public convenience. The Mail Order houses unquestionably have taken advantage of the 20-mile zones to increase their trade, but so have the most enterprising retailers all over Canada, and they are increasing their business under this new method.

Do M.O. houses send out catalogues? So do local merchants, in one form or other reaching the public that want to buy.

Do large department stores have bargain counters? So do the smaller local stores, and make it pay exceedingly.

Do the department stores make it more enticing to buy by accepting returns of goods—to satisfy and keep satisfied the customer? So do scores, hundreds, thousands, of the smaller stores in Canada, and it pays them well.

Study the methods of the Mail Order houses; of the big department stores, and adopt every one that looks good to you. It will help you fight them more successfully and more permanently than any action that may be construed—and resented—by the public as a "restriction of trade."

EARLY BUYING OF KNITTED GOODS.

CAUTION in placing orders may be carried to an injurious extreme in some lines. The theory is an excellent one: primarily for the retailer, but indirectly, and on the whole, quite as advantageous for the supply house. Any method that will induce safer commercial conditions for the retail store must react favorably to the wholesaler.

A judicious exception in this new policy, however, would appear to be, knitted goods: underwear, hosiery, sweater coats. Conditions are abnormal now; prices are higher, but the outlook for late Fall is still more unfavorable for the retailer. There is a certain lull now in war orders and the mills can turn out all that is required for domestic use. By July, it is almost inevitable that they will be loaded up with war orders booked for a Winter campaign—a necessary act of preparedness, even if ultimate and complete victory rests with the allied armies before the close of 1915. But the question of supply is not the only consideration that urges immediate buying. Wool is scarce and likely to be more scarce; the price is high and likely to be higher. Even if the khaki demand ceased at once, normal conditions could hardly be restored for another twelvemonth. Several shrewd buyers for department stores assured The Review that while hosiery prices for Fall were fixed now, delivery was uncertain; while for Spring of 1916 prices were quite as problematical—in regard to the high mark that might be reached—as were the chances of delivery.

COURTESY AND CANDOR OVER DRAFTS.

THE attention of The Review has been drawn by several manufacturers to the failure on the part of some retailers to deal in a judicious manner with drafts that are presented to them. By this it is not meant that they do not meet them. That is implied in the point taken, but this is not the main complaint. It is the carelessness, shall we call it, or neglect or disregard of their commercial reputation which seems to be at the bottom of the attitude, or lack of attitude, of some merchants, particularly at the present time. Supply houses have been more or less accustomed to wait a little longer than usual for the payment of some of their accounts since the War began, and collections have not been up to the mark. But it is the manner of dealing with these obligations to which objection is taken, and rightly so. There are often cases where a draft will be sent to the retailer and where it will be refused without any explanation or any promise as to future payment. Surely this is bad business and an action which will seriously injure the credit of the retailer. The supply houses, for the most part, have shown themselves very reasonable under present conditions but the least that is due them if payment cannot be made, is that the failure to do so should not be passed over in silence, but an explanation and some information given as to when the creditor will be likely to meet his obligation.

The result of this would be, in the majority of cases, that the manufacturer would retain his respect and faith in the retailer and the latter's credit would not be impaired. The difficulties under which most merchants are laboring now are recognized, and at no time is the element of courtesy and of candor in the relations between the creditor and the debtor more advisable. Letting a draft go by default is the worst kind of practice. The inevitable result is to stiffen the resolution of the wholesaler to cut down on the credit he is giving, and the retailer will be the loser.

SALES OF BANKRUPT STOCKS.

SHOULD signs announcing bankrupt sales be allowed? This is a question which the retail merchants of Saskatchewan are discussing today and which they have carried to the Government of that province. They want a law passed prohibiting such signs and have asked for legislation covering their request.

While this may appear to be a radical move, yet there is undoubtedly some reason for it. A bankrupt sale is the legacy a business failure leaves behind. It means that a stock of goods is—in most cases—being sacrificed in price and this injures the trade of the legitimate retailer who has paid a hundred cents on the dollar for his goods and who is struggling against competition to get his money and a living out of the business. The first thing he knows someone comes along with a bankrupt stock and loads many of his customers up with goods they do not want or which will require a long time to consume. Cash has to be paid for such goods. This means that the legitimate dealer loses trade through no fault of his own and he has to wait longer for much of his money.

EDITORIAL NOTES.

OUR NEXT ISSUE will be the Fall Special.

* * *

ONE OF the great secrets of the success of the catalogue and mail order houses is that the goods are so well described and illustrated, as well as priced, that the prospective customers get a mental impression of an article that appeals to them; and there grows up a desire to buy.

KNITTED GOODS

Bathing Suits

Knitted Goods Will Hold Their Own in General Scarcity With Increased Demand.

ATTEMPTS have been made to draw the vast tourist traffic which annually floods Europe, in the direction of Canada this summer. It has been pointed out in magazine articles that Canada offers exceptional opportunities along these lines. It has its Rockies, which thousands of Americans have never seen; it has its incomparable Thousand Islands, and the St. Lawrence river, with its lovely side trip up the Saguenay River, which has never ceased to be a magnet for the American people. When an American ex-President (Mr. Taft) finds Murray Bay so alluring as to spend his Summer there, surely it is not too much to expect that our neighbors, now that they are debarred from the most interesting countries in Europe, will come north and lose themselves in our Muskokas and Laurentians for a few weeks.

There is already one indication of importance to the haberdasher that we may expect a big rush of tourists during the coming Summer. The demand for bathing suits is this year four times as heavy as it was last year. If there is any water about, the tourist soon turns his attention waterwards, and if there is one thing we have more than another, it is water. Judging by the way dealers have been buying bathing suits, they expect an unprecedented demand and knitted suits are selling well.

The tendency is towards a one-piece suit with skirt. That is expected to be the big seller this year. Up to the present, the demand has been mainly for two-piece suits; now it is combinations, with the skirt attached. Dealers are ordering mostly in plain colors, and nine-tenths of their orders have been for blues. There is nothing very fancy about them. Four years ago fancy bathing suits were introduced, and it was almost impossible to give them away. The trimmings are very plain. They are made in sizes from 22 to 44.

Dealers who are located in districts where tourists congregate will do well not to overlook this line. Montreal will have the Eucharistic Congress this year, which will bring thousands of visitors from all over the world. This Congress was fixed for a European city, but the war intervened, sending it to Montreal.



Illustrating one of the growing uses of knitted silk. Shown by Niagara Silk Co., Limited, Brantford, Ont.

The visitors will not confine their stay to the Metropolis, but will likely take

(Continued on page 28.)

Up, Up, Up, Up

Cables Continue to Announce Advances in Both Medium and Finer Yarns.

FOR a short time about the middle of May there was some hope that wool and yarn had reached the high level and that there was a movement towards a decline. This was due at the time to loading up, of the London market with supplies chiefly from Australia, but any drop soon proved to be merely temporary and the market became firmer again. This condition was no doubt helped by the presence of Russian as well as United States buyers at the Sales.

Towards the end of May some startling advances were made. During the last week an advance on all worsted yarns took place averaging about 5c a pound and at the same time a cable for goods received the reply that all blue dyes were 2c above this advance. Dealers at Bradford cabled that crossbreds were again advancing steadily and that orders must come in quickly if there was to be any guarantee of delivery. Blacks shared with blues in the sharp advances that were being made owing to the scarcity of proper dyes, for the formation of the British company has not of course as yet settled the question of dyes to replace those in which Germany had such a monopoly up to the opening of the War.

On the 28th of May a cable to a Canadian firm announced that 70s, a fine merino yarn, was up 5c a pound. This was in reply to an order that had been cabled that day and which had to be filled at the advance rate, $1.07 a pound instead of $1.02. Merinos averaged an advance of 5c during the May sales and this further advance was a great surprise to the dealers. It has been thought from time to time during the past 6 or 7 months that merinos' finer grade of yarn, had reached the limit in price but they have fluctuated. The tendency from time to time was upwards. The latest advance at the end of May upset the calculations of many a jobber and manufacturer in figuring for

Why You Should Stock "BEAVER BRAND" —*Style, Material, Delivery*

As you well know, style is one of the most important selling factors in a garment that is intended for women. Style is the goddess which they worship. Realizing this, we put forth extra efforts to turn out sweater coats so up-to-date, so attractive that an irresistible desire to purchase is created.

If we sacrifice materials for style Beaver Brand Knit Goods would not have the favorable reputation for high-grade quality they now possess. Nothing is sacrificed—pure worsted wool; shape-retaining qualities; skilled workmanship.

But if you would make sure of good delivery we would advise you to order your Fall and Winter supply **now.** Government orders will soon be monopolizing all Canadian mills and material is getting scarcer.

Drop us a card and have a Beaver Brand salesman show you the full range—

Sweater Coats, Mitts and Gloves, Caps, Worsted and Cashmere Hosiery, Mufflers for Men, Women and Children, Boys' Jerseys, Children's Suits.

All Beaver Brand Lines are Made in Canada

R. M. Ballantyne, Limited

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Province of British Columbia.

THOMPSON & HENSELWOOD,
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Province of Manitoba.

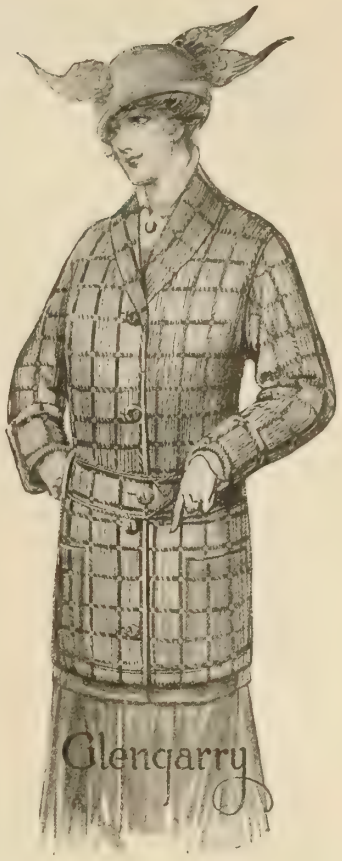
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MESSRS. C. B. HEATH and WILLIAM EASSON,
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MR. A. J. TURNBULL,
Eastern Ontario.

MR. W. C. BROWN,
Province of Quebec.

MR. J. E. PATTE,
Montreal and Maritime Provinces.





the finer knit goods for Fall and the whole market again was in a condition in which no one could foretell prices for even a day at a time.

Will Italy Make Prices Higher?

A New York authority in discussing the effect of the entrance of Italy into the war suggested that the result would be an advance again in the cost of the medium grade wool and yarn for the reason that additional clothing would be required to equip the new troops. A Canadian importer was inclined to doubt this as he did not think that the entrance of one more country would make any real difference as now there was a far greater demand for wool than the supply could satisfy. "The wool situation," he declared, "is very much upset, we cannot figure upon any substantial basis and do not know where we are at for twenty-four hours at a time."

Another Canadian dealer discussing the domestic situation said that he expected that considerable export trade would start up again with the United States now that the Canadian Government had allowed dealers to take out a license to ship goods over on condition that these were not exported again from the States. Some weeks ago an embargo had been established by the Canadian Government on the export of wool from Canada and a temporary decline of prices was the result.

BATHING SUITS.

(Continued from page 26.)

side trips on the Quebec lakes, and up the St. Lawrence. Toronto will have plenty of tourists too, with its Exhibition coming along and already, it is reported, the Muskoka hotels are booked up for two months ahead. In Western Canada advance inquiries for accommodation are very numerous. All this will help boom not only the sweater coat but the knitted bathing suit.

KNITTED SILK FOR BRIDES.

Displays of underwear made of knitted glove silk fabric have been one of the features of the bridal underwear displays made during the past month, and it is very evident that the retail trade looks upon underwear of this class as the last word in elegance and comfort, so much so that undergarments made of glove silk or of crepe de chine have been chosen in preference to fine lingerie garments, and have cut very materially into the sale of sets. The success of these garments is due largely to the matter of appearance, for they are particularly dainty and pretty as well as exceedingly comfortable to wear. Another reason why they are popular with the woman who can spend freely is because they are so light in weight and take up so little room as their bulk is practically nothing. It is only very recently that knitted glove silk fabric was made up into undergarments, but its success has been so great now that it has been introduced that further uses are being found for it.

Middy Blouses.

Both knitted silk and crepe de chine are now made up into middy blouses and sweater coats and both are selling. As a rule with both middies and sweaters the collar, cuffs and belt or sash are of piece silk.

Pullman Robe of Glove Silk.

Various kinds of kimonas and negligoes have been tried out and found wanting for wear when travelling on the Pullman cars. Some of these crush easily and therefore look untidy and dirty before the journey's end is reached. Moreover the majority have no provision for covering the hair, and the usual wear with negligee, the boudoir cap, is too conspicuous, and in other ways does not look the part. Now that the manufacturers have the idea that it is possible to make practical garments from glove silk they are making up for lost time by developing it. And by no means the least practical outcome is the Pullman robe of glove silk. These robes are made in such colors as navy and other dark shades of blue as being most suited to the purpose. They are cut without gathers and amply full and so cut that the fullness falls from the neck.

Novelty Shades in Hosiery.

Hosiery has had a decidedly active season so far and though black as usual has been the big seller this has been a great season for novelty colors. Champagne and fawn shades have done better than the ordinary tans so far, as these are the colors that tone in best with the fashionable footwear.

Now it is black and white. All kinds of striped and checked effects in black and white dominate at the present moment to conform with the craze that prevails for black and white combinations in nearly every line of dry goods. Black and white is so popular that it is being introduced in popular prices and it should run to the end of the season.

COLLARS FOR SILK SPORTS COATS

A novelty in silk sports or sweater coats has been brought out by the buyer and manager of a sweater coat department in Canada, a silk sweater with a collar that can be buttoned fairly close up to the chin or left open in the V shape so popular in the earlier type of coats. This comes either in self colors or in a very attractive trimming of a different color. This contrast includes the belt, cuffs and inner part of the collar, giving a set-in effect. For instance a popular trimming with white is navy blue. The innovation is taking well.

GOOD FOR SWEATER COATS.

Woolen sweater coats are likely to prove good sellers this year with the increased tourist traffic. This will not only add to sales at resorts but will influence the public to buy all over the neighborhood.

"CEETEE"
UNSHRINKABLE
UNDERCLOTHING
ALL PURE WOOL
LOOK FOR THE SHEEP ON EVERY GARMENT
WORN BY THE BEST PEOPLE
SOLD BY THE BEST DEALERS
GUARANTEED UNSHRINKABLE
CEETEE
PURE WOOL
WRITE FOR PRICES
The C. Turnbull Co. of Galt L'td
Galt. Ontario.
Manufacturers of Turnbull's high class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants and "CEETEE" Shaker Knit Sweater Coats.

¶ You can talk to the dry goods merchants from Halifax to Vancouver for only two cents for each word with a condensed ad. in the DRY GOODS REVIEW.

Tie Your Store Up With the Mothers' Trade

Mothers are the heaviest buyers in the country. Get the mothers coming to your store regularly and watch business grow.

The best sellers in Canada of infants' hosiery are

"Little Darling"
(REGISTERED)

"Little Daisy"
(REGISTERED)

HOSIERY FOR INFANTS and CHILDREN

Australian Lambs' Wool; fast, stainless dyed—Cream, Black, Tan, Pink, Sky Blue and Cardinal. "Little Darling"—all sizes up to 7 years. "Little Daisy"—all sizes up to 12 years.

Order From Your Wholesaler

The Chipman-Holton Knitting Co., Limited

Largest Hosiery Manufacturers in Canada

Hamilton - - - - - - Ontario

MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Toronto

Branch Offices:
MONTREAL AND WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE-MARK

SUNSHINE HOSIERY REGISTERED

Straight Talks *from* Moncton

By Humphreys

NUMBER FIFTEEN

When the call comes for an underwear you can recommend

and all your selling arguments are left stranded high and dry without a leg to stand on, what are you going to do?



There's a growing tendency to-day toward honest advertising and honest selling. When you have exhausted all your selling arguments and left your customer to judge for himself, and he deliberately puts it up to you by asking you **which line you will recommend**, what are you going to do?

You will invariably recommend the line you know is right and for that reason we ask you to look into the Humphreys Unshrinkable Wool Underwear values before placing your 1915-16 order.

To look into this line carefully is to honestly recommend it — it's quality through and through fabric, fit and finish. Careful workmanship in our most modern factory means high standard.

Samples on request.

E. H. Walsh & Co., Toronto
Selling Agents for Canada

Humphreys Unshrinkable Underwear, Limited

Moncton, N.B.

The Humphrey UNSHRINKABLE *Label*

JAEGER
Fine Pure Wool

Jaeger Pure Undyed Camel Hair Blankets for the Front



Special Equipment for Nurses No. 3, General Hospital (McGill)

The Treasurer of the Supplementary Equipment Fund for Nurses writes:—

"I take this opportunity of thanking the "Jaeger Company for the interest and trouble "they have taken in executing the order and "expressing our satisfaction as to same."

"You may be interested in hearing that the "nurses were delighted with their rugs and "the friends who contributed to the fund "equally pleased. All agree that there is "nothing better than a good Jaeger. For "lightness and warmth, I consider, they have "no equal."

The order was for 146 blankets to be supplied in a week.

Dr. Jaeger's Sanitary Woollen System Company Limited
Head Office and Warehouse
243 Bleury Street - - Montreal

"Craftana"

Registered No. 262,0[illegible]



THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed, *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

Made-in- **Peerless** REGISTERED *Canada*

¶ There is only one foundation on which it pays to build an underwear business and that is the quality one.

¶ For a real sales-getter, Peerless Underwear for women and children has a solid footing—quality from the fabric right through to finish, quality in the very lines which go to give that comfortable fit demanded by Madam Canada for herself and her children.

Stock Peerless—Sell Peerless

REPRESENTATIVES:

Ontario—
C. & A. G. Clark, 35 Wellington St. West, Toronto.

British Columbia—
J. J. Mackay, 504 Mercantile Bldg., Vancouver.

Quebec—
Ernest Hamel, 66 Rue de L'Eglise, Quebec, Que.

Maritime Provinces—
E. R. Woodill, 21 Roy Bldg., Halifax, N.S.

Manitoba and The West—
The Hanley & Mackay Co., 139 Albert St., Winnipeg.

Montreal—
W. A. Kennedy, 101 Mappin-Webb Bldg., Montreal.

The Peerless Underwear Co., Limited
HAMILTON, CANADA

LADIES', MISSES' AND CHILDREN'S FINE UNDERWEAR

Zenith BRAND

Crescent BRAND REGISTERED

Velva BRAND

FOR FALL

have the full approval of the Canadian Underwear trade. Don't decide on your Fall, 1915, stock until you have considered well these three popular brands of ladies', misses' and children's underwear.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents

RICHARD L. BAKER CO., 100 Wellington St. West, Toronto, Ont.



Pick Summer Winners!

CANADIANS will be more particular than ever about their Summer underwear this year.

They will want lines of known quality and they will want them "Made-in-Canada." What garments can so well fill both of these requirements as Penmans' Balbriggans in the following lines:

Nos. 8 and 46....two-thread carded brown Egyptian, made from the best quality Egyptian cotton.

No. 47....two-thread combed brown Egyptian, made from long staple, best quality Egyptian cotton. Very soft, smooth finish.

No. 19....two-thread, white-combed Egyptian, made from the best long-stapled abassi cotton — very popular with the public.

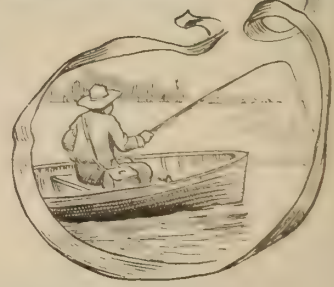
Also many other lines such as mesh and bird's-eye stitches in white and brown Egyptian shades, and a large variety in other flat lines. Made in all styles and cuts, two piece, union suits, athletic, etc.

Licensed to make the well-known Cooper and Johnson Closed Crotch Union Suit.

Penmans Limited, Paris, Ont.



Penmans Balbriggans



HOUSEFURNISHINGS

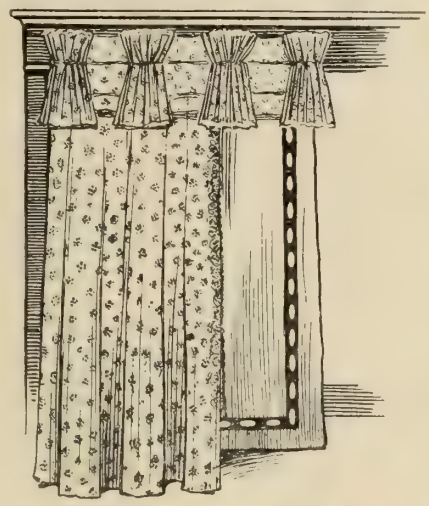
Cretonnes Spread

Steady Increase in Home Decorative Uses—Some of the Newest Patterns Shown.

AT the present time cretonne is in extreme favor, and all housefurnishing departments are making special displays of cretonne and printed fabrics. Designers and decorators are making great use of cretonne, and it is not too much to say that fabrics of this class dominate the department at the present time. One reason is without doubt the love for pure color inculcated by the New Art movement. The love of bright colors is pronounced, and there is no class of fabrics that can minister to this taste so well as cretonnes.

Until recently cretonne was looked upon as a fabric suitable for bedrooms alone, or at most for furnishing sunrooms and Summer bungalows. Summer furniture was covered with cretonne and the windows of Summer homes were draped to match. The effect was so bright and cheerful that cretonne has passed from the domain of the Summer home decoration, and is now classed as an all-the-year-round fabric, and now every room in the house is decked in cretonne or some kindred printed fabric. One reason why cretonne is so much employed is because the manufacturers have brought out such beautiful and artistic patterns and colorings. The beautiful patterns of the eighteenth century are copied closely, and so are the very best Chinese, Persian and Indian patterns. In addition, there are patterns in the new colorings of the impressionistic and New Art schools, and some that may be styled "naturalistic," as they show fruits and flowers in natural coloring against soft-toned grounds of grey, fawn, blue or stripes.

Cretonne in the hands of the modern decorator has many uses besides the conventional ones of covering pillows and furniture. Many of the most charming living rooms are wholly done in cretonne. In the bedroom it has supplanted the woodwork, for where smooth enamel was once used for the drawer fronts of the bureau, and other pieces of furniture were of enameled wood,



The valance and curtains are of cretonne, the valance being in shirred groups with plain spaces between and both valance and curtain edged with a matching guimpe. The window curtain is of plain net with a taffeta border above the hem. This border has cut-out ovals and is appliqued to the curtain with overlock stitch. This was set up in a house furnishings department as a suggestion to customers.

now cretonne is employed, and every article from the bonnet box to the bed is covered with cretonne. Even in the dining room the use of cretonne is creeping in for over-drapes and screens, and now window shades are made of cretonne. In short, cretonne is applied to many uses, and each season brings out further ideas for uses to which it may be applied. Buyers are taking heavier stocks of cretonne, and each season sees an increase in the sale of this fabric. One reason, no doubt, is that, besides the expensive, there are also moderately-priced fabrics in big variety, and they all have charm.

New Patterns With Backgrounds.

In the new cretonnes are many patterns with the ground in black and the pattern in Chinese idea in birds and flowers. Very extreme designs come in Chinese character in black and white designs, particularly in black figures on a white ground. Black and white striped backgrounds, grey striped grounds, and backgrounds of natural tree trunks in fawn, moss green, etc., are used as the effect. The pictures chosen were colored prints after Constable, showing peaceful 18th century English scenes, each with

(Continued on next page)

Up-to-date Displays

Artistic Groupings Give Plain Suggestions for Buyers — Cretonne Blinds to Match Drapery Curtains.

"SHOW me," is the attitude of the majority of women when they are visiting the housefurnishings department and therefore all the big departments are paying particular attention to matters of display. In all departments that carry better-priced as well as the popular lines the sales-people have to have a fair knowledge of color combinations, and the showing of grouped goods is as beneficial and as educative to them as it is interesting to customers. For instance, there is quite a feeling for self-colored and for shot madras muslins for drapery purposes and for curtains. Shown by themselves, these goods are not particularly attractive, and it is a revelation of their decorative possibilities to see a curtain of madras made up and shown with appropriate net curtains and wallpaper. One wallpaper used was a metallic ribbed effect in bronze brown clouded over with dark olive-green, with here and there a gleam of gold. There was no pattern and the border was an embossed cut-out. The wood-work was oak and the window curtains were handsome point Nubian in a very deep shade of ecru. There was no valance but the madras was shot-brown and olive-green hung from a heavy brass rod. Seen in the piece, few customers would realize the effect of the madras, but when shown in this way the impression created should lead to easy selling.

Another striking grouping was used as a background for showing chintzes in Persian designs in dull Oriental shades of coloring, some with fawn or drab grounds and others on black. About half a dozen pieces were draped on an Oriental rug and back of all was a wall section, or rather, three sections, one straight in the centre and the others at right angles. The wall was papered in an imitation of cotton fabric, in a hit-and-miss pattern of dull blue, China blue and grey on a white ground. The wood-work was enamelled black and the drapery curtains were of chintz in a

small allover Persian pattern with a straight valance with the fullness arranged in shirred groups alternating with plain spaces, each group of shirring being about 4 inches, and the plain space about 6 inches wide. Valance and curtains are edged with a simple guimpe, reproducing the tones of the cretonne. The cretonne curtains hang in straight folds from the cornice pole and are rather longer than the net window curtains. The curtains are of plain white net and just above the wide hem is placed a band of black taffeta about 3 inches wide, with cut-out ovals at set intervals, showing the white net below. This band is appliqued on to the net with overlocking stitch, the embroidery being done with black floss silk. On the side panels are two colored reproductions of 18th century French prints in carved dull gilt prints, and these give the finishing touch to the grouping.

Mauve Can Be Used Now.

Until the introduction of sure-fast fabrics, mauve has been a color that has had to be ruled out of the decorative scheme, as it would not stand the action of strong sunlight. Now that this difficulty has been successfully overcome, decorative schemes in this color are becoming frequent, and always attract attention because the color has not become hackneyed by common use. How to treat mauve, and what to put with it, is the problem. A grouped display seen by The Review in a large housefurnishing department that has achieved a big reputation for the originality, beauty and correctness of its color harmonies, showed a three-wall group, one of which carried a window. The wood-work was enamelled black and the paper carried a very pale grey ground with wavy irregular stripes of black, suggestive of the stalks of climbing plants. Set groups of semi-conventionalized morning glories; flowers and foliage combined were scattered at set intervals over the paper; the foliage was a deep blue, almost navy, and the flowers were in a lighter shade of blue, and two shades of mauve. The drapery curtains and the valance were made of violet silk in the shade that is called eminence or bishop's purple. The valance was about 8 or 12 inches deep and was trimmed with bands of black taffeta silk. The curtains were perfectly plain and were lined with a sun-fast fabric in pale grey, so that there was no question of the curtains fading. These curtains were trimmed on the bottom with three bands of black taffeta matching the banding on the valance. Instead of curtains there was a panel of fine white net with a band of black taffeta placed above the hem all round. In the centre, six inches above the bottom hem, was a conventionalized motif showing a basket of fruit worked out in black taffeta, white satin, and the purple silk.

No grouping seems to be considered complete without accompanying pictures, and with this exceedingly impressionistic backing for striking colored patterns, consisting of enormous tulips and roses and other flowers and birds. These patterns come in rich colors showing an intermingling of blues, greens, browns, reds, pinks and violet shades. Many of the new patterns show Spring flowers in natural size. Blues, yellows and greys with touches of black are strikingly used in the production of these patterns. A lovely pattern is shown, having blue and yellow larkspurs on a grey ground, with black foliage. The more conventional Adams patterns come in soft shades of mulberry, blue, and French grey, with the urn used as the principal motif filled with flowers in many shades. Verdure patterns are strong, and there are many bold striped patterns that are good in design.

The feature of the May displays was the really splendid showing that was made of cretonnes in popular-priced lines. Nearly every store had windows of these goods, and they were big business bringers. One reason why many decorators favor moderate-priced cretonnes at the present time is that the reasonable estimates produce work at the present time, and when the cost is not extreme in the first place the customer feels that it will not be any great extravagance to refurnish when the present hanging and fittings are worn and soiled.

CRETONNES SPREAD

(Continued from page 33)

the inevitable white horse. These were framed in narrow frames of dull gold.

Blind Made of Cretonne.

Another grouping was specially interesting because it introduced the innovation of the shade or blind made of the same cretonne as the drape curtains and the valance. The innovation of the chintz shade is going to take, for it substitutes a graceful effect for what has always been a recognized inartistic feature, but unless carefully handled, there will be trouble for the department. For one thing, the cretonne shade is not suitable for the wide window, as it will have to be joined, and the join would, in the majority of cases, prevent the smooth running of the shade. Also there are many printed fabrics that are not suitable, for the cretonnes used must be of firm weave and soft finish. The cretonne used in planning this window had a soft pearl grey ground with an allover pattern of yellow roses and buds, with grey foliage mixed with maiden hair fern in black. This window was posed against a wall section papered with a buff oatmeal paper, and with the woodwork enamelled white. The window curtains were of cream marquisette with silk stripes in yellow.

In one corner of the department where the above window groups were seen was a grouping of wicker furniture enamelled in a bright shade of peacock blue and upholstered in a large patterned blue ground cretonne, showing peacocks, hollyhocks and large bunches of red roses with green leaves. In connection with this furniture was a display of fancy lamps with French shades.

Cretonne Sets.

A new idea in the use of cretonne and one that should appeal to many retailers is the showing of sets consisting of window draperies with valance and bedspreads to match. These sets can be made to include dresser scarf, pin cushion cover, stand cover, laundry bag, shoe pocket, cushion slip and work bag. These sets are made of cretonnes in all the new patterns and colorings and should appeal to the department that does not maintain a workroom, as they can offer his customers all the articles made up. Even where a workroom is installed, these sets would be a convenience, as they are so beautifully made and so attractively put up. Each set is boxed and the prices are popular.

One thing should be noted, and that is that the majority of these groupings are carried out in inexpensive cretonnes. Though the cloths are popular priced, the patterns are artistic and the effects are gained by placing the colors and patterns that harmonize together, so that each grouping is suggestive and has a distinct educational value.

STAPLES IN RIBBONS.

Plain Taffetas and Duchess Prospects Good in Millinery.

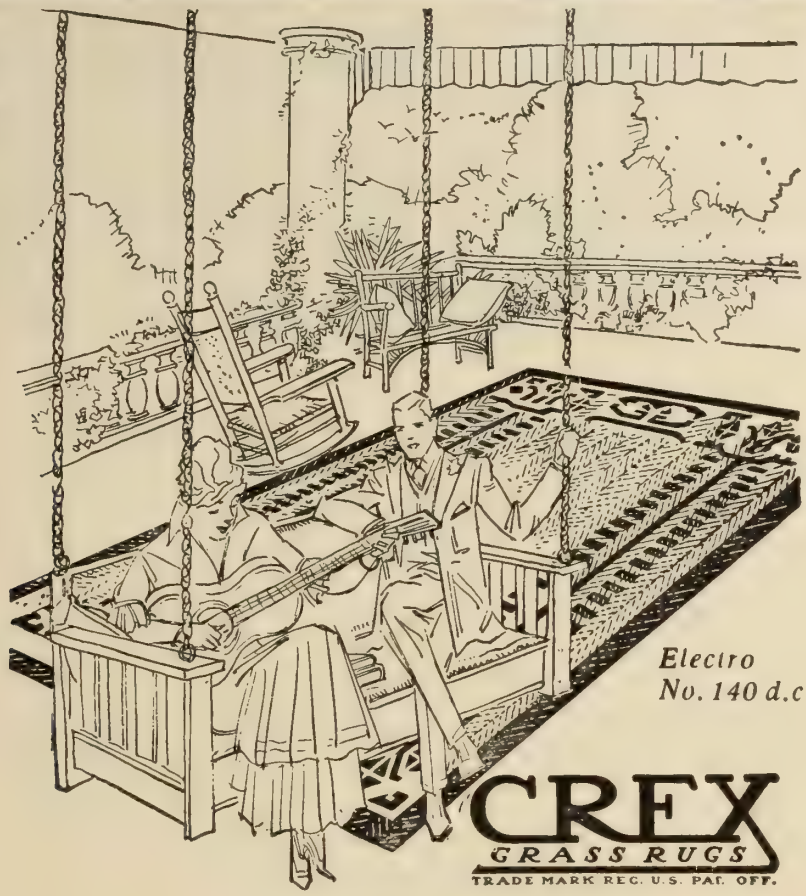
Montreal, May 29.—Very little fancy stuff is being offered in ribbons, the wholesale houses confining themselves mostly to staples and plain colors, trying their best to make as little bad stock as possible. It was thought there might be a definite change, but manufacturers are exercising care as well, and are showing very little that is new. There was considerable talk about cords; a few came on to the market, but they did not last very long. There may be other new lines as soon as conditions improve.

Picot edges came in for a while, but they were hardly on the market before they were out again, and one wholesaler declares he would not buy them now at half what they cost to make. Plain taffetas and plain duchess ribbons seem to be about the best things just now. Wash ribbons are also good for lingerie work.

It's not a Crex Rug unless C-R-E-X is woven in the binding

CREX GRASS RUGS
TRADE MARK REG. U.S. PAT. OFF.

CREX GRASS FURNITURE
TRADE MARK REG. U.S. PAT. OFF.



Electro No. 140 d.c.

CREX GRASS RUGS
TRADE MARK REG. U.S. PAT. OFF.

¶ Here's a cut we will supply you with, which, if you use

in your store advertising right now should materially increase your summer business in CREX Grass Rugs.

The "Clean-up—Paint-up" campaign has taken such hold on Canada that beautifying old homes is taking the place of building and buying new homes—everything is furnishing and the modern idea of sanitation prevails.

CREX Grass Rugs are the logical floor covering, because they're so sanitary and easily cleaned. They're made in handsome patterns and colorings to suit any room, as well as the veranda or sun parlor.

CREX GRASS FURNITURE, TOO !

We have recently purchased the business and plant of the Prairie Grass Furniture Co., manufacturers of the celebrated CREX Furniture. CREX is the last word in Wicker Furniture. In addition to CREX Rugs you ought to have a line of CREX Furniture—each helps to sell the other and in combination there is nothing to equal them.

Write for our CREX Furniture proposition, catalog, price list and discount card. We furnish, without cost, electros of both CREX Furniture and CREX Rugs.

CREX CARPET COMPANY, Dept. 5, 212 Fifth Ave., New York

Owners and Distributors of CREX Grass Rugs and Furniture.

CREX Furniture is easily the leader of all wicker lines

Silk Bags for Summer Season

Buyers Interested in Bags in Black and White — Shapes in Both Fabric and Leather Bags Come in Big Variety.

THIS is a season when no one style of hand bags is selling, but there is a big variety in shape, material and styles. One feature is common to all, however: the shapes are small, flat and dainty. The hand bag partakes of the frivolity of frilly styles, and makes up for its smallness by an extra daintiness in shape and materials. The favored leathers are pin seal, Russia leather, suede, and calf in leathers and moires, and striped taffetas in silk fabrics. Black is the best selling color, but Russian and Tipperary green, grey, greenish grey, navy and military blue are colors that are showing. These bags all carry vanity fittings, but not as a rule the number that were crowded into the bag a season ago. There is really more room in the majority of the new bags than appearances would indicate, and they all open wide, so that access is easy to the contents of the bag. The linings are usually of cord silk in such colors as apricot, sand, purple; and the more expensive bags are lined with gay flowered silks. The nob is a big feature, and is often made of an agate or semi-precious stone, which, of course, is real only when the bag is a high-priced one.

Safety clasps are growing in favor, as so many women carry money and other valuables in their bags, and, therefore, appreciate the extra safety given by the safety clasp. Many forms are on the market, and a good safety clasp is always an excellent talking point for the saleswomen, and one that clinches many a sale.

Though German lines are cut off, there has been no lack of either merchandise or novelty, and what is more to the point, the domestic manufacturers have turned their attention to the production of high-class bags and have fully satisfied the retail trade. Judging from the bags shown, soft flexible leathers that lend themselves successfully to draping and pleating effects, are most in evidence. The frames are either covered or have the front frame covered, or of highly polished nickel or gilt. They have a fair amount of room and all open flat out, so that it is an easy matter to get at the contents of the bag.

During the past two months there has been less selling of bargain bags than for some time. There are cheap bags showing, but the heavy selling is coming more on the medium-priced and better grades. Many of the new bags have gussets, and some of them show this feature that is extra wide. One imported bag of this kind is shield shape, and has wide side gussets. Another model has the change purse attached to the frame of the bag by a chain, so that it is easy to disengage it from the other contents of the bag.

Fabric Bags for Later Selling.

Leather bags so far have had the call, but for Summer selling much more will be heard of fabric bags. With the growing popularity of the silk suit, the silk hand bag has jumped into favor, and the demand promises to be a large one. Silk bags are more suitable for use with the light Summer dresses of voile and other sheer materials. Silk moire bags come in all the new shades, such as sand, Belgian blue, Russian green, and battleship grey, but black is as usual the big seller. Very handsome bags come in black and white Pekin stripes, and are big sellers, as the craze for black and white is becoming more and more pronounced as the season advances. There are also expensive bags made of printed novelty silks showing that are very handsome.

Among the imported bags shown is one of white satin, beaded and fringed with jet, and another is long, like a mediæval purse. It is made of moire silk, with a panel of gold embroidery edged with gold fringe, and hangs from the wrist, where is also placed a gold embroidered ornament that keeps the folds in place.

Many gate-top bags are selling in silk fabrics. They are cut in melon shape or in elongated diamonds, and some of the handsomest bags show the combination of black satin or velvet with white satin. There is a feeling also that the gate-top bags in mesh, which are beginning to sell, will be stronger before the Summer is over. These bags are ornamented with balls and pendants to match the mesh, and often show combinations of different meshes.

Braids for Fall

As Result of Prevailing Military Ideas, Fringes and Tassels Good As Mid-Victorian Tendencies.

THERE is little doubt that the trimming trade is handicapped by the fact that no novelty goods are coming from abroad—not so much by the fact that certain goods cannot be obtained as by the limiting of novelties and ideas. For Fall trimming ideas have a military tendency, and the new lines that have developed so far show that the gold braids and loops, tassels and drops are expected to be strong. This class of trimmings also appears in colors and black, with touches of gold introduced. Soutache is returning to favor in a remarkable manner, and is taken both in black and such colors as navy, military blue, battleship grey, tan, fawn, and other leading colors. There is a tendency to use hand-made trimmings, and during the past few days the big stores have been showing pleated and ruffled trimmings made out of fine nets or from black and colored taffeta. This is a Victorian fashion that is reappearing. Another Victorian trimming that is coming back is fringe. Ball fringes are being used to trim the edges of boleros, and fringes made in the form of silk or narrow braid tassels are showing. Passementerie, which was very fashionable in the Mid-Victorian period, is looking up and is likely to be used in the coming Fall.







"DeLONG"

A name that will *get business* for your Notion Department!

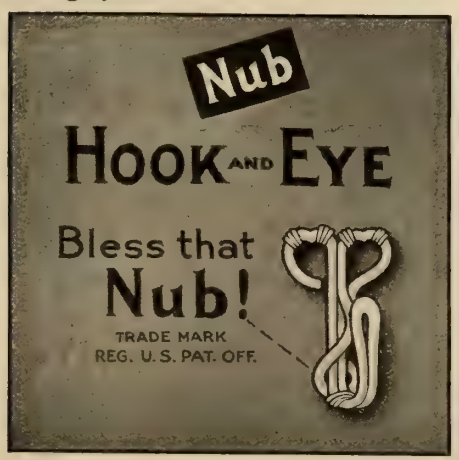
Reap the full benefit of the DeLong name and DeLong advertising. Carry the whole line. No risk—our policy protects you.

Liberal Exchange Privileges and Extensive Advertising Guarantee Your Sales.

Write—let us show you how our Canadian factory can serve you.

The DeLong Hook and Eye Company
of Canada, Limited

St. Marys **Ontario**







New Toy Lines are Taking Well

Many Countries Are Competing for the Toy Business and Canada is Also Well in the Race—G.T.R., C.P.R. and C.N.R. Trains—Crawling Bugs.

IT seems as though every nation was taking up the making of toys, and toy industries are cropping up where it was never thought there could be a ghost of a chance for existence. Even the Gautemala Indians are making toys, and Great Britain, France, America and Japan are all in the field, and Canada is also going successfully into the toy business. All these countries are going after this business hard, and no matter when the war ends, they are all planning for the future in the full expectation of holding the business that they have captured. This applies very particularly to Canada, where the new industries that are being established are putting in plants that have all the ear-marks of permanence. For the first time young Canada can rejoice in the possession of home-made toys, and in many lines Canada is already developing a really wonderful excellence. This applies very particularly to toys made of wood—to dolls and kindergarten furniture, dressers, bureaus, express wagons, shoo-flies, wheelbarrows and kindred lines. Building blocks of various types are also being made, and one of the best sellers here is a battleship made of blocks and pieces that the child can assemble and put together for itself. Another battleship toy that is taking is a large wooden ship painted the dull leaden cloud grey, known as battleship grey, and with detachable wooden guns, conning tower, etc., as well as a gun turret with spring guns that fire a wooden projectile.

The line of kindergarten and cardboard toys is a large one, and is one that will make an appeal to those who have the care of children all the year round as furnishing amusement to both the mind and the hands. Neat boxes contain cards with the outline of birds, animals, etc. The box also contains colored wools wound on cards and the proper needles for going over the outlines. Other boxes contain paper dolls and dolls' wardrobes that have to be cut out and pasted up. Then there are cardboard dolls' houses that can be set up and furnished complete even to the household dog or cat.

One of the most popular of the new games in boxes is called the Siege of Berlin! The box contains cardboard soldiers, wooden guns and in the larger boxes there are soldiers' tents, even including the "Red Cross" tent.

A new modeling material is also attracting a great deal of interest as it approaches more nearly to the nature of wax, and has more transparency and tenacity than the modeling materials now on the market. This means that flowers, fruits, foliage, etc., can be more easily imitated and in more natural colors and forms. This new material is put up in boxes containing instructions and models to be followed.

Hobby horses are always a big line and they come in their wonted numbers and in sizes suitable for children from 2 to 12 years old. They are in skin and plush covered or enamelled in the familiar dappled grey. There is the ancient rocking horse, and also the horse that rocks on a base. An improvement has been made and the up-to-date rocking horse has the real movement of a galloping horse.

The deep interest taken in the war means that all warlike toys will sell, and metal soldiers are a big item. Canada has taken up the making of metal soldiers and is producing some very creditable lines. In the production of metal soldiers England is taking the lead. All the branches of the service are reproduced in miniature. A child may have a full replica of the British army from the Household troops to the Boy Scouts. There are Lancers, Hussars and regiments of the line, rifle brigades, and artillery, gun trains, mule batteries, Royal Marines, and the sailors of the navy. In the more expensive grades the modelling is beautifully done and the coloring and finish perfect.



Bands of white sheepskin in checkerboard effect with patent leather, and with fancy buckles in black and white are having a big vogue for trimming Panamas and white straw sailors. The band on this hat is shown by The Julian Sale Co.

America is also producing a fine line of toys, some of the very best of which come in mechanical effects such as toy trains complete with station and tracks. The child of to-day is not satisfied with just the passenger train, but must have the freight and other cars. Canada is also producing trains and the familiar Grand Trunk, C. P. R. and Canadian Northern on the cars will be hailed with delight. Motors, autos, fire reels, milk wagons, dump carts, and many others that are too numerous to mention are included in the new lines of American made toys.

Crawling Bugs.

Among the new toys that have made a hit are the crawling bugs. These bugs are actual size, and are enamelled in brilliant colors, and they have a life-like crawling motion that is too realistic to suit some tastes. They work either by means of a key or a rubber band and do not easily get out of order. Another creeping toy is the baby doll that creeps along the floor imitating the motion of the child itself. The firm making this doll is also making walking animals, and the collection includes elephants, dogs, cats, rabbits and bears.

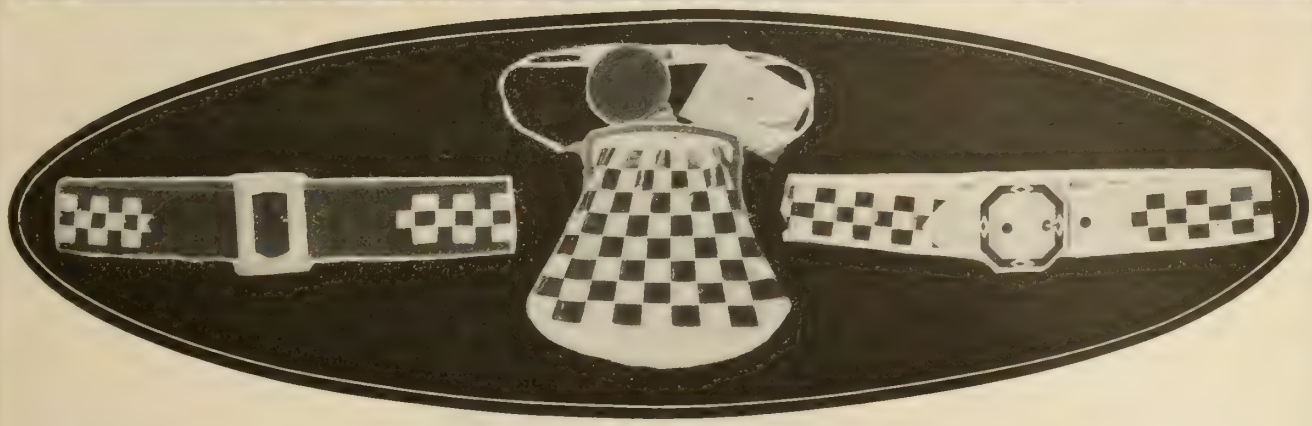
The flexible flyer—the sleigh that steers has up to date been considered the best on the market. There is a new idea introduced which has made such an improvement that these sleighs are selling on sight. The improvement is simple, does away with the steering bar, as it is placed underneath the sleigh and turns the whole of the front runner by means of a powerful spring.

Builder games made of metal strips fastened by means of screws, nuts, etc., enabling a boy to erect elevators, bridges, cranes, elevators, etc., are growing in favor. Many American lines, some with new features, are on the market and Canada is also getting in on this class of toy.

Among the games a seller is the new "Home Golf Game." This game is played on a board with celluloid miniature golf balls, and with the different homes and bunkers represented in cardboard.

The late William Burrill, of William Burrill & Co., Yarmouth, N.S., left an estate valued at $105,000. The business has been purchased by Fred Burrill, one of the heirs.

BLACK & WHITE



No. 2434—$4.00 Doz. Belt.
Black Suede, white strands, fancy buckle. Similar lines in imitation leather, $2.00.

No. 3204—$8.00 Doz.
Black and white basket pattern, poplin lined, purse and mirror, braided black and white handle.

No. 2414/2—$4.00 Doz. Hat Band.
White Kid with black strands, black and white buckle. Similar line in imitation leather $2.00 Doz.

¶ Bags, Hat Bands and Belts in black and white are in great demand. Black and White Hat Bands look very smart on Panama, Sailor and White Felt Hats.

Let us send you a sample order.

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MADE IN CANADA
BRAND

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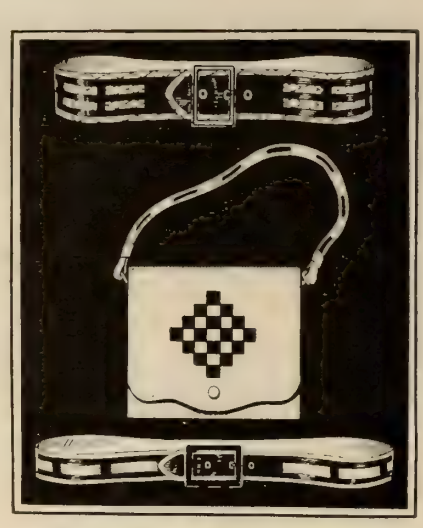
W. H. Bryce & Co., Winnipeg
Selling Agent for West

A. L. Gilpin, 143 Bleury St., Quebec
Selling Agent Montreal

Articles for Personal Wear Big Sellers

Stamped Goods Bringing Good Business—Baby Sets Among the Novelties—Crochet in Increasing Vogue—Chinese Designs in Blue a Feature.

THE art needlework department is keeping up the interest that it has developed by featuring attractive articles that are of definite use. We would like to underline the last sentence so that every reader of The Review would specially note it, as this is the idea at the root of the selling strength of this department, for through it she is able to gratify her taste for beautiful articles at a price that is well within the reach of what any woman can pay. Moreover, she gets pleasure out of the pincase, for doing needlework is a pleasure to the majority of women. A very small proportion of the buying public can afford to buy hand embroidered garments, but with the aid of the art needlework department every woman who has a little fund of taste and industry can make for herself garments that are quite as handsome. No customer can pass through an up-to-date needlework department without being impressed by the fact that she can have beautiful hand-made and embroidered garments for personal wear for both her children and herself, as well as for household use and decoration, at only about one-third of the cost of similar articles which are the peasant work of other lands. All she has to do is to buy the material ready stamped for working and to do the embroidering and other hand work herself. Many articles can be had all ready-made, which only need the embroidery and art work to render them fit for use. The manufacturers are watching all fashion developments very closely, and are putting all the new ideas into workable use; therefore, there is no lack of something new with which to make things hum in the department.



The belts are patent leather, threaded and bound with black and white silk braids. This is the latest fad in New York. The bag is of sheepskin and patent leather, but comes also reversed in patent leather and sheepskin, and is in the new pocket-book shape. Shown by Western Leather Goods Co.

Articles for the baby always sell, and up-to-date houses are showing goods made of terry cloth, which is just the same cloth that looped Turkish bath toweling is made from. Baby sets, consisting of a square to lay over the knee when washing baby, a towel, and laundry bag are very much in favor. The simplest sets have just the word "Baby" worked in either pink or blue in one corner, while others are much more elaborately embroidered. Some have the "kewpie" designs, while others show butterflies in various sizes, and others have Dutch scenes and pussies, dogs and other familiar animals done in outline stitch. Some of these sets have a blue or pink border woven in, and a number of them are edged either with Cluny or crochet lace. Other articles for babies' use that come in this material and show similar patterns include crib covers, laundry bags, dresser covers, pincushion covers, cushion covers, etc.

Another line that is finding a ready sale is huck and Turkish towels. These towels are embroidered in delicate colors, and some of the most attractive patterns come in combination of darning stitch with heavy padded work. Very effective rose and leaf patterns, that are worked just in one shade of pink for the flower and green for the leaf, the graduation of color coming from the heavy padded work in contrast with the parts that are in darning stitch. Pretty patterns come in cross stitch, and a floral effect somewhat similar to that of the bridal rose is secured by using a combination of French knots and colored Coronation braid. Outline stitch is used for the Dutch figure patterns which are still in high favor.

Laundry bags come in Turkish toweling, in pink, blue and yellow. These bags are made and finished with a cord to match as a draw string. Often their only decoration is the word "Laundry" in heavy padded work, but there are pretty patterns in various stitches.

Chinese designs worked in shaded blues are quite a feature in the new goods. Often white is used for the high lights, and the shading is produced by using French knots worked closer together or further apart.

The interest in crochet work grows apace, and one of the latest ideas is the sports hat covered with crochet and trimmed with a girdle and balls also of crochet work. Any simple shape may be used, and it is first covered with silk or satin, and the crochet work is shaped to the hat. Double crochet or chain and crochet is worked round and round in the production of this crochet cover. Bungalow luncheon sets are a new feature. These sets come stamped ready for embroidery, and each set consists of nineteen pieces—one 22-inch centrepiece, six 9-inch and six 6-inch doileys, and six napkin rings. The designs are chiefly floral, though some are in Chinese patterns in various shades of blue.

AMERICAN
Hobby Horses Doll's Cabs



Suitable for children 2 to 12 years of age. Hobby Horses, dappled, enamelled finish, also skin and plush covered. Horses made to rock or swing. Doll Cabs with wood or reed body. Rubber tire wheels. Largest and best line made in America.

Sales Agent: L. G. BEEBE, 32-34 FRONT STREET W., TORONTO

WHITNEY REED CORPORATION

CATALOGUE AND PRICES ON REQUEST

LEOMINSTER, MASS., U. S. A.



No. 2553.

This style of bag is made of Pin Grain Lamb Skins in Black and colors.

No. 2563-6 SELL for $0.75
No. 2575-6 SELL for 1.00
-7 SELL for 1.50
No. 2551-6 SELL for 1.25
No. 2561-7 SELL for 1.50
No. 2553-7 SELL for 2.00

No. 2554-7 SELL for 2.00

Leather-covered frame in Gun and Nickel.



NO. 2580 IN SILK. NO. 2598 IN LEATHER.

Bag of black silk moire. The shape of the frame with its safety locking device, and also of the bag, is new, so is the real agate nob that decorates the frame. The lining is of violet cord silk, and the mirror and change purse are covered with moire. The ribbon handle is attached to the bag with metal slides. Retail from $3.50 to $5.00.



No. 2579

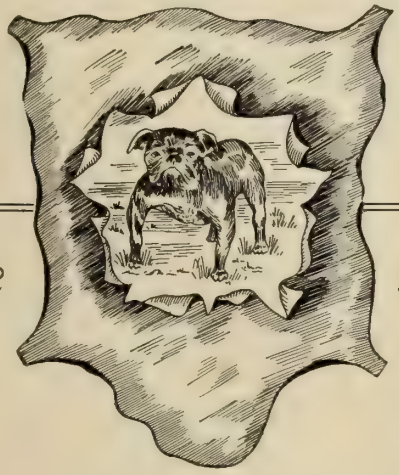
Pleated leather. Made in Pin Lamb Skins. Also Black Glazed Goat, Ribbon Handle. Sell $1.50 to $2.50.

Representatives are en route with our new Summer and Fall lines. Drop a card to insure his calling on you.

The Western Leather Goods Co., Limited

Manufacturers of Ladies' Hand Bags and Belts, etc.

1191 Bathurst Street TORONTO



No. 33/2 *$18 Doz.*

Decorated Hanger

REAL EMBOSSED SKIN

This is one of our good numbers in hangers—made of large size, first quality skin, with embossed and colored design. **Something that instantly appeals as a living-room or den decoration.**

We also make this design in Pillow Covers, Tie Racks, Pipe Racks, etc.

Write for price catalog

and ask for special discount to the Canadian trade.

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Selecting a Proper School *for Your Children*

One of the most important issues faced by parents is the choice of a private school for the children. Future careers are dependent upon the selection made. You need the most reliable guide. This you will find in the

Educational Directory of MacLean's Magazine

which carries the announcements of Canada's best and most reliable schools and colleges. You can make a dependable selection from this directory. The magazine that appeals to intelligent Canadians.

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READY-TO-WEAR

Bathing Suits

Newest Are All in One Piece— Military Models the Latest—Attractive Lines Shown.

BUYERS are finding that no line is moving freely until the need develops, therefore they are adapting their selling methods to the prevailing conditions. Following out this line of policy, they have not been paying much attention to bathing suits until the present time. One result has been that the manufacturer has been led to bring out more novelty styles in the effort to get business, and, therefore, bathing suits have more novelty features this season. The smartest suits are of taffeta, with navy, black and cherry red as the favored colors, though some handsome models are made of short taffeta. Flare effects have invaded the bathing suit, and one of the prettiest models seen had a flaring skirt that completely covered the bloomers, while the upper part was made with a flaring peplum confined at the waist by a wide belt with bretelles finishing with tabs buttoning on to the belt. This suit was trimmed with pipings of white silk and a heavy cord in the piping that finished the skirt and peplum further accentuated the flare effect.

Many of the new bathing suits are all in one piece—that is, the bloomers, skirt and blouse are all attached, and the openings are so arranged that the garment goes on like a combination suit. A pretty taffeta model of this kind was so arranged as to button over well to the left side, and the buttoning was continued down the deep yoke. The skirt was piped on to the yoke, and the requisite fullness was given by a gathered panel both front and back. The neck opened in V fashion, with a flat collar of white silk as a finish, and the short sleeves were wide and flaring and lined and piped with a white silk band.

The silk bathing suit is only for the few—the big bulk of the trade is done on the lustre bathing suit, and navy is the best selling color, though black and cherry red are also sellers. One of the best models seen for a long time is in one piece—that is, bloomer, skirt and blouse is all in one. The skirt is gored and flares gracefully, and is cut long enough to cover the bloomers when the suit is worn. The neck is cut square, and is finished with a band of white lustre, and the sleeves have cuffs to match stitched on. The feature of this suit is the panel in front, which is trimmed in military fashion, with loops of white braid and pearl buttons. The material is cut down behind the panel to provide an opening, the fastening being accomplished by the buttons on the collar and buttonholes on the panel.



NEW STYLE BATHING SUIT.

Taffeta model which buttons over to one side, the buttoning continuing down the deep yoke. Skirt is piped on to the yoke. Finished with flat collar of white silk, with sleeves lined and piped with same. Shown by Athletic Suit Co.

Woodbine Styles

Taffeta Makes Great Showing — Bright Colors at Discount — Severely Tailored Suits.

THE attendance was as large as ever at the Woodbine on King's Plate Day this year, though many of those who usually grace the meet with their presence were absent. Save for this fact, and because the Queen's Own Band was in khaki and played patriotic airs almost exclusively, there was little to show that it was war time. Another war reminder were the pretty "Red" and "Blue" Cross girls selling roses and badges. The fact that half the world is at war does not give Dame Fashion a pause, and there was enough novelty to be seen to well repay a visit.

This is a black and white year, and the familiar but much loved smart combination met you wherever you turned. But when the throng on the lawn was examined closely it was hard to tell whether dark blue was not as much worn as black and white. Bright colors were at a discount, and a very large number of Toronto's 400 wore severely plain tailor-made suits this year instead of the usual Paris gown, or one of the very simple little taffeta gowns in either blue or black taffeta. There were models aplenty to put life into the often-made assertion that never was there a season when Dame Fashion was so fickle and freakish. There were frocks ruffled up to the waist, and some of them were worn with severely cut belted army coats that were just as strikingly masculine as the dress underneath was the opposite.

Some of the new wraps worn over simple dresses were elaborate creations, rich enough for evening wear.

There were many flounced skirts, but there was one taffeta dress that stood out most conspicuously. It was really and truly 1830, but a modernized version, of course, as shown in the illustration on page 10. It was made of taffeta in the new shade of soldat or soldier blue.

(Continued on page 50)


Kenyon
Weatherproofs
It is an advantage to have style, as well as quality, in the weatherproof you recommend.
C. Kenyon Company
New York
New York Salesroom:
5th Ave. Bldg., 23d St. and 5th Ave.
Chicago Salesroom:
Congress and Franklin Streets

Fall Styles Decided on at Convention

National Association Favors Ankle Length Skirts, Square Cut at Bottom of Garment, Large Fancy Pockets, Set-in and Kimona Sleeves and Plushes, Pile Fabrics and Velvet Cords.

A Convention Model



This Fall model shows two striking new features, hip trimming and muffler collar. It is made of heavy corded corduroy, with made buttons, silk tassels and trimmed with fur. Taken for The Review at Cincinnati.

CINCINNATI, O., May 29.—Over 100 delegates had registered at the convention when George W. Forney, the president of the Association, opened the meetings of the National Cloak, Suit, Skirt and Dress Manufacturers' Association, with a welcoming address. After the usual business and routine reports had received attention. Mr. Forney introduced Mr. Joseph Prince, who said that the European war was having its effect upon styles as on everything else, and that the fickleness of Dame Fashion in the past few months had surpassed anything that lady had ever before achieved. His idea was that out of the turmoil of styles would come more uniformity and independence for American designers, who are now compelled to rely more than ever before upon their own ideas. The Style Bureau had cost the Association $20,000 last season, and designers sent abroad in November had not been able to return until January.

Mr. A. A. Cohn, vice-president of the Association, presented a recommendation providing for the assessment of $100 per member, in order that the style committee may convene each month in the principal cities of the country, so as to meet the retailers to discuss styles for the coming seasons. This would keep the manufacturers better informed about the desires and tastes of the different communities, as the retailers can tell them whether they think a given style will sell with their customers.

The afternoon session was largely executive and in the evening an informal beefsteak supper was served to the Association.

Mr. Cohn, referring to President Wilson's message to the German Emperor, declared that if Germany acceeded to the President's request and stopped the murder of non-combatants, the country would soon resume its onward march of progress, which was momentarily stopped by the sinking of the Lusitania, but if the Emperor refused to do this, the American people would still progress, but it would be to the tune of martial music.

Between the courses dancing was indulged in, the hall being fitted up to resemble a garden, with autumn leaves as decoration, to signify that the object of the convention was the decision as to Fall styles.

AT THE CONVENTION.

Height of woman and style must decide length of garment.

Tailor-cut suits along severer lines favored.

Square cut at bottom of front of garment supersedes rounding of corners.

Tendency to large, fancy pockets, set at angles, and cut in odd shapes.

Both set-in and kimona sleeves favored.

Braids, buttons and fur the chief trimmings.

Plushes, pile fabrics, velvet cords, recommended for separate coats.

Suits with as much fullness at back as possible to give figure rounded appearance.

Saturday morning, as usual, was devoted to the holding of the style show. Many designers were present, and as is usual, the big ballroom of the hotel was used, with the chairs arranged in double rows back to back, and along the walls, so that the models could pass down the aisles between. Because of the long experience gained by holding previous shows, the display was smoothly and quickly given.

Individuality Introduced.

The working towards individuality while conforming to certain basic principles upon which it is expected that the season's styles are to be built, came out very prominently in the garments shown, and this feature was very markedly emphasized and made prominent in the style recommendations; for the report of the style committee covered a wide latitude and left open the details of all garments. This was very apparent when the lengths of separate coats and suits was considered, the stand taken being that the height of the woman who is to wear the garment, and the style of the garment, must determine its length. Buyers connected with the best stores in the West have for several months been advocating this idea, and they will certainly approve of the attitude of the style committee in this respect.

The style recommendations favor tailor suits cut along the severer lines, and somewhat shaped to form. Quite a number of the suits shown had the high buttoned effect. Set-in sleeves, belted, pleated and flared models were also recognized as good styles to follow.

Summer-Time Is Bathing-Time

and therefore presents a golden opportunity for pushing the sale of

Bathing Suits

We illustrate on this page one of our newest models that should be in every up-to-date garment department. These are made on our well-known 3-in-1 plan.

This method of designing bathing suits enables you to carry a big assortment of sizes for a very small investment, and practically eliminates the risk of having left over sizes that are slow selling.



Three-in-one Bathing Suits

(Each Size Fits Also Two Other Sizes)

SIZE 32 FITS ALSO 33, 34
SIZE 36 FITS ALSO 37, 38
SIZE 38 FITS ALSO 39, 40
SIZE 40 FITS ALSO 41, 42

You can readily see what a small quantity will enable you to offer your trade a representative range of sizes and, also, how the more often called for sizes are incorporated in the same garment with the sizes in less frequent demand.

Immediate Delivery

We carry a large stock of Bathing Suits in all the popular styles and materials for the season, and are thus able to guarantee delivery. Mail your orders in now; be ready for an extra early opening of the bathing season.

ATHLETIC SUIT COMPANY

313-315 COLLEGE STREET, TORONTO

Style Committee's Report

IT is gratifying to note that the thought of creating styles in this country has impressed itself on the minds of the general public to such an extent that the public schools, technical and art schools are encouraging pupils to take up various phases of this work and that this movement is receiving the hearty support of the manufacturers of women's garments.

In filing this report defining the tendencies that will control Women's Ready-to-Wear Garments for the Fall and Winter season of 1915-16, *the Style Committee recommends that these tendencies be developed according to the individual ideas of the various manufacturers, keeping in mind that the outline herein defined is the basic foundation for correct garment construction.*

SUITS.—There should be no definite line set for the length of the suit jacket, because it should vary according to the height and figure of the individual woman who wears it and the style of the garment itself.

Tailored suits cut on smartly severe lines, somewhat shaped to the form, are prominently represented. Some of the jackets are distinguished by high-buttoning treatments, set-in sleeves, belted, plaited and flare effects.

The wide suit skirt which is narrow enough to have a graceful swing is favored; belts of self material and plaits will be employed on some models, while others will depend solely on the beauty of the tailored lines or perhaps the addition of fancy buttons and novel pockets for their trimmings.

Skirts should not be longer than ankle length.

SEPARATE SKIRTS.—Separate skirts will follow the same general lines as the suit skirts.

MATERIALS FOR SUITS.—Broadcloths, worsteds, poplins, gabardines, cheviots, whipcords, serges and tweeds form the fabric basis of the new Fall and Winter suits. Many of the models will be treated with braid, fur and other trimmings.

COATS.—The coats for separate wear are to be long. They will be cut on somewhat closer fitting lines and reveal fullness and flare in the skirt portion of the garment. Utility coats will be cut on loose and straighter lines.

The high-buttoned, convertible collar and set-in sleeve will be characteristic. The semi-kimona sleeve—a favorite with many women because it is so easy to "slip on"—will be good, and belted effects will be seen on many of the favorite models. Large side pockets, some of them cut in odd designs or placed at unusual angles, will make an appeal to those who prefer novelty effects.

MATERIALS FOR COATS.—Plushes, velours, velvet cords and novelty pile fabrics, with fur trimming and other ornamentation will be shown. Cheviots in a variety of weaves and in solid colors as well as novelties in plaid effects and tweeds, will make a strong bid for popularity.

COLORS.—Black, navy, dark brown and dark green will constitute the season's staple colors.

Another noticeable feature was that the square cut at the bottom of the front of the garment has completely superseded the rounding of the front corners. This extends to skirts also, and there is a complete absence of any tendency to use the rounding that has been a prominent effect during the past few seasons. This is one of the outcomes of the simplicity of line recommended so strongly by the Style Committee.

Another factor that was noticed and which applies both to coats and skirts is the tendency towards the use of very large fancy pockets, often placed at angles and cut in odd shapes, and set into the body of the garment. Some of these pockets are further emphasized by the belt treatment, which is cut in connection with the pockets.

Again, though the ankle length is recommended as the standard, there is no limitation expressed. Skirts may be made longer where it is desired, and a firm may also produce shorter skirts when that procedure meets the views of buyers.

Much the same latitude is allowed in separate coats as in other lines though certain points are recommended. Coats are to be long, though no set length is mentioned. The models shown were in various lengths and the individual idea was again brought forward, because the length was designed to suit the model and the figure. Some of the coats came to the bottom of the dress almost, while others were ¾ and various lengths between. Both the set-in and the kimona sleeve was favored, due to the great liking the majority of women have for the comfortable "slip-on" sleeve.

For separate coats, plushes, pile fabrics, velvet cords and kindred fabrics with fur trimmings are recommended. Dark colors come first, but novelties and plaids will be good also.

Ornaments.

Ornaments and ornamental fastenings are much more used than for the past two or three seasons and metal buttons are to be used both for fastening and ornamental purposes. Plain materials are advocated and dark colors, but the trimmings are used so as to give relief. Braids, buttons and fur are the principal trimmings and big use is made of ornamental buttons and ornaments for fastening.

It was stated that novelty goods would be used when obtainable but the situation with regard to dyes and other materials placed a limit in this direction.

One of the first coats shown was of black fur fabric, gathered about a belt about three inches wide. The collar was one of the new high ones, and was extreme in this effect. This collar was of velvet, and the skirt had a full flare. The length was about ¾.

Another interesting coat followed. It was of novelty cloth and also had a high collar made of the same material. Two

(Continued on page 48)

WILE'S FALL and WINTER COATS

ARE READY

Mr. P. B. Hart, formerly of the Hart Manufacturing Co., Montreal, is now representing us in the Dominion. He will call upon you shortly, with a full line of samples.

—

We take pleasure in inviting you to visit our showrooms when in New York.

E. J. WILE AND COMPANY

160 5th Avenue } At 21st Street NEW YORK

Stripes in Waists

All the Best Selling Models Are Plain Tailored with Convertible Collars —Silk Middies Going Well.

STRIPES are the latest in waists, and the more pronounced the better they are liked. Pekin or tape stripes, particularly in black and white, and navy and white, are the leading sellers, but all the colors are well represented in stripes. Three-quarter-inch stripes are strong, but they come in all widths, in narrow as well as wide, and in fancy group stripes in one or two colors. Styles are all plain tailored, with the convertible collar and with long sleeves and turn-back cuffs. Pique, particularly the narrow ribbed variety, is extensively used for these collars and cuffs.

These waists come in very thin fabrics, such as voile and organdie. Similar models are selling, made of Jap silk, crepe de chine, and striped Summer silks, and also of Shantung and Pongee. Imported models come also in handkerchief linen, both plain and striped.

Middies have been selling since the turn of the year, and the middy has almost established itself as an all-the-year garment. Popular-priced middies up to $1 are a big line. The newest middy is on the coat order, buttoning down one side of a front panel. Smocking gives the fullness below the yoke in front, and there is a smocked section in the centre of the back. This smocking is done with either blue, red or white thread, and the collar and cuffs match. Silk middies are the novelty. When of Jap silk they often have the collar and cuffs of black and white striped or checked silk or even of fancy flowered pattern. Middies of Shantung or Pongee are useful, and are in high favor. The middy made of white satin and of Pekin striped silk trimmed with small gilt buttons is also shown.



Stripes are the strongest feature in the blouse field. This blouse is navy and white with collar and cuffs of pique. Shown by R. D. Fairbairn & Co.

FALL STYLES DECIDED ON AT CONVENTION.

(Continued from page 46)

rows of large buttons extended below the waist line, and the pockets, which were set on in a straight line, were very large. This coat was full length.

Next followed a smart ¾-length coat of dark green cloth with the waist line emphasized by gathering the cloth to a row of buttons. This coat had a very high collar combined with revers on the order of those used on a man's coat.

A full loose coat made of plaided material in a very large plaid was very much admired and a pile fabric garment had the collar of light fur in strong contrast to the dark color of the material. Fur collars in the new choker effect—that is, straight round, and sufficiently loose for the chin to sink into it—was the leading new feature. Fur band trimmings were also used both on suits and separate coats.

A Paris Criticism.

After the style show was over, and the report of the style committee had been accepted, Miss Helen Mack, the Paris representative of the Association, had the models come before her again for criticism from the Paris viewpoint. She insisted that the important feature in all the garments produced for the Fall season is the waist line effect, and all the garments were criticized chiefly from this viewpoint. Miss Mack favored a fullness about the waist to bring out this effect clearly.

Separate coats, she said, should reach a point of about five or six inches above the bottom of the suit skirt. They should be loose and gathered in at the waist in front and hang nearly straight at the back. The collar should be very large and high, so that when the head is inclined forward the chin will be inside the collar. Self trimming and braided belts of the same material as the garment Miss Mack considered good.

Suits should have as much fullness in the back as possible so as to give the figure a rounded appearance and this fullness should come in the skirt as well as the jacket.

Cotton Fabrics

Voile, Organdie and Net for Dressy Wear; Linen and Heavier Cottons for Plain Tailored Dresses.

WHITE dresses for Summer wear are selling, but so far they do not dominate the situation as was expected earlier, and many smart models come in stripes. Black and white is a big seller here, but is not so smart as the dresses that come in the more delicate shades. Styles are simple, but the effect is light and airy. This is because of the nature of the materials employed. Voile is the leading material, with dresses for dancing and afternoon wear made of organdie and white net. Many of these organdie and net dresses have smart short coatees made of taffeta in pastel shades of rose, yellow, sky and mauve. As a rule, the coat is part of the dress, but it is removable in some cases. Styles are distinctly 1830, with skirts full and flaring and waists that define the figure.

The introduction of lace bands as a trimming is a new feature, or at least a revival of an old idea that is now new. One of the most recent models of this kind had the skirt trimmed with graduated bands of net lace, while still narrower bands joined the gores of the skirt. The baby waist was also band trimmed and a tiny ruffle of lace edged the flat collar.

Another white voile was trimmed with striped voile, with the stripes running round instead of down. The waist had a bolero effect simulated by the striped cloth, and a vest front of finely tucked voile. The skirt had plenty of fullness, but the slender effect was retained by a yoke of the stripe, while a three-tier effect was given by three wide bands of voile stitched on at equal distances.

Linen and other heavy cotton materials are made up into simple tailored dresses. Some of these dresses are braid trimmed, and the seams and the edges of the skirt coat, pockets and sleeves are finished with lines of soutache. Fine ribbed pique is very much used for the collar and cuffs. It should be noted that the Summer sleeve is taking on a tendency to widen below the elbow, and that some of the more recent Paris models show sleeves that are bell-shaped.

Crawfords, Limited, has been granted a charter with $60,000 capital to take over the business formerly carried on by W. C. Crawford, Tilbury.

Gossard Corsets
are winning in Canada



EVERY month many new converts are won to Gossard Corsets—some through the front-lacing principle originated by us and through hygienic features, others through wearing-service, comfort and price.

The greatest percentage, however, choose Gossards because of their altogether different style. Many features go with Gossard Corsets and Brassieres, but nothing convinces a woman half so quick as their style. It shows the day the corset is bought. It is still there the day the garment is discarded for a new Gossard.

To hold the better class of trade season in and season out you must have merchandise with style.

No store is too small—no store is too large to fit and sell Gossard Corsets.

Write if you wish to see our repre-entative.

The H. W. Gossard Co.

Largest Makers of Fine Corsets CHICAGO, U.S.A.

MADE IN CANADA

NATIONAL GARMENTS

Raincoats——————Utility Coats

WRITE FOR NEW CATALOGUE

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S. M. Hansher

—— SHOWROOMS ——

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MISSES' AND CHILDREN'S HAIR CLASPS

To retail at 5, 10, 15 cents. Mounted on attractive display cards. The latest fashion, quick sellers. Big profit.

Write for sample assortment on approbation.

MAX G. COHN & CO., INC.
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Can. Warehouse:
301 MAPPIN BUILDING MONTREAL

Boys' Blouses, $2.00 a doz. and up

INTRODUCTORY PRICE

"Beat 'em if you can"

Made in all neat patterns. Guaranteed full cut, well made, and prompt deliveries. Samples sent prepaid.

Write

THE PEER MANUFACTURING CO.

Makers of "Premo" Boys' Blouses, Shirts and Pajamas

483-485 Broadway - - - NEW YORK

AGENTS WANTED. ALL TERRITORIES OPEN.



A New York development which is spreading to Canada: the use of cretonne for skirts, with cretonne trimmed bags, hats and parasols to match.

WOODBINE STYLES.

(Continued from page 42.)

The full skirt was trimmed with four flounces, and each flounce had a boning or wire run into the hem holding it out in the modern crinoline fashion. The dainty waist opened over a frilled chemisette, and a flat round collar adorned the neck, while the wrists were finished with demure turned-back cuffs, and a veritable poke bonnet adorned her head.

In strong contrast were the women who wore suits of black or blue serge of extremely masculine cut, topped off with Panama hats exactly like those the men are wearing.

And that no period might be missing, there were gowns that were moyen age, or Russian blouse in cut and style. Many gowns that were new and that were much admired still showed the moderately wide skirt and the slimness of outline that so many think more attractive than the crinoline style.

Among the most elegant toilettes seen were some of the white suits. One of these was of white corduroy, made with an Eton jacket and a skirt with cleverly arranged pleats that interfered not at all with the slenderness of outline. With this suit was worn a small toque of black straw trimmed with Mercury wings at the back. The wearer of this suit was a blonde, and it was wonderfully becoming. Another blonde woman wore a black taffeta frock with a three-quarter coat of white broadcloth with black velvet belt and large collar and cuffs of the same. Her hat was of black tulle and the crown was transparent, and the hat had long black velvet ties that were bowed in front under a French rose of pale yellow chiffon. Similar roses mixed with ivory white wheat trimmed the front of the hat, and, as a finishing touch, she carried a long black and ivory Directoire cane.

Perhaps the most striking dress of all was of white taffeta striped with black and made with a deep hem of black taffeta finishing the skirt. The three-quarter loose coat was of black velvet, with collar and cuffs of white silk. A white fox stole and a black tulle hat, sparkling with jet beads and with graceful mount of white paradise, completed the costume.

Fur has been adopted as a Summer trimming, and, besides the many scarves of fox and fitch, quite a number of the dresses and coats carried bands of fur. What is known as the single-animal effect is the latest mode in fur scarves.

A Cretonne Novelty

Separate Skirts, With Cretonne Bags, Parasol and Hat Band—Sports Suits in Palm Beach Cloths.

IF business is not doing in the ready-to-wear department, it is not because the stimulation of novelty is lacking, and some of the novelties produced are more than striking; they are stunning. This applies in full force to some of the new ideas in cretonne. The use of cretonne is distinctly a New York development, and from the way in which the initial showings have been received should score a success. When well-managed, the cretonne idea has great possibilities, and some of the outfits are very attractive. Contrary to what might be expected from such a heavy material, the effect is decidedly Summer like. All kinds of patterns are used, but the most striking are those with the striped and checkered grounds in black and white. For the woman who likes the less conspicuous effects, the small Indian and Persian designs in English chintzes are good. These chintzes have ivory or cream grounds with a small allover pattern in soft mingled colors. Large flowered patterns in vivid pinks, yellows, blues and reds are by no means barred. These materials are made up into sets consisting of the separate skirt, parasol, and handbag, and the hat is of the chintz or cretonne, faced with straw, or of straw trimmed with cretonne and the new feather effects, such as owls' heads or large black and white cherries or grapes. With these skirts are worn blouses of white voile, crepe de chine or habutai.

New York is making a great feature of cretonne and cretonne-trimmed garments; there they are showing children's dresses made of cretonne. Silk jersey suits have the collar, belt and cuffs made of cretonne, and suits are showing with the skirt of cretonne and the coat made of knitted glove silk with collar, cuffs, belt and pockets trimmed with bands of cretonne.

There has been a decided movement favoring suits during the last two weeks and the so-called sports suits made up in linens with natural shades, tan and grey the most favored, as well as in heavy linen suitings and the new Palm Beach cloths, are making a strong showing. The styles are exceedingly simple and the majority are belted and have large fancy pockets. Newer still are the straight cut box coats, buttoned straight up and with high military collars with V opening in front. These suits strike a new note and promise to take well with the trade. Many of the larger stores are featuring them in window displays and in the departments.

How about your stock of

Bathing Suits?

You will need them soon.

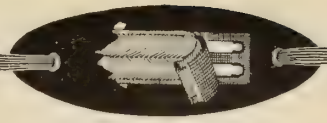
We have them in good lustre.

WOMEN'S SUITS
$21.00 to $36.00 per doz.

GIRLS' SUITS
$18.00 to $33.00 per doz.

BATHING CAPS
$2.25 per doz.

Home & Watts, Limited
19 Duncan Street
TORONTO, ONTARIO



MADE IN CANADA

Gingering-up Corset Sales

Find out if your salespeople are losing sales for want of real argument.

The statement that a brand of corsets is the best is not convincing, but if you can show why it's the best, then you're getting somewhere.

Sell P.C. Corsets and your salespeople can prove why this famous brand is unequalled in the trade. The secret lies in the internal construction, the scientific, comfortable, figure-moulding quality, the graceful lines, the value.

Note the encased steels.

Write for samples to-day.



"P.C. Corsets" RUST PROOF 573

PARISIAN CORSET MANUFACTURING COMPANY, LIMITED, QUEBEC

The man who does not advertise simply because his grandfather did not should wear knee breeches and a wig.

The man who does not advertise because it costs money should quit paying salary for the same reason.

The man who does not advertise because he doesn't know how to write an advertisement should quit eating because he can't cook.

The man who does not advertise because somebody said it did not pay, should not believe the world is round because the ancients said it was flat.

DRESS FABRICS
AND SILKS

Cottons Advance

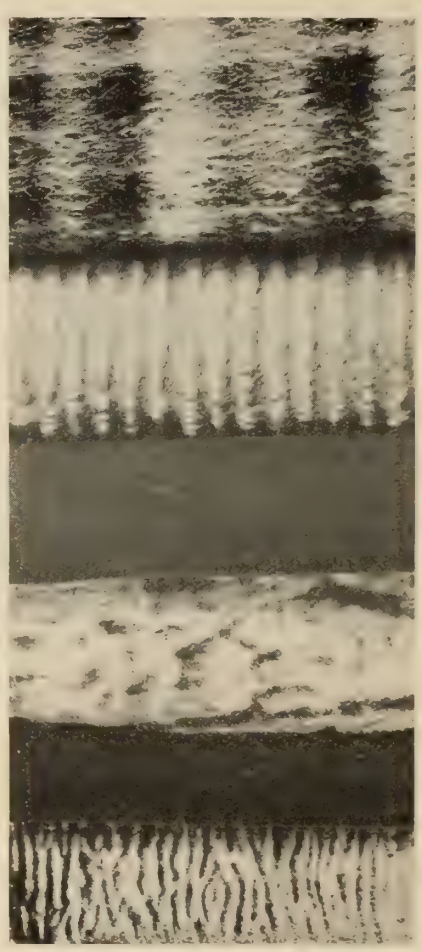
Rage for Black and White Combinations—Organdie Finished Voile a Novelty — Semi-Transparent.

THE cold weather during the latter part of May held up business in Summer cottons to some extent, but a few warm days will soon make a change in this respect. Customers, the stores find, are only buying as the need develops, and the retail business is now confined largely to Summer lines. In the large cities there is considerable pressure to sell goods, but this is due in most cases to a desire to equal the business done in past years when trade conditions were very different from what they now are. Contrary to what has been the rule in times past, the further one gets away from the large retail centres the steadier is the retail demand. The cotton goods section has done, and is doing, good business this year, and as prices are still moderate, the prospects are that this section will continue to do a good trade. For the Fall season it is certain that cotton fabrics as far as possible will have to take the place of the cheaper grades of woolen fabrics that are now practically unobtainable because of the war.

Prices on cotton goods are firm and advancing, and with so many factors besides the actual price of raw cotton entering into the basing of values there is little chance of any decrease in the near future. One of the most troublesome factors, and one which is causing no end of anxiety, is the shortage of suitable colors for printing and dyeing. New sources are being sought and changes to meet the situation are being made, but this feature of the situation is bound to cause anxiety for some time until there is again a definite settled source of supply. With the advent of the Summer season more white will be sold, and this in itself will relieve the dye situation to some extent,

Craze for Black and White.

Printed patterns on sheer cotton voile and fabrics of like nature have taken well, and there is a perfect craze for all black and white patterns, particularly for even stripes. Fancy stripes, checks,



NOVELTY FABRICS FOR FALL.

1 Black and white zebeline, also comes in tartan. 2—Colored curl, stripes up and down. 3 Silk fancy heavy corduroy fur. 4—Colt. 5 Silk fancy fine corduroy fur. 6 Unborn pony. Nos. 4 and 6 are fur imitations that are fashionable in Europe just now. Shown by Greenshields, Limited.

floral patterns and polka and coin spots are splendid sellers in black and white. Next to black and white, navy and white is selling in stripes and dotted patterns. The striped cotton blouse promises to be a big factor in the Summer business, and these stripes are good in all fabrics—voiles, batistes, sheer linens, etc., that can be used for making Summer waists.

Piques are big sellers, and there is a steady call for cotton poplins. Pique is extensively used, particularly in the finer ribs for neckwear and for trimming blouses and dresses, and also for infants' and children's wear.

Fur Fabrics

Heavy Demand Indicated for Fall —Tartan Zebelines to Replace German Goods.

SAMPLES of new woolen goods for Fall are now in the hands of travelers. There has been a heavy demand in Europe for Royal zebelines in plain colors, with heavy fur effect. The same are being offered here in Belgian and Russian blue, and Queen Helen black.

Seals, plushes, and pony skins are again in demand, and are selling better than ever before. The Paris demand is almost entirely confined to the black fur effect. One of the popular designs is a corduroy seal.

In ulsterings and sport cloths, and ladies' Fall jackets, the leading lines are mixed tweed or Scottish effects. The demand seems to be for grey colorings, grey and black, and black and white, these being the most popular in these Scottish cloths.

Tartan zebelines are also being offered to take the place of German stuff. Russian designs of zebelines are also going well.

Khaki colored blanket cloths are very strong for children.

VOILES ARE LEADERS.

Voiles, printed, striped, spotted, checked and corded are in the lead. Many of the selling fabrics have silk stripes, and there is a call also for voiles in plain colors. Cotton voiles with 2½-inch stripes of white alternating, with grey, tan, or Belgian blue, are scarce, and these wide stripes in all shades, but particularly in pink and white, green and white, maize and white, and lavender and white, are selling. Flowered patterns in small neat designs are big sellers, and in expensive lines large floral effects are used as borders. Wash skirts are coming into greater popularity than for some time, and this is bringing the heavier cottons to the front. Linen fabrics where obtainable are first favorites, but there is a big demand for piques, cords, and cotton pile fabrics, as well as for repps and the new cotton gabardines.

CANADIAN DEPARTMENT STORE BUYERS

are cordially invited to send for free samples of

Cotton Warp Serges, Granites, Whipcords, Brilliantines and Sicilians, Half Wool Challies and All Wool Serges, Gabardines and Poplins

made by the Pacific Mills, Lawrence, Mass., U.S.A. They are superior fabrics in every respect, well adapted for Canadian needs, and are sold by most Canadian Jobbers.

LAWRENCE & CO.

Exclusive Selling Agents

BOSTON NEW YORK ST. LOUIS PHILADELPHIA SAN FRANCISCO CHICAGO

The Guarantee PACIFIC *of Excellence*

Velvets and Plushes Good for Fall

Many Novelties Showing in Animal and Fancy Plushes—Black Velvet Evening Gowns—Corduroys Will Remain.

EVERYTHING points to a big distribution of pile fabrics in the coming Fall season, as pile fabric will take the place of novelties that will be absent in other lines. Fashion is certainly pointing in the direction of velvets and plushes, and another element that will make for a good season is the increased number of yards of material that now go into a suit or gown.

Advance ideas on Fall fashions indicate gowns and suits made of velvet in combination with some silk or wool fabric, as well as the suit with the skirt of material and the coat of velvet. Pile fabrics will be used in many forms for making the long coat that is to be so fashionable in the coming season.

Velveteens have been improved, until they have become as nearly a perfect fabric as possible. The wanted cloths are light in weight and softer in finish. They come in the wider widths, and the pile is fast and rich, soft and glossy in appearance. In short, this fabric has been so much improved that it rivals silk velvet in appearance.

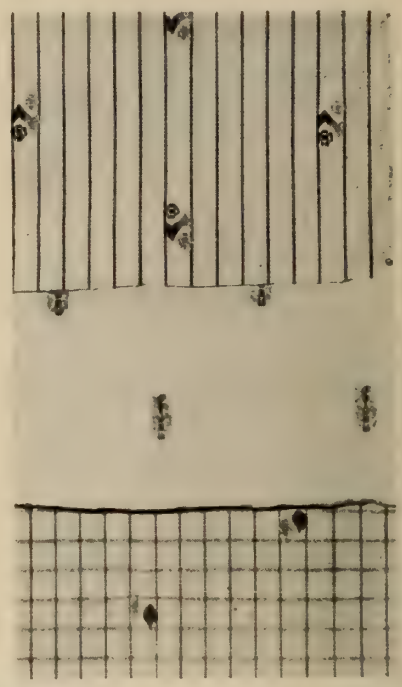
The leading colors are black, navy, military blues, brown, dark green, and purple. The new cord velvets with longer pile and with a backing of very light weight material, are being well taken up both for coats and suits. This kind of velveteen is selling now for sports coats and outing skirts, as well as for coats for travelling and motor wear.

There are many fancies showing, the simplest of which are in the form of black and white stripes or checkerboard or shepherd's checks. Clouded effects and colored stripes are also shown, and also velveteen with small figures in simple colors.

Chiffon velvets are indicated in black and very dark rich shades for street wear, and the black chiffon velvet gown is to be fashionable for evening wear. It is a long time since the black velvet evening gown was worn, and, as it is very becoming, its popularity is expected to be strong. Pastel shades for the same purpose are put out, but it is not expected that they will achieve the vogue of black.

Animal plushes are again on the market, and, along with plushes of all kinds, will win another success. They will find an extensive outlet for trimming purposes. Tiger and leopard markings are again showing, and the new plushes are beautifully done and imitate very closely the natural fur. These plushes are being used for collars and cuffs as well as for the entire coat. There are many lamb imitations on the market, and some of them are exquisite. The weights are as varied as the markings, and many of them come in weights suitable for making up into dresses and suits. One of the most beautiful fabrics has a moire lamb surface over an indistinct stripe. Seal plush is also treated in this way, and, while the imitation of the fur is perfect in color and texture, the cloth is as light in weight and as supple as a velvet. Persian kummer and baby lamb and white lamb come in close imitations, and these plushes will be used for trimming winter suits as well as for separate coats.

Corduroys are selling at the present time for sports coats and for separate skirts. The skirts are cut in mannish styles, with pockets, and in some cases with the cuff finish at the hem. White is the smartest, but all colors are selling. The prospect before corduroy for Fall is also excellent.



Embroidered mercerized repp for late Summer and early Fall, used for tailor-made military waists. Shown by McIntyre, Son & Co., Montreal.

Few Novelties in Wool Fabrics

Dress Goods Are in Short Supply and Hard to Get—Dye Situation Still Causing Anxiety.

THE section of the dry goods trade interested in woolen and worsted dress goods is finding that it is a war market that they are up against, and that it is subject to unavoidable ups and downs, and that the sentiment changes with the successes or failures in the progress of the arms of the Allies. It is no news that it is hard to get goods and that the dye situation is causing worry and anxiety. Wool is still on the up grade in spite of some fluctuations. At the late series of wool sales in London, a fine selection of merinos were offered, and brought out animated competition between the home buyers and French and Russian buyers. Prices ruled in sellers' favor and generally 5 per cent. over that obtained at the previous sales.

Under the conditions indicated it is not surprising that novelties are so scarce as to be absent, and the materials offered are those that are familiar; gabardines, serges, broadcloths, are the fabrics shown for Fall, and nothing that is really new is either offered or expected. Some whipcords are offered but there is very little difference between whipcords and gabardine. Bedford cords are talked of as they are nearly akin to the cord weaves in other fabrics.

There has been a demand for tweeds during the present season that could not be filled and this fact should lead to more business in this fabric in the coming Fall if only the mills can turn them out. Grey tweeds are in particularly good demand, and anything that is new in color and character in this fabric would be eagerly taken up by buyers for the coming Fall. Another material that is scarce now and should sell well for Fall is covert cloth. When coverts were worn before, they were made extensively by the Canadian mills, and coverts if they can be procured should sell freely.

Dress goods buyers when they come to market for Fall will find that the fabric market is limited in asortments both of materials and colors. Popular priced and cheaper lines are either ab-

WARNING ABOUT FLANNELS

Kitchener said: "This will be a three years' war." So far, events seem to bear out his prediction.

One commercial effect is to cut off supplies of some dyes, and to run others very short.

We strongly advise you, therefore, to place orders at once, through your wholesaler, for our "MAGOG"—

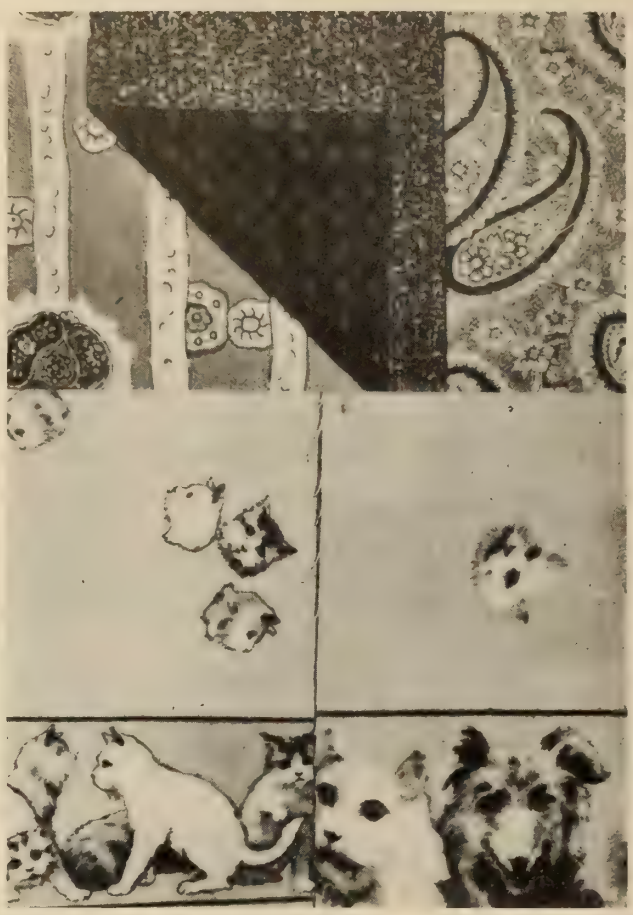
Meliton Suiting, 8c. **Empire Twill - 10c.**
Erminette - - 10c. **Angora Flannel, 11c.**
Lapland Robes, 11c. **Liege Flannel, 15½c.**

What DOMINION GUARANTEED TEXTILE CO. COTTON FABRICS LIMITED **Means**

We make Cottons for the Mistress and the Maid—for the Workshop and the Drawing Room. 200 Qualities Printed Goods, with 30,000 Patterns. 1,000 Qualities Greys, Whites, Sheetings, Cambrics, etc. 17 Mills in Canada, with 10,000 Employees

The Dominion Textile Co., Limited

MONTREAL TORONTO WINNIPEG



Fall fabrics: Upper row Nos. 1 and 3, Kimona flannelettes, for house dresses and kimonas; No. 2, for men's dressing gown. Lower row: For children's dressing gowns. Shown by McIntyre, Son & Co., Montreal.

sent or very scarce and gabardines, serges and broadcloths practically make up the list of fabrics available.

Shepherd's checks are selling very much better than was expected, possibly because of the absence of other lines. They are selling for suits and for children's wear and buyers are expecting business on them during the coming Fall.

High priced materials are in a somewhat better position but there is little enough novelty to report. Plain cloths and dark colors rule and while buyers are seeking for fancies there are few on the market. Fancy stripes and checks with tweeds with dashes of bright color form the whole collection, and the supply is by no means large.

Looking to Mohairs.

The difficult wool situation is turning attention to mohairs. Already the demand has caused prices to advance. The new mohair fabrics come in striped, checked, and clouded designs, and some cloths show corded striped patterns. The colors are military blue, tan, grey, brown, green, and purple.

STRIPES AND PLAIDS.

It is an accepted axiom among dress goods buyers that whatever ends a season in high favor will always continue on into the next season. This paves the way for the acceptance of stripes and plaids in regimental and national colorings for the coming Fall. Rayes and ecossais, as the French call stripes and plaids are popular in all the fashion centres at the present time in Paris, London and New York. In Canada the emphasis is being placed at the present time strongly on black and white stripes, and stripes in novelty effects should have a good chance in the coming Fall. The exclusive stores in New York are showing stripes and plaids in attractive patterns of this class. Distinctive novelties show the use of a small stripe of red, white and blue used with other stripe and plaid effects. Plain black or navy grounds with a white stripe alternating with stripes formed of red, white and blue, is one of the most attractive forms in which this novelty appears. Similarly the plaids have the navy or background with the plaid formed of white stripes crossed by narrower stripes of red, white and blue.

Silks for Fall

Will be Sure Sellers—Cool Weather Holding Business Back—Summer Demand for Pongees, Shantungs and Other Tub Silks.

UP to the end of April the business in silk fabrics was in good volume, and all indications pointed to good business in Summer silks. Tussahs and shantungs were selling for dresses and suits and there was a decided movement in plain and striped Habutais, Jap crepes, and to a less extent in washing satins. The cold weather that developed during May held up business in this department but a few sunny warm days later made a change for the better. The cutting-up houses are taking up tussahs and shantungs for waists, and in New York suits of these silks have been put out in a large way for Summer wear.

Buyers are still operating from hand to mouth and in this respect war-time conditions prevail. But the position of silk fabrics is such that in other circumstances the jobbers and large buyers would have been placing large advance orders. Business has been good in the silk departments so far while stocks as a rule are much smaller, and sales so far show a substantial gain over the same months of last year.

Orders placed for Fall are not yet of any importance but they serve to show the fabrics buyers are favoring. The only exception is in the case of crepe de chine, and similar crepe weaves. These silks have many uses and the demand is so staple that they are outside the selling range of ordinary silk fabrics. Crepe de chine is extensively used for underwear, petticoats, and negligees as well as for waists and dresses, and the garment manufacturers buy this fabric extensively. Just what will be the best selling weaves is never definitely settled at this stage of buying but owing to the the extra caution buyers are maintaining there are fewer indications to go on than usual. To offset this owing to the situation the production of novelties is limited and therefore there is less likelihood of any great change being sprung upon the trade at short notice.

Taffeta is looked upon by many buyers as the leading evening silk while others contend that it cannot run through the Fall season. The Claude Freres color card places great emphasis upon pastel shades, and pastel colors are always beautiful in soft lustrous taffeta. Moreover, the finish is just right for the moderately flared skirts that are strongly indicated. Buyers are taking satins and orders are also placed for sheer weaves such as voiles, nets and marquisettes.

Announcement for Spring 1916

TO our line of fabrics produced by the Renfrew Manufacturing Company have been added those of the Hansahoe Manufacturing Company, Valley Falls, R. I. (formerly the Tilton Mills), for which we are sole agents, distributing to the cutting-up and jobbing trades. Fabrics for Spring, 1916, are now ready in the following lines:

Renfrew Mfg. Co.

Renfrew Devonshire Cloth
Renfrew Zephyr Madras.
Renfrew Jap Crepe
Renfrew Silk Novelties
Renfrew Crinkle Seersuckers
Renfrew Standard Colored Damask.
Renfrew Mercerized Damask and Napkins.

Hansahoe Mfg. Co.

White and Woven Fancy Cotton Dress Goods:—Gabardines, Cheviots and Oxfords, Etc., 36" wide.

Woven Tissues, Voiles and Embroidered Effects, 27" to 44" wide.

Fine Woven Shirtings, 32" wide.

RENFREW MFG. CO.
Incorporated 1867

HANSAHOE MFG. CO.
Incorporated 1915

F. U. Stearns & Company, Selling Agents
35 Thomas Street New York City

RENFREW-DEVONSHIRE-CLOTH

MADE-IN-CANADA

PLAN *for* FALL



No. 500

In laying your plans for Fall Suiting business look forward to at least 25 per cent. increase by including

Everlast Coat Foundations

in your buying. These forms will enable you to sell many more suit lengths, for they open the road to the home dressmaker. Some dress goods men have doubled their sales through introducing and selling **Everlast** forms.

Send a trial order now—a style for every need.

WRITE FOR PRICES.

Toronto Pad Co., Limited

333 Adelaide St. W. TORONTO

Eastern Representative:
A. J. COULL, 243 Bleury St., Montreal, Que.
Western Representative:
J. W. LEATHORN, 603 Mercantile Bldg., Vancouver

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

VELVETEENS

Owe their richness, lustre and beauty,—and their utility too,—to the skill of the Dyer and Finisher, and the wise buyer will make sure that his costume velveteens are in the best dye and finish obtainable.

For a century and a half Messrs. J. & J. M. Worrall, Ltd.—"The Premier Velveteen Dyers of the World"—have led the way in the treatment of these beautiful pile fabrics, and their discovery of processes yielding fast-to-rubbing dyes gave to Velveteens a quite new value—and utility.

These fast-dyed Velveteens were awarded the Grand Prix at the Franco-British Exhibition in 1908 and at Turin in 1911, and the careful buyer will ask for and insist upon a guarantee that his Costume Velveteens are in

WORRALL'S
FAST DYES

GRAND PRIX FRANCO-BRITISH EXHIBITION, 1908.

WORRALL'S FAST-DYED VELVETEENS DYED AND FINISHED BY J.& J.M. WORRALL Limited MANCHESTER THE PREMIER VELVETEEN DYERS OF THE WORLD.

GRAND PRIX TURIN EXHIBITION, 1911.

B.P.C.

Silk Dress Goods
Silk Velvets *and* Velveteens
Satin Linings

The tremendous demand for wools for military fabrics has increased the prices on all wool fabrics. Silks and silk materials, as a result, are coming in for a more than ordinary call. We are offering an exceptional range of Novelty Silks and Satins, Silk Velvets and Velveteens, the latest, Corduroys in high colors for Outing Wear, Polka Dots, Poplins, Failles, Checks and Stripes in the newest qualities and the season's shades, including Belgian Blue and French Grey, etc.

"Best in the World"

B.P.C.

GILT EDGE SATIN

WEAR GUARANTEED FOR TWO SEASONS

(27 and 36 inch Widths)

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Gilt Edge Satin means quality and finish that are matchless. Look for the "Gilt Edge" and name on the selvedge; this protects Merchant and his Customer and insures absolute satisfaction.

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131,305	Feb. 28, 1911	137,393	Dec. 19, 1911	143,172	Oct. 8, 1912
136,203	Oct. 17, 1911	139,317	Mar. 26, 1912	146,285	Mar. 4, 1913
137,277	Dec. 12, 1911	140,323	May 14, 1912	149,258	July 15, 1913
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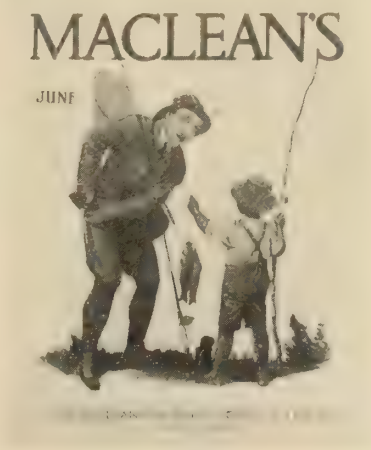
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On the News Stands

The Mad Major

There is a story told in the British trenches of an officer known as the Mad Major, who goes up and down the lines directing the British artillery where to fire to find the German batteries. And everywhere he goes he spreads a trail of death on the opposing lines—for the Mad Major is infallible. Many British successes are credited to his uncanny powers.

The legend of the Mad Major is believed in the ranks; and it will be recounted long after the war is over. The story is told for the first time by George Eustace Pearson in the course of his latest article in MACLEAN'S MAGAZINE, "Why the Offensive is Now Ours." Mr. Pearson tells many other gripping stories of life in the trenches, and gives an insight into the viewpoint of the soldier individually and as a unit. He tells how it is that the men in the trenches no longer sing "Tipperary," but often strike up a doggerel chorus, "I want to go over the sea, where the Germans—they can't get at me, I want to go home," singing it loudly, satirically, so the Germans can hear—and then charge the opposing line with reckless abandon, even with gusto. He tells of the change in the faces of the men in the trenches: Young men have become old, aging years in weeks. They are quiet, thoughtful, grim. And he tells *why the offensive is now ours, and why we cannot fail to succeed ultimately.*



This article is the truest picture of real war yet published. It is the work of a trained writer who, instead of following the course of other war correspondents, enlisted in the ranks with the Princess Patricias, *so that he could see the fighting at first hand. Don't fail to read it in the June MacLean's.*

In the June Issue appears another strong war story by C. Lintern Sibley, who wrote "How the Canadian Armada was Saved."

ASK YOUR NEWSDEALERS FOR JUNE

MACLEAN'S

The MacLean Publishing Company, Limited

143-153 University Avenue - - - TORONTO, CANADA

FOOTWEAR DEPT.

Freakish Strong

Novelties Still Being Brought Out—Side-laced Going Well—Tan Coming?

FOOTWEAR still strongly inclines towards the freakish, and each week seems to bring out some novelty that is a bit in advance of the week before until the shoe department now rivals the one devoted to millinery. Some of the new departures on the military order are, to say the least of it, extremely loud. High boots are featured in military scarlet and Belgian blue, elaborately braided with gold braid and gilt buttons. Footwear of this class only appeals to the very few, but there are any number of smart effects that are quiet and ladylike with which to appeal to the trade.

During the past few weeks the side-laced shoe has become a stronger proposition. This is not astonishing as it certainly has a neater appearance on the foot than the boot that laces in front, and it gives the foot, a more slender look. This is an effect that all the designers of footwear are striving to achieve. The foot is decidedly conspicuous, made so by the striking footwear worn and the short skirts, therefore the problem is to make the foot look small and slender. This must be done without the aid of the unduly long vamp. This cut was tried out a few seasons ago and was very sharply turned down, when it reached the wearer. The long tip and lines of piping and trimming are all disposed, so as to give this effect, the extreme being reached when the "gipsy," so called, strip is used extending from the tip of the boot to the top. It looks as though boots would be more worn for Summer than for many seasons and all kinds of fancy tops are showing. As a rule the quarter is of some shade of cloth with the vamp and quarter of patent colt. White glace kid, and kid in champagne shade are very much used for the quarter in high-grade boots. Women did not take kindly to the side laced foot when first introduced, but now they are selling more freely. In the States seagull grey is very popular, both for boots and shoes.



Fancy lace boot, forepart of patent and novelty foxing; gun metal lace stay and overlaid diamond tip band. Upper of grey cloth.

The new shoes are very attractive and are almost exclusively made up in combination effects, for when the shoe is all of one shade of kid or leather it has strappings or bindings of black or dark blue patent leather. The Oxford cut is back again but in the fanciful cut rather than in the plain style, and many models come with the side lace. Buttoned Oxfords are showing and are held to point for a return to favor for buttoned boots in the fall season.

Against Millinery Styles

In spite of the strong hold of what many in the trade, somewhat sarcastically call "millinery styles," there is a large section that do not view their vogue with any great favor. This is not to be wondered at as it is easy to lose money by featuring novelty styles. The shoe dealer who happens to guess right, makes money but the merchandise is absolutely dead when the trade turns over to something else. It is pretty risky business to make novelties "the whole show," as they have been during the Spring and Summer season: but the trade is warned that it is better to be caught short of novelties, than to have

(Continued on page 64.)

Buttons, 75 p.c.

Lace Boots Have Not Driven Out the Others in New York—Colored tops Going Strong—Gown Not Hat.

NEW YORK, May 29.—The predilection which I discussed in my last letter to have color conformity in shoes and dresses or shoes and hats is even more pronounced than when I first hinted at it. All our dailies here have become conscious, most of them for the first time, that the fashions seen on Fifth Avenue and the board walk at Atlantic City are not alone remarkable for the hats nor, even the costumes but also for footwear The "Times" had a heading the other day, "Spats Rival Hats." This is a sign of the times. More attention is being paid to footwear, and the display of color has had more than a little to do, with causing this effect. Coloring indeed is now the most important feature in novelty shoes. This not only applies to buying for next Fall but to selling right now. Scores, hundreds of colored shoes are seen now, where one year ago, only one pair would be worn. Conservative women are throwing prejudices to the wind and reveling in soldat blue, hazel green, forest fawn, bronze and the like.

Harmonizing With The Costume.

So far as immediate wear is concerned, from a walk I took down Fifth Avenue, I should say that the dominating note in women's costumes was the navy blue walking skirt. With this almost invariably the wearer had forest fawn or grey or sand colored boots. There were quite a number who were wearing the black and white combination in high boots and also in Oxfords and pumps. Most of these are black patent leather trimmed with barron folds of white kid. Most of these were lace shoes and the laces were white. Some were button shoes, and in that case the buttons were black though the button holes were bound in white.

The tendency towards the wearing of very short skirts becomes more pronounced and it is now a safe bet that

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On the city street, or the roughest country road, "Doctor's" shoes give a maximum of comfort without that rough, clumsy appearance which shoes of this kind usually have.

The "Doctor" will never become dead stock because it will recommend itself to those of your patrons who appreciate foot-ease in a smart, stylish, sensible shoe.

Ask your jobber to send you a sample pair. New styles for Fall now ready.

Tebbutt Shoe & Leather Co., Ltd.

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Oldest and Largest Manufacturers of Shoe Polishes in the World

"GILT EDGE" Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retails 25c.

"QUICK WHITE" (Liquid) makes dirty Canvas shoes clean and white. A sponge in every package, so always ready to use. Retails for 10c. and 25c.

"SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Cover remover attached to each box. (See cut.) Retails 10c.

"DANDY" COMBINATION. For cleaning and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retails 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color).

"ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retails 25c. **"BABY ELITE" COMBINATION** (10c size). **"ELITE" PASTE** in 5 sizes.

"ROYAL GLOSS" self-shining dressing, for ladies' and children's black shoes. (See cut.) Retails for 10c.

Send for circulars giving full particulars of our other Polishes to WHITTEMORE BROS. CORP., Boston, Mass., U.S.A. For sale by the Wholesale Dry Goods Houses in all Canada.

these will have the vogue all through Summer, next Fall and early Winter too. Moreover the short skirt is ubiquitous. You meet it out walking, at a reception, dancing, on the beach, everywhere. Thus the leather of shoes is of immense importance. At present there is a marked trend towards harmony in hats and shoes. Thus with a hat trimmed in green and white, the shoe to be worn—to be absolutely de rigeur—is a glazed kid vamp with a hazel green kid top, or else a patent leather vamp with white uppers. In the same way a hat which is trimmed with forest fawn or battleship grey should be matched with shoes featuring the same shades. I think possibly at present there is more seeking after harmony in hat and shoe than in gown and shoe. This will be reviewed, however, for Fall. Shoes must harmonize, then, with the skirt.

Five Basic Colors For Fall

For Fall wear, notwithstanding some doubts that some retailers seem to have on the question of keeping on stocking colored and novelty lines or returning to the merchandizing only of plain black footwear, there are five basic colors, in addition to black and white, which will be used in women's Fall and Winter footwear. These are battleship grey (and lighter), hazel green, soldat blue, forest fawn, metallic brown. The blue is said to be having a surprising run at present in the orders which are coming in.

There are indications, too, of the return, slowly but surely of tan leather for Fall wear. There will be quite a lot of these sold for men and others for women's footwear, particularly in the better grades, feature it strongly.

Button Boots 75 per cent.

There is no doubt of the large place which the button boot will fill next Fall. I understand from general important retailers here that no fewer than 75 per cent. button patterns will be sold. That is a decided advance an the proportion of buttoned footwear sold for this Spring and Summer. The button shoe will be particularly strong in the high-class lines. Undoubtedly the button shoe is neater and any women who has a regard for the adornment of a trim ankle and foot would prefer a button shoe. Lace boots will, of course, sell. Much depends on the locality. The question of button or lace shoes is one for the retailer himself to decide. The boot that laces at the side is having some vogue now. I don't think however, that it will last into the Fall.

As to height of shoes for Fall it will be around eight inches; skirts, you will remember, are to be very high.

As to materials, cloth and kid will



Black and white novelty in patent leather boot. White pearl buttons on black patent kid top; also celluloid heel with white inlay.

both be used for topping. The proportion of cloth tops to leather for next Fall will be two to one in the higher grade shoe and about one and a half to one in the lower grade. Gunmetal kid and glossy leather will be used in vamps

There is hardly anything new in shapes. Plain toes will preponderate: tip will have some representation.

Heels are unaltered. Louis and Cubans will be leaders.

FREAKISH STRONG.

(Continued from page 62.)

a left over stock that cannot be given away at the end of the season. Novelties are firmly established however, and are by no means likely to die with the end of the present season, therefore the trade will have to shape their buying to fit. The boot and shoe buyer will still have to study the length of the skirt, and the colors and materials that will be worn during the fall season and buy his novelty stock so that it will fit in.



THOSE AMAZING RUSSIAN BOOTS

"She made this skirt so short that I had to get the high cut boots I could find"

By courtesy of Boston Traveler

There is no doubt that the all-black shoe will sell extensively, but the colors are so dark for Fall that a little color in the shoe will form a welcome relief, and moreover women have not had time to tire of the fancy effects in footwear and every merchant who wants to do a bigger business in the coming Fall will have to stock novelty goods. Novelties will be the keynote and will be the attraction that will cause the staple stock to sell.

For the Fall season there will be no absolute matching of color between the foot and the gown, but the colors that will harmonize will be chosen. The vamp for Fall will be fashionable in both cloth and leather, and such colors as military blue, olive, grey, and fawn will be the leading ones as they will harmonize with the leading colors in dress materials. Besides these colors black and white are certain as the vogue of black and white now is increasing.

Indications also point to the fact that more tan boots both for men's and women's wear will be taken for Fall selling, and that bronze leathers will have a more extensive vogue during the coming year.

According to orders placed up-to-date buyers are taking more cloth tops than all-leather boots, and they are more favorable to buttoned than to laced boots. Buttoned boots will predominate in high-grade footwear for the very reason that laced boots have hit the popular fancy. Boots buttoned in gaiter fashion up the side are shown by some of the leading manufacturers. Louis and Cuban heels will again lead in Fall selling, while the high boot will be taken by the extreme trade for the regular selling; about 6 or 6½ inches high will be about right.

BUTTONS CREEPING IN FOR MEN.

The "Boot and Shoe Recorder" of Boston, says: "Along Fifth Avenue there is to be noted a tendency towards the men's smart button boots for afternoon wear. These are made up in combinations of colors—grey, putty, fawn and sand, in cloth, finished leathers and buck. The seven buttons style is the rule."

OXFORDS FOR SUMMER.

Most of the business being done right now is for Oxfords for Summer wear. These are chiefly in brown, of course, and, while a great many are for plain leather shoes, several have the soft inset in twill or plain design. The chief color is a very light fawn. The eyelets still remain blind, and there are six of them giving a long vamp.

MILLINERY

High Fall Plumes

Ideas Concentrated Upon the Pom-poms—Paris Strong for Ostrich Plumes—Flower Motifs.

NOVELTY mounts are beginning to show, and large shower effects surrounding a central mount and combined with a full headed French plume promises to be a favored garniture. High mounts and question mark and couteau plumes are also on the market. Four of these plumes will be used to trim a moderate sized sailor shape or toque. A favored way of using these shaped plumes will be to place one in front, one behind and one on either side. As a rule two of these plumes will be in one color, and the other two in marked contrast, say navy and champagne, black and white, and they will be placed around the crown, standing erect with the curling ends meeting over the crown above.

Though Paris has as yet prepared no Fall models, ostrich has become so popular with the leading milliners that everyone is predicting for it a season of unusual popularity in the coming Fall. Paris always shadows forth at the end of the one season what she intends to adopt in the next, and this is just what is happening to ostrich at the present time. Such noted milliners as Lewis, Talbot, and Evelyne Varon, are all using ostrich, and moreover they are all inventing new trimmings made up of ostrich feathers. It is assured now that all the dress hats for Summer wear that come out of Paris will be ostrich trimmed, and from what is known of their creative and working methods it is predicted that when Fall designs are shown ostrich novelties will play a big part. Paris is showing pom-pom motifs, particularly in drooping effects in every possible form of fantastic development and in a great diversity of styles, sizes and shapes. Ideas apparently are concentrated upon the pom-pom and there is no telling just what form or what size and shape the pom-pom may assume.

There is every reason to suppose that high trimmings will again be good, and some beautiful fancies are made up with the high demi-plume as the central feature. One of these shows a full-headed French curled plume mounted with a bird's head at its base from which springs, sword-like, natural coque feathers concealing the mid rib of the plume. Another handsome mount consists of two dove-grey wings, joined by a collar of fluffy white ostrich flues. Many drooping pom-poms are seen and some of the smartest suggest huge feather tassels. These come in all the new colors and many of them spring from a knob of jet, or prettier still a cabochon or cluster of tiny flowers or berries.

There are many smart ideas in flat rosettes, and sunbursts or showers.



VELVET FOR MID-SUMMER WEAR.

Many smart hats are velvet trimmed. This sailor has a tam-shaped drape of velvet placed around the top edge of the side crown, with a sweeping mount of paradise in question mark effect placed high on the crown.

Ideas for Fall

Velvets Again the Leading Fabric—Felt Shapes Indicated—Hats of Allied Nations.

THE millinery section of the dry goods trade is already preparing for Fall business, and speculation as to the coming styles is beginning to take a tangible form. From the advance notes that are coming through there is a certain belief expressed that Winter styles will see the Russian idea in favor. Certain types of millinery have been borrowed from Russian sources during the past few seasons and have met with a good reception. These models for the most part have been modeled on the hat worn by the Cossacks, and as this fits in with the military tendencies it will in all probability be used again.

This is also a toque idea and toques are always well liked for Fall and Winter wear. Another reason is that fur promises to be worn more than ever, and anything of Russian type pre-supposes the use of fur. The Russian peasant cap is another high toque style that has been successfully copied before and will prove an inspiration should Russian fashions be as prominent as in some quarters they are expected to be.

But no one idea will lead during the coming season that is assured, though the military note will be strong. With the whole world almost at war there will be plenty of models to choose from. Parisian milliners are already indicating these lines. They are putting out copies of the Guards' cap, and of the Belgian kepi, and also forage caps with tassels of heavy gold cord at the side. The fact that Italy is now with the Allies is bound to bring out some picturesque models, and the interest that is centering about what the Balkan nations will do is bound to be reflected in the new millinery.

From all indications velvet is to be the leading Fall millinery fabric, and it will be employed



Feather novelties for late Summer and early Fall: Ostrich, whip and quill effects in black and white. Shown by Novelty Lace & Veiling Co.

in deep rich shades as well as black. Velvet is making its appearance already and will be prominent for mid-Summer, as well as for early Fall wear.

Though velvet will lead it will not monopolize the season, and besides it plushes in plain and in novelty effect, and various other pile materials will be used. Plushes will come in solid colors, and also in stripe, plaid and check designs, and in other ornamental effects. The waterfall cords will also be featured as well as a new panne fabric, and novelty materials made from wood silk. Various novelties of the terry or uncut velvet are also shown.

Another material that is expected to be a success is a flat pile plush striped by having the pile pressed down so as to form an alternate bright and dull stripe. This fabric comes in black and in all the new colors, as well as in what are known as the fur tones which include mole, grey, squirrel, and beaver or castor. Many of these new plushes have the surface imitating the lamb furs such as Persian and broad tail as well as the grey krimmer lamb fur. Pony skin is also imitated as far as the surface markings go, but all these five plushes are light and supple like plush.

Another Fall revival that is indicated is that of the fur hat. There was an attempt at a revival last year but the war intervened, and the black velvet hat swept all before it. Felt is coming into use now, and some very smart sports hats are of felt in pastel shades combined with fur.

The milliner will welcome the return of felt shapes, for when felt hats are worn trimmings are selling, as felts need the aid of garniture if smart styles are to be developed. The felts that are indicated have the smooth French finish.

Turning from materials to trimmings it is noted that ostrich is particularly favored. Ostrich fancies promise to be a big item and are to come in a big range of garniture and novelties. Fancies taking the form of a pair of owls heads in clipped black ostrich backed by a shower effect of spreading flues are one of the latest ideas for early Fall. Other showers are in pom-pom effect and springing from the centre is a made bird's head or just two stripped quill whips.

MID-SUMMER TRIMMING.

The mid-summer demand is coming early this year and is strong for white flowers, and flowers and foliage in black and white effect. White wings, white ostrich fancies and novelties and some that are white touched with black. There is a demand but it is more limited for all black in wings and feather and ostrich novelties, and for black touched with white. Pale pink so pale that it is blush rose is the latest but all shades of pink in straws, flowers, foliage and other trimmings are beginning to sell. White hemp, white and black Milan and Leghorn have the call in shapes. Later linen covered and other forms of cotton covered hats are to be good. Lace and maline are making their appearance and are combined with velvet in fashioning the dress hats for Summer wear.

All kinds of bands are selling, bands of heavy corded ribbon in regimental colors, self-pleating bands, silk knitted bands, silk crochet bands, and fringed knitted hat sashes. A new idea is a knitted covering for sailor and Panama shapes drawn into two ends that are knotted at the back and finished with silk fringe.

Toques and Turbans

Paris Military Styles Certain—Working on First Empire and Louis Philippe Styles.

IT is a hard matter to predict in June the hats that will be worn in October, but as indications are shaping, the between-seasons hat will neither be very large nor very small. It will be the toques and turbans in early Fall. The inspiration is largely military and is coming from the headgear of the Allies. There are some that argue against these military fashions, but Paris always shows what she is vitally interested in, and Paris fashions are always derived from epoch-making events, and there is no reason to expect any change at the present time. Besides, the war is what fills all minds, and it is certain to stamp its effect on the dress we wear; it has been so in all ages, and will be so again. Therefore the shapes that Paris is placing in the front rank are tall, draped models suggested by the turban of the Russian cossack, and shapes having flat tops like the caps worn by the British Hussars. Forage caps and Belgian kepis are also to be good.

Sailor shapes are altogether too popular to be dropped and will certainly last at least another season, but it is predicted that the Fall models will have flatter crowns, and that instead of the straight brim, the brim of the Fall sailor will be dented or turned up into irregular revers, or tacked up flat against the crown. For tea and dress hats the picture sailors and becoming large capelines will be in for another season. Tricornes never seem to die out and smart three-cornered shapes are included in every line.

Those closest in touch with Paris say that there are signs that late first Empire and Louis Philippe styles will succeed early Victorian in both millinery and dress, and if this comes about we shall have bonnet and poke shapes in great variety. First Empire millinery includes many helmet styles, but if they come it is said that they will be so disguised with drapery as to completely disguise the outline. Another First Empire mode that Paris is now introducing is the folded Hindu turban.

Feathers will by no means have the field alone next Fall. Lots of fur is to be used and nothing shows up fur so well as a rich velvet rose. Flat velvet flowers will be used in novel ways, and there are wreaths made of velvet flowers, or of velvet leaves and fruit that should look good when applied to felt models.

Paradoxical as it may seem, the millinery houses are preparing for a generous use of lace in the coming season.

Cretonne Hats

A New Idea That Can be Used to Work off Straw Shapes and Trimmings—Other Cotton Fabrics.

THE time has come when the majority in the millinery trade are more interested in what Fall will bring than in Summer goods. The season is practically over with the greater part of the trade, though there is a modicum that will make some money out of sports models and mid-Summer millinery. The energies in most stores are being directed to getting rid of the stock on hand to the best advantage possible, for on this depends the profit of the season. A general survey of the trade reveals the fact that women everywhere are economizing; they are not buying so much millinery, and the millinery they do buy is of a cheaper grade. It has been the store that has turned out really smart-appearing models made up in the cheaper materials that has done the business this season. Quality has had to give way to attractive price this season. But there never was a season where novelty and style met with a better recognition.

The milliner who is a good workroom manager has had a great advantage this year, for it has been in the savings that profits have been made this season. Where this kind of management has gone hand in hand with good buying the profits have shown up well, though the turnover has not been as great. This is due to the very general buying of cheaper materials.

To the woman who has a stock of straw shapes on hand the new fad for cretonne and cotton trimmings should appeal, as the idea is quite new and the material inexpensive. As will be seen by the following descriptions of cretonne-trimmed models, not only will they help to sell the straws, but will help also to dispose of other millinery materials that the milliner may have on hand.

A very dressy model had the crown of shirred blue net with a straight velvet brim exactly matching. Posed on the top of the crown was a large maline bow with the edges beaded, and at the side, fastening the bow to the hat, was an applique figure of cretonne. Any scrap of cretonne would give this exceedingly novel touch.

A large white straw sailor had the upper brim and the side of the crown covered plainly with a yellow and blue striped cretonne with a pattern of roses. The cretonne on the side crown was cut in points and outlined with a narrow black ribbon and a beaded rose, white and green, was appliqued on to the front of the crown.

Another model had a square crown of blue flowered cretonne, and the brim was white chip faced on top with white crepe embroidered with colored dots. At each corner of the crown was a cluster of colored cherries and very dark green leaves. Another Summer model was a turban of white straw with the upper brim faced with white kid and the crown wreathed with pink roses with leaves cut out of white kid.

Sailors, large and small, of black or colored straw, are wholly covered or faced with cretonne, or with cotton crepe embroidered with dots, flowers or figures. They are trimmed with colored flowers to match the crepe or cretonne with bunches of cherries; natural, colored, or black and white. Owls' heads, wings and feather fancies are also used. As an indication of what is to come it may be mentioned that 5th Avenue milliners are showing hats trimmed both with velvet and fur for mid-Summer wear.



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LATE SUMMER MODELS



A French Model

Neapolitan hat, with wide taffeta ribbon, picot edge, draped around the crown; centers of white flowers caught in by same. Specially photographed for The Review.

Pink is Latest Summer Color

Large picture shape of white Neapolitan straw with fold of Georgette crepe outlining the brim. The upper brim is covered with shell pink crepe and the crown is draped with velvet of the same shade drawn into a large bow in front.



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This small amount invested in the Dry Goods Review for each of your department heads will mean the difference between a wide-awake, efficient staff, thoroughly conversant with the trade, and one which consists of mere order-takers. Worth while, isn't it?

THE FAD CAP



A Misses' and Ladies' "Sport Cap," for autoing, outing and street wear.
Good Quality Satine White, Tan, Brown, Gray, Navy, Green, Red and Black .... Per doz., $4.25
Changeable Silk Taffeta—Green, Brown, Gold, Helio, King Blue and Military Red .... Per doz., $8.50
Send for Sample Assortment.
A special invitation is accorded visiting buyers, when in New York, to see our line of Novelty Headwear for the coming season.
SABLE BROS. *The Novelty Headwear House*
215-217 Greene St. NEW YORK CITY

Weekly Half Holidays in Ontario

THE following is a list of replies replies received by Dry Goods Review up to June 1st, from clerks of towns and cities in Ontario in regard to the weekly holiday system that was in force for the present season:

PORT HOPE—Wednesday afternoon during June, July and August.

HAWKESBURY—No weekly half holiday decided.

NORTH BAY—Stores close at 1 p.m. every Wednesday during June, July and August.

SARNIA—No decision yet.

AYLMER—Every Wednesday afternoon during June, July and August.

LEAMINGTIN—Every Friday at 12.30 p.m. from May 1st to Sept. 30th.

DESERONTO—One p.m. Wednesday during July and August.

BRACEBRIDGE—No movement yet for half holiday.

HAMILTON — Every Wednesday afternoon during summer months.

HANOVER—No arrangements yet.

SIMCOE—Thursday afternoon during June, July and August.

OTTAWA—Thursday afternoons during June, July and August, and first week of September. Movement among some to close Saturdays at 1 p.m.

BOWMANVILLE—Wednesday afternoons during June, July and August.

BEAMSVILLE — Wednesday afternoons during June, July and August.

LONDON — Wednesday afternoons from May to September, inclusive.

HESPELER—Wednesday afternoons during June, July and August.

PRESTON—Thursday afternoons until end of August.

NIAGARA - ON - THE - LAKE—No weekly half-holiday.

ORANGEVILLE—Weekly half holiday during July and August.

STAYNER—No movement yet.

BRANTFORD—Wednesday afternoon June, July and August.

DUNNVILLE—No decision yet. Petition asking for half holiday Wednesday June to September.

DUNDAS—Wednesday June to September inclusive, with grocery stores closing in April.

HAVELOCK—Wednesday, June 16th to August 25th.

NEWMARKET — Wednesday for June, July and August.

BRADFORD—Thursdays during June, July and August.

GUELPH — Thursday, June, July, August and September.

BLENHEIM—Wednesday afternoon, June, July and August.

BARRIE—Wednesday, June, July and August.

ST. MARY'S — Wednesday, during June, July and August, at 12.30.

RIDGETOWN — Wednesday, during June, July and August.

LATCHFORD—No holiday.

ST. THOMAS—Wednesdays, during July and August.

PETERBOROUGH—Thursday in July and August.

OAKVILLE—Wednesday at 1 p.m. for May, June, July, August and September.

ROCKLAND—No afternoon holiday.

PARRY SOUND — No arrangement yet.

OWEN SOUND—Wednesdays during July and August.

CHATHAM — Thursday afternoons June, July and August.

COCHRANE—No half holiday.

Displaying Summer Lines

Live Trims Dealing With Seasonable Merchandise, Such as Bathing Suits, Middy Blouses, and Cotton Voiles.

ONE of the most attractive windows seen in a long time was made up of taffetas, both striped and plain. Taffetas are in vogue because they are in the proper weight and finish for making up into the full flounced 1830 dresses, and to emphasize this effect several of the drapes were made over forms representing the hoop skirt effect. A further touch was the showing of pictures giving the dress of the two Victorian crinoline periods, namely 1830 and 1860. The stripes were white on black, black on navy, and navy and white, while the plain colors included various shades of blues, rose, green, brown, sand, tan and grey. These silks were shown on T stands at the back, draped in pleated effect. The central figure was a drape arranged on a figure showing a gown in hoop skirt effect the skirt being formed of three full pleated flounces of navy taffeta.

The waist was draped as a coatee with a vest effect of white and green with gilt buttons. At the side were other drapes in skirt effect, falling in pleats from the waist line, where the finish was a wide bow at the back, draped from the piece.

Millinery in the shape of hats that could be appropriately worn with the silks was shown.

Smart shoes in black and white and bags and hosiery completed this display. The background for this window was one that has been in use for numerous displays and shows a conventionalized sky in blue and grey with impressionistic trees and spring flowers across the foreground. Wicker stands containing red flowers and foliage added a Summer touch to the display.

The same background has been most effectively used for a display of Summer voiles. These were embroidered and printed in small floral designs on white and pale tinted grounds. There was a central figure placed full face with the material laid in pleats forming the skirt and with the waist draped with a vestee of white net and a girdle of satin ribbon. There was a high T stand draped with the voile, and in the centre at the top of the stand was a bunch of pink roses and foliage, with another bunch placed about half way down the drape. At the right side of the window there was another T stand drape. This drape was in the form of an M reaching to the floor at the ends, and about half way in the centre in the form of a loop. In the left corner there was a form drape of heliotrope and white voile with a purple girdle, and in front was a low stand supporting a partly opened green and purple parasol. Over the screw of the stand was a drape of voile. Another parasol was of black and white stripe with a floral border, and several Summer hats of white straw trimmed with ribbon, white wings and white flowers were included in the display.

A new feature of this window was the use of puffings covering the floor—an idea that has been long out of use, but is used frequently in men's wear windows.

Palm Beach cloth suits have taken so well across the line that they are making their appearance on this market as well and several windows have been devoted to showing them.

A Verandah Scene.

One effective window showed a Summer verandah with a five o'clock tea table and two figures seated in verandah chairs. A realistic touch was given by an open box of chocolates, and one figure was holding one of the candies taken from the box in her fingers. Four other figures standing completed the group and all were wearing outing suits of Palm Beach cloth. The majority of the coats were of the belted type with patch pockets, but one or two were in box shape buttoned up the front with V opening and straight military collar.

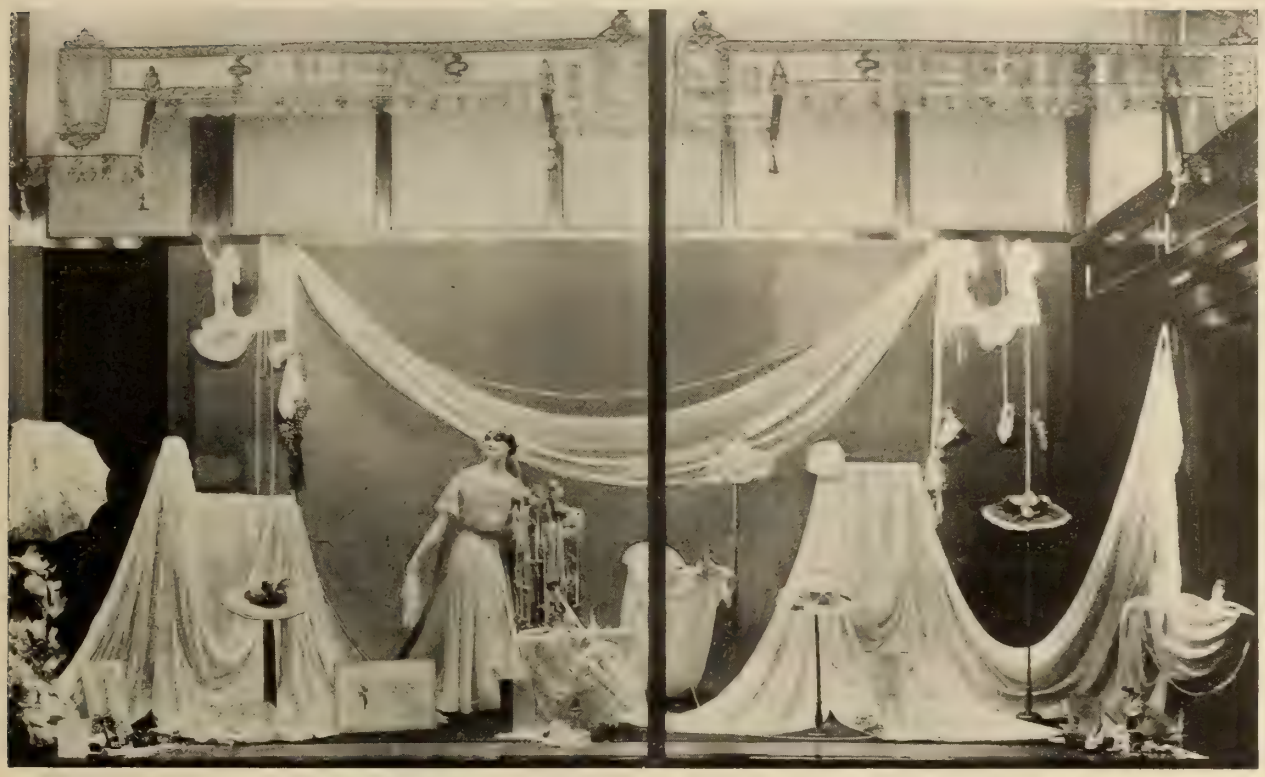
Bathing Suits.

The stores are beginning to feature bathing suits for the time when they will be put into use draws near and with the first spell of warm weather the lure of the water will be felt. Therefore, merchants are drawing attention to their stocks of bathing suits inside. An attractive window used real sand to cover the floor which merged into the painted sand showing a beach and lake scene. In the centre of the window was a group of figures each wearing a smart bathing suit with a jaunty cap and all the other bathing accessories in the shape of shoes, sandals, hosiery, etc. Besides the grown-up, children's figures, both girls and boys wearing bathing suits added a life-like touch to group. While some of the central figures wore elaborate taffeta suits, the majority were wearing luster suits chiefly navy blue trimmed with white, or black and white stripe or check. Bathing suits were also displayed on stands as well as on the figures.

Canoe With Middy Blouses.

Another seasonable window was featuring middy blouses. The floor of this window was also covered with sand but a big mirror with masses of foliage formed the background. Placed slantways across the centre of the window was a canoe fitted with a sail. On the sail was printed in large black letters, "Jack Tar Middies." Standing in the boat was a girl about 10, paddle in hand, while just outside was an older girl also carrying a paddle. Both these figures were wearing middy blouses and outing skirts with white linen hats. Displayed on stands are middy blouses in all the new styles and materials. Some have collars of red, navy or cadet blue, while those of Habutai silk have the collars and cuffs of black and white stripe or check or even of tartan plaid. Middy blouses of shantung and pongee fasten with gilt buttons or red or navy blue laces.

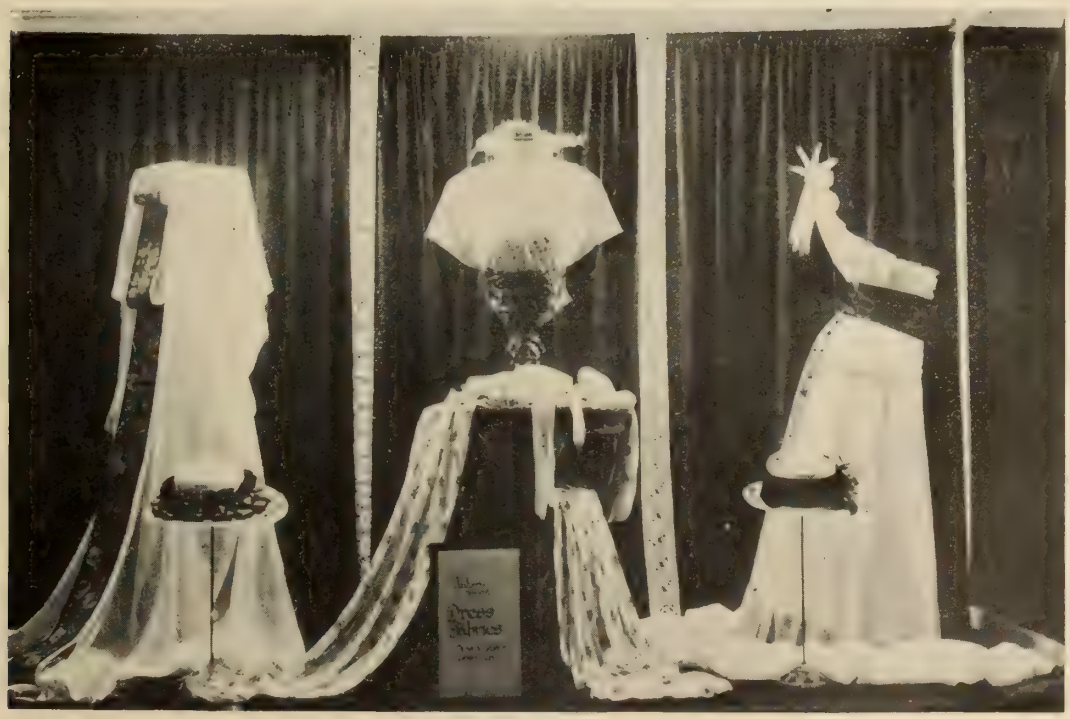
One of the Daintiest of Bridal Windows



"I wanted to make this more than a display of goods," said E. P. Burns, in speaking of this window. "I tried to give it a dainty touch so that the bride-to-be would feel compelled to come in and get her outfit here." Those who saw the beautiful display will conclude that Mr. Burns succeeded to an unusual degree. One of the features that a photograph entirely conceals is the color effect—the admirable contrast afforded by a background of emerald green felt and a flooring of the same, save for two feet of oak showing as an edging. Add to this the delicate pink and blue bridesmaids' hats, and the delightful contrast of the whole is realized.

Just a few points of comment: Note cupids at either end with a ribbon as rein above loop of chiffon with delicate maiden hair fern running across it.. Shoes suspended by white baby ribbon.. Bridal dress of satin draped with yard goods, uncut; bouquet of artificial roses; wax model. Confetti scattered on floor in center and at right beside accessories. Variety of drapes of white satin with embroidered marquisette. T stands chief aid in smaller drapes.

A Very Creditable Display in Grimsby Window



This window serves as good an illustration as one could get of the statement made more than once in The Review that the quality of window dressing is improving steadily in Canada, not only in cities, but in towns and even villages. This trim of Lorne A. Telfer, for Mr. A. F. Hawke, has no need to be ashamed in city company. It is graceful and well-balanced, pleasing to the eye and of good selling qualities. A good use is made of comparatively small space to show three units, or four, as Mr. Telfer prefers to call it. Perhaps some display men would have repeated the waist material in the centre, in the loose drape below it, instead of introducing a different unit idea, but that is a matter of taste.

In describing this window, Mr. Telfer writes: "This display consists of four drapes of figured voile and marquisette. A sea grass table with a waist draped of figured voile makes the centre drape. Ribbons, gloves, buttons and hats complete the display. Two pieces of insertion are hung over the background of plush."

To Display Men

President of C. A. D. M. Urges Attendance at Convention in New York and Membership in Association.

TO the Display Man belonging to the C. A. D. M. and to any who are not members of the association, I would like to express a brief message.

I want to urge you boys not to forget the big meet we are going to have in New York next August. Vacation time will be upon us before we know it, so we must make our arrangements as soon as possible and have done with it.

Let us all plan to be in New York next August. It will pay any and all of us to do it. This is to be the best, the greatest convention ever held by display men, and it will be worth much to any progressive display man to be present.

Getting New Canadian Members

There will be Display Men present from all over the American continent and we will meet many men whom it will be worth while to meet.

Another thing I want to talk about is the getting of new members. How many of us have actually tried to add even one new member since the convention of last August? We must all boost the Association, where there is unity there is strength—if you can't boost go see your doctor—For those who don't just know what the association stands for, I will briefly explain.

The general purpose of the association is for the improvement of and benefit to individual members. Skill and general betterment are known to accrue to the members of any profession through association and through the exchange of thoughts and ideas expressed or illustrated either in assembly or through an official organ.

There are many suggestions and much inspiration to be gained through getting closer together. The dispelling of professional jealousies and misunderstandings, the softening of personal asperities the engendering of good feeling, the promotion of fellowship, the assistance of unemployed, deserving members to find profitable positions, and all other powers and advantages of united effort toward better conditions that result from a community of interests are all highly important to every display man. These ends are best and most readily attained by means of a strong and well regulated society.

Such a society is essential to the display man's present and future interest, and such an association is the C. A. D. M. The above is a brief and general outline of the aims and purposes of this body.

Better Conditions for You

We believe that we can through co-operation extend the beneficial influence of the association until it covers the whole country thoroughly. We believe that we can and are bettering conditions for trimmers collectively and individually.

None who attended the last three Toronto conventions is likely to forget the good times we had. It does me much good to meet old friends and new ones and to exchange ideas. Personally, I found that attending the convention was as good as going to school. When I returned to business I had so many new ideas I did not know where to store them, and could hardly wait an opportunity to put them into effect.

The New York Convention

At the New York Convention there will be some of the cleverest demonstrations ever shown. On the program will be trimmers of national reputation. Another thing worth traveling a long way

Cards Used in a Dauphin, Manitoba, Store



These cards were designed and used by Mr. D. E. Bankart, in H. C. Purdy & Co.'s store, Dauphin, Man. Mr. Bankart, in an article on these cards, written for The Review, says: "To commence with, these cards have all been used in my windows and many with very good effect. Needless to say the one with the flags, maple leaf and Lord Kitchener's portrait arrested a good deal of attention, coming out, as it did, shortly after the outbreak of war. The card was made up as follows: Above Kitchener's picture is the phrase, 'In the public eye,' referring to him, but also applicable, of course, to the goods shown, which were the newest in dress goods of British make. The words in red on a cream card, 'British Fabrics,' were intended for a catchy phrase, and would include both the goods themselves and also the flags, the maple leaf and Kitchener. The flags and the leaves were in their natural colors and done entirely free hand.

"The White Sale card was in oil, white on a dark brown board. On the pennant was the name of the store 'H. C. Purdy & Co.' We used two of these, one in each of our windows, simultaneously with six large banners carried by six boys through the length and breadth of the town, with a bugler in front. On each banner was an inscription calling attention to the date of our Annual Whitewear Sale. This proved a novel and very successful method of advertising, as the results showed.

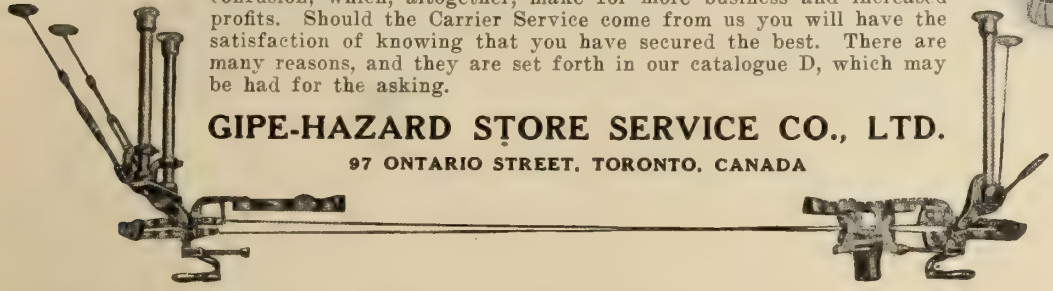
"The Thanksgiving card was a rather unique one; the letters being in flat black on cream board. There was also used a picture of a man shooting ducks and a bunch of oats tied up with white silk ribbon. The oats went through the card and were held in place with sticking labels at the back. Two cards almost the same were used together in our Thanksgiving display.

"'Fall Opening' was in red shaded with white, on green boards. The hat card was in red, brown and white on grey mottled boards. The Christmas one was in black on dark brown board, with holly and berries in natural shades. 'Easter' and 'Silks' were flat white and dark brown, the former with light green stock, the latter with air brush shading into black."

CARRIERS for all situations. We build them—the most modern, too. Our many years of experience and well-trained artisans enable us to do this and means—

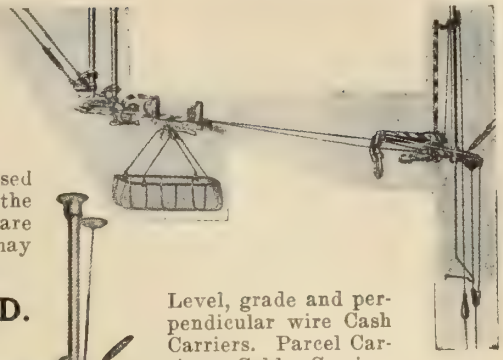
That our machines are brought to a degree of perfection never before attained.

With consideration of the most efficient selling service, there must necessarily come to the merchant the thought of carrier service. It not alone offers the greatest safeguard, but brings greater dispatch of business, less labor, and less confusion, which, altogether, make for more business and increased profits. Should the Carrier Service come from us you will have the satisfaction of knowing that you have secured the best. There are many reasons, and they are set forth in our catalogue D, which may be had for the asking.



GIPE-HAZARD STORE SERVICE CO., LTD.

97 ONTARIO STREET, TORONTO, CANADA



Level, grade and perpendicular wire Cash Carriers. Parcel Carriers, Cable Carriers and Pneumatic Tubes.



W. H BLOCK
Indianapolis, Ind.

JOHNS-MANVILLE SERVICE
COVERS THE CONTINENT

How will the Passersby Feel When They Look Into Your Windows To-Night?

We say "window" first, because there is where your goods must tell their own story. But the same arguments apply to your show-cases. Is the lighting equipment featuring the texture, the quality, the lovely colors of your merchandise? Is it doing your selection justice?

This does not mean brilliance necessarily—but a scientifically planned illumination which gives every attraction of your display a chance to talk in its most coaxing tones.

You can make your show-windows and show-cases real selling factors by installing

Frink and J-M Linolite Systems of Lighting

A system designed primarily for your use.

The Frink & J-M Linolite systems are so designed that the merchandise seems to glow of its own color. It makes a show-window or show-case catch even the wandering attention of the passerby.

If you are not among the 30,000 users of the Frink & J-M Linolite Systems—ask your Lighting Company about it, or—if you please, write for our booklet "Modern Store Illumination." Nearest branch has it.

The Canadian H. W. Johns-Manville Co., Limited

TORONTO MONTREAL WINNIPEG VANCOUVER

3166

to see is New York itself, with its many famous stores and the best window displays in the world. These alone would pay for the trip. Let us all get together and boost for the greatest convention ever held by display men.

Secretary Thompson will be pleased to receive your membership subscription, which is only two dollars — forward this to his address, 52 Stanley St., St. Thomas.

In the next issue of "The Dry Goods Review" full details, regarding special railroad rates, and hotel accommodation will be given.

Yes, we are going to run a special Canadian Association Display Men's train to New York. Be among the boys. Line up, renew your membership now.

Yours fraternally,

J. A. McNabb,
President.

Peterboro, May 31, 1915.

For Quicker Turnovers

Dale Wax Figures will prove an important factor in getting your goods before the public through the medium of good displays—in attracting attention—creating desire—in making the sale. Write for catalogue.

DALE WAX FIGURE CO.

Formerly Dale and Pearsall

106 FRONT ST. E. TORONTO

11 Gold and 12 Silver Medals

Prize List for 1915 Competition of Window Trimmers, Card Writers and Ad. Writers

WINDOW TRIMMING PRIZE LIST

Class 1—Annual Grand Prize.—Silver loving cup, suitably engraved, for the best six displays, original window and unit trim photographs submitted by contestant during the year. Cup to become property of the winning decorator each year. Presented by Dry Goods Review.

UP TO 4000.

Class 2—
1st Prize - - - Gold Medal
2nd Prize - - Silver Medal
For holiday, opening or merchandising windows, open to all trimmers in places up to 4,000.

4,000 TO 10,000.

Class 3—
1st Prize - - - Gold Medal
2nd Prize - - Silver Medal
With the same conditions, open to window trimmers in places of 4,000 to 10,000 population.

10,000 TO 20,000.

Class 4—
1st Prize - - - Gold Medal
2nd Prize - - Silver Medal
Open to window trimmers in places of 10,000 to 20,000 population.

20,000 TO 50,000

Class 5—
1st Prize - - - Gold Medal
2nd Prize - - Silver Medal
Open to window trimmers in places from 20,000 to 50,000 population.

OVER 50,000.

Class 6—
1st Prize - - - Gold Medal
2nd Prize - - Silver Medal
Open to window trimmers in places from 50,000 population and over.

FULL-FORM DRAPE.

Class 7—Open to all window trimmers in Canada.
1st Prize - - - Gold Medal
2nd Prize - - Silver Medal
For best full-form drape.

READY-TO-WEAR TRIM.

Class 8—Open to all window trimmers in Canada.
1st Prize - - - Gold Medal
2nd Prize - - Silver Medal
For most effective window arrangement of women's ready-to-wear garments.
Medals donated by Acton Publishing Co.

MEN'S WEAR TRIM.

Class 9—Men's wear windows, open to men's wear trimmers in Canada.
1st Prize - - - Gold Medal
2nd Prize - - Silver Medal
For best men's wear unit and furnishing tables, or windows dressed, showing arrangement of units in completed trim.

MERCHANDISING TRIM.

Class 10—Special prize for best merchandising window.
1st Prize - - - Gold Medal
2nd Prize - - Silver Medal
3rd Prize - - Bronze Medal
Open to all window trimmers in Canada.

C. A. D. M. Cardwriting Contest

Class 1—
1st Prize - - - Gold Medal
2nd Prize - - Silver Medal
For the six most artistic pen or brush lettered cards—used for opening or special announcement.

Class 2—
Silver Medal.
For the six best plain lettered price-cards—used to indicate the price of merchandise.

C. A. D. M. Advertising Contest

CLASS 1—GOOD ADVERTISING.

1st Prize - - - Gold Medal 2nd Prize - - Silver Medal
Awarded for the best all-around advertising, including general publicity, opening and sale announcements.

Contestants must be members of C. A.D.M. and staff employees in Canadian Stores. Contest closes June 30th, 1915. Send in entries by July 20.

J. A. McNabb
President

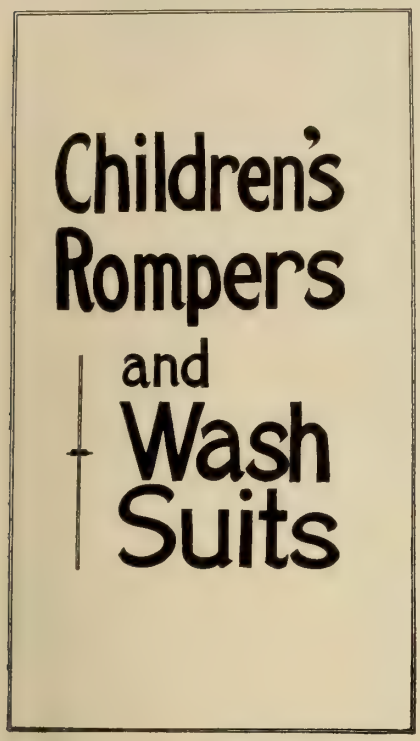
F. J. Thompson
Secretary
52 Stanley Street, St. Thomas, Ont.

CARDWRITING MADE EASY.

(Continued from page 21.)

work as explained in previous lessons. Practise each letter and exercise as shown in Fig. 1.

The accompanying cards illustrate the use of brush stroke block lettering, taken up in this and the last two lessons.



Seasonable card you can turn out now.



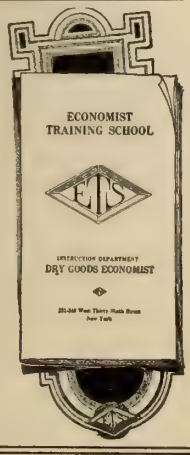
Examples of Poor Spacing

FIG. 3.



An appropriate sales window card.

The Art Leather Manufacturing Co., Ltd., is succeeding the Western Fancy Leather Goods Manufacturing Co.



Some Big Store Needs You—For Important Work at a High Salary

You could start drawing the salary to-day—if you knew how to do the work.
You can start next month, or next year if you know how then.
For good men are scarce in the retail field. They are always in demand; always employed; always well-paid.
We have written a book that tells about a lot of men who have learned retailing and made good.
It will tell you about the opportunities there are for you—and how to grasp them.
It is **free** for the asking.
Send in your name and address and get your copy at once.

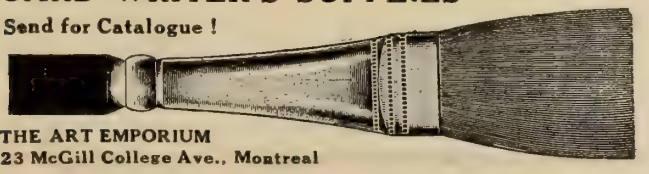
ECONOMIST TRAINING SCHOOL

Advertising, Window Trimming, Salesmanship, Sales Management, Show Card Writing.

247-249 W. 39th Street, NEW YORK CITY

CARD WRITER'S SUPPLIES

Send for Catalogue !



THE ART EMPORIUM
23 McGill College Ave., Montreal

When writing to advertisers kindly mention having seen the ad. in the Review.

DRESS ACCESSORIES

Summer Neckwear

Flat and Semi-roll Effects for Summer Wear—Windsor Ties Selling Well.

JUST at the present time it is somewhat difficult to predict the course of neckwear fashions. This fact is, however, of comparatively little relative importance at present, as neckwear in all its varied styles is selling. Absolutely there is no one class that stands out as the great and only—everything put out is selling. But up to date there is no clearly recognized radical departure from accepted styles put on the market that serves to point the way for the future.

One of the new things seen in New York is the ribbon edge, and this is often accompanied by a Windsor tie to match. The Windsor tie is the big seller at the present time and to be a successful seller the popular neckpiece is designed for wear with the Windsor tie. The shaded Windsors, both in silk and crepe de chine, have sold in large quantities and still continue to be well taken. Black and white novelties in solid stripes and in various combinations of line stripes in shepherd and checker-board checks and fancy plaids are taking the place of the shaded effects in the novelty class. Among the other novelties come the polka dots and coin spots, but the spot idea is not so well developed as that of stripes. Also there is a marbled effect on the market, but it is not expected to have an extensive sale.

The latest idea in striped Windsors comes in the form of the regimental stripes, showing the colors of different regiments in the British Army, and other branches of the service; there is the deep blue and ruby red of the Guards, and clan colors of the Highland regiments. These colors are worked up into stripes on a khaki ground. The only feature against these ties—for they are handsome and rich—is the fact that they are not in colors that are appropriate for Summer wear, as they are too dark, and would hardly look well with the Summer fabrics in white and delicate colors that will be worn in the next few months; while before the Fall arrives some other style may have taken the place of the Windsor.

For Summer wear collars promise to be flat or in semi-roll effect finished with the jabot or the revers. The new flat collars are very large and are almost cape-like, and are quite plain and severe as the names given to them indicate. This collar is called the Puritan, the Quaker, the Maire Odile. This latter name is taken from the heroine of a war play that has been running in New York. These collars come in pique, organdie finished voile, organdie, and fine batiste. Hems of color, rows of hemstitching and cording, piping and hand embroidery in both white, black and color form the chief decoration. This collar conforms to the liking for the V front and is worn with the regulation Windsor tie. These cape collars are very quaint, but are not in their extreme form universally becoming. Therefore designers are showing collars that deviate somewhat from the regulation lines. The V front is more pronounced and the collar is not so rounded; it is shorter on the shoulders and cut in deeper points in front and at the back. The colored hem is a big feature with the Windsor tie in a color matching the hem.

Flat collars made of white organdie combined with organdie in delicate shades of pink, blue, lavender or maize and put together with hand embroidery are new.



Collar of lace cloth and voile, organdie finished, with corners embroidered in white, outlined with black. Shown by Thompson Lace & Veiling Co.

Narrow Ribbons

In Velvet and Grosgrain Selling — Regimental Stripes the Novelty —Demand for Black and White Strong.

THE season is far advanced now, and still the expected strong demand for wide ribbons does not materialize, which means that narrow ribbons are still the popular sellers. Narrow widths in velvet and grosgrain lead, and the houses that have had plentiful stocks in these lines have done a big and satisfactory business. Though wider ribbons are expected to be more prominent in millinery from now on, the trend of fashion is favoring narrow ribbon trimmings for dresses. Narrow satin or velvet ribbons are to be used to edge flounces and for band trimmings on the new 1830 gowns. Wider ribbons are knife-pleated, and are used in many ways, and narrow ruffles made of ribbons are placed on many of the new gowns. Another use for ribbons, particularly those made of tinsel, in silver or gold, is to bind around the head in place of the string of pearls that is now worn.

The vogue continues for black and white ribbons, and for Summer wear wide moire ribbons in both black and white will be strong. Faille ribbons in black and white are also selling; and wide plain ribbons in black, white and colors are being used for girdles and sashes, etc. Black and white stripes, checks, checkered effects and plaids on a white ground, continue to be the leading sellers in ribbon lines. Polka dots and coin spots, black on a white ground and vice versa, are a leading line.

Military colored stripes are coming on strong. These stripes are to be used in the form of bands on the Summer, sailors and sports hats. Fancy striped ribbons come in combinations that are purely French in character. These stripes are in five colors, and some of them are quite bright. Many checks are showing, and ribbons in grey and tan shades are much more popular than they were.



Black and White effects in Roll Collars.

Starched and wash effects in Puritan Collars, and all varieties of Windsors are among the latest showing of Neckwear.

See Salesmen, or write us.

LADIES' WEAR, LIMITED

563 College St. - - - - TORONTO

W. F. GOFORTH, President

FLAT COLLARS.

Organdie sets with collars with pleated backs that can either be worn up or turned down are selling. So are semi-rolled collars with revers or jabot fronts. The demand for chemisettes is good, but the majority of the collar finishes are of the flat type. Maline ruffs continue to sell, and those best liked are in full butterfly effect reaching only around the back of the neck and finishing with ribbon loops and ends in front. In the high class trade the development favors the ostrich scarf, and white is in particular favor, some of the latest imitating the scarf of fox fur with the bushy tail effect.

The neckwear houses are doing well with boudoir caps at the present time. The new caps are made of fine net and are very transparent. One new model shows the lines of a jockey cap with the peak in front wired. It is made of white net and is trimmed with narrow Valenciennes lace and has the severity of outline softened by a narrow frill of the same going all around the edge of the cap.



FLAT COLLARS FOR SUMMER.
The New Puritan Collar and Cuff Set.

A Glove Novelty

Ruffled Cuffs the Feature — Silk Gloves Replacing Kids—Chamoisettes From France.

IT is reported that, despite the severe penalties that are inflicted for trading with the enemy, a few retailers are going to New York and buying lisle and chamoisette gloves of German manufacture, which they place among their other goods, and thus get them across the line. Whether they are aware of the fact that these goods are of German manufacture cannot be asserted with certainty, but their origin is obvious to most of those who realize the difficulty experienced in this country in securing these goods. Gloves which a few months ago were almost a minus quantity on sections of the Canadian market, are now offered fairly freely in certain stores.

On the other hand, there are manufacturers' agents who are selling gloves in this country for Fall delivery, which have been manufactured in France. The trade is waiting anxiously to see whether these will be delivered, as the situation is acute, and lisle gloves wherever offered, are being picked up greedily. Manufacturers' agents who are in a position to deliver lisle gloves to the trade, no matter where manufactured, are certainly in an enviable position. Some of the leading glove makers of the world, who have factories in France, are delivering chamoisette gloves to the trade in this country, not so much for the profit made on the gloves, but because they have established large branches in this country, and must keep them going. As a matter of fact, all the chamoisette gloves being made could be disposed of in Europe. The demand is heavy, and prices are comparatively high. The cheapest glove retails for 75c., whereas it was formerly 50c. There is nothing new in this line.

There has been and is an exceptionally good demand for silk gloves, which are being made in Canada and the United States. One of the main reasons for the popularity of the silk glove is that kids have gone up in price, whereas silk gloves remain at the old price. An eastern house is offering a new style silk glove which has gone very well, although the supply is not heavy. Its feature is a ruffled cuff. It is a rather expensive line, retailing for 1.50.

Cape gloves have advanced in price, these being nearly all of English manufacture. The highest cost at the factory, plus the tariff, makes old prices impossible. Gloves which formerly sold for $1 are now bringing $1.25.



New style silk glove with ruffled cuff. Shown by Perrin, Freres et Cie.

White Summer Veil

Veiling Business is Only Fair—New York Showing Soft Tans and Browns in Filet and Hexagon Meshes.

Though veilings are steady sellers it cannot be said that there is anything wonderful about the volume of business that is now passing. Drape veils are popular but many smart women are still clinging to the veil that is arranged tight to the face. With the advent of the warm days there will come a change as the drape veil is so much cooler than one that is tightly pinned around the face. Whether it is the separate or the yard veil that is selling the filet mesh is the one taken. The body of the veil has no pattern and the border is a straight edge design in the simplest possible style, though some of the latest veils have a border in separate motifs. Hexagons come next filets, and craquele nets and hair lines are getting a full share of the business. Handsome veils continue to come in hand run patterns in floral and in scroll effect. Up to date the black veil has led the selling procession but now the feeling is for colors. In New York there is a perfect craze for all kinds of fawn and brown shades, and such colors as navy and taupe are good sellers. Later on in the season the all white veil will come into its own.

Fire did $11,000 damage to the stock of furs, mitts, gloves, etc., of the Delhi Manufacturing Co.

We are the Ribbon House of Canada

and have a better assorted stock than any other house.

We carry an especially large stock of goods *for your benefit,* enabling you to buy from the best ribbon markets in the world—*right here in Montreal*—buy as much or as little as you please and be sure of immediate delivery.

The summer season is just commencing and, as you know, there are large quantities of ribbons used during the warm weather.

We have a large shipment of *Black Velvet Ribbons,* which will be in special demand this season, now on the way.

See that your stock of *Sashes and Girdles* is in good shape for summer trade.

Why not send your orders by mail or telegraph to a Specialty House where prices and deliveries can be absolutely depended upon?

We sell nothing but Ribbons

WALTER H. BARRY & CO.

6 St. Helen Street
MONTREAL

Winnipeg Branch:
222 McDermott Avenue

"THE SPECIALTY RIBBON HOUSE"

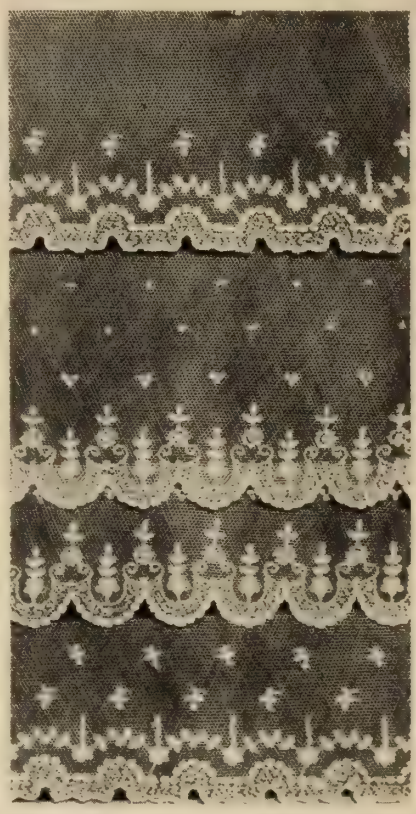
Outlook Brighter for Lace

Black and White Laces for Fall—Nets Expected to Have a Big Run—Many Look for Valenciennes Development

BUSINESS is improving in the various dress accessories lines, and the prospect is still brighter ahead for the coming Fall. This is particularly true of lace, for lace in its novelty development is now regarded as a Fall line used for combination with net and silk for evening and dressy wear. We are becoming accustomed to the state of war and Canadian women, like the women of England and France, will resume more and more their social round of activity. Of course the majority of these gatherings will have some patriotic or charitable object, but—what is most important from the viewpoint of the dress accessories department — women will be buying dressy gowns again. The trade has not progressed beyond the light net laces and will not do so as these laces are made in the countries that are open to trade with Canada. Nottingham is open and so are Calais and Lyons, while laces more on the order of the Plauen class can be obtained from St. Gall. Shadows are still selling to the popular trade, but the big demand promises to come on silk net-tops and Chantillys.

Black comes first for the black evening gown will have an immense vogue to be surpassed only by black and white. There is a combination effect in ecru lace and tulle showing part of the design cut out and filled in with the tulle.

It is some time since dress nets were strongly in vogue for the coming season, however there is every indication that nets of all kinds from fine tulle to the heavier nets will be good. Not only are nets used in combination with silks but flutings of net and net bands are strong for trimming purposes. Chiffon, crepes and mousseline de soie must also be included in the list of selling materials.



Nottingham laces in Oriental design. Shown by Greenshields, Limited.

Real laces always have a more or less extensive and steady sale year in and year out, but buyers are becoming anxious as to the effect of the war on these real hand made laces. Many of the most exquisite come from Belgium, and considerable anxiety is expressed about the future supply as little or none can be expected to come to hand until the country is settled up after the war is over. Real laces are made by the French peasantry, and by the Italians. A good deal of silk Cluny is showing, but this lace comes now from many sources. Taking it altogether there promises to be some difficulty experienced in securing the finer kinds of real lace in the near future.

Filet laces are receiving an unusual amount of attention, not only in the real lace but in imitation. Narrow edges and insertions are used to trim children's dresses in the way that was in vogue when Valenciennes was fashionable before. While there is little general demand as yet for Valenciennes there is a feeling among buyers that this development is due and many of them are making preparations to meet it when it comes. There is more width to the petticoat and both petticoats and princess slips but more particularly the latter promise to be liberally trimmed with lace. There is quite a demand for shadow allovers, and shadow laces in various widths are selling.

PARISIAN HANDKERCHIEFS.

Paris apparently is fully alive to the smartness of novelties in handkerchiefs and the important shops there are showing ideas that are extremely new and attractive. Handkerchiefs made of sheer linen lawn in such colors as pale blue, rose, helio, nile or straw color are edged with a frill of white cotton net—tulle, as the Parisian calls it. When the handkerchief is all white it has a band of inch-wide cotton net set in above the hem and the pleated frill is hemstitched on to the edge. Some of these bare net-trimmed handkerchiefs have Valenciennes lace corners, and many handkerchiefs trimmed with pleated net show the corners rounded instead of square.

Mourning handkerchiefs come with the pleated frill of black net or of black lace and sometimes there are bars of black threads just above the hem, forming black stripes or cords and as many as five of these bars are used, placed closely together.

Truly Parisian are the second mourning handkerchiefs with the pleated frill of violet tulle.



YOU MUST HAVE BUTTONS!

CONVERT CUTTINGS OF CLOTH, SILK, ETC., INTO
COVERED BUTTONS, WITH

The "HANDY" BUTTON MACHINE

Makes all styles of Covered Buttons. Most rapid, durable and easily operated hand button machine on the market. Write for catalog.
Please give us the name of your nearest jobber.
INDEPENDENT BUTTON & MACHINE CO., CHICAGO, U.S.A.

Midsummer Novelties

L T V Co

WINDSOR TIES.



"Puritan Collars"
Imported Collars
Windsor Ties
ALSO
Summer Handkerchiefs

Bordered
and
Plain
Veilings
—
Individual
Veils
—
Net Top
and
Fancy
Laces
—
Linen
Laces

MAIL ORDERS PROMPTLY ATTENDED TO

The Thompson Lace & Veiling Company
LIMITED
59 Wellington St. West, Toronto, Ont



Queen Quality

Silk Gloves

and **Italian Silk Lingerie**—"Made in Canada and sold by the smartest shops"—that's what we're telling the women of Canada in the ads. reproduced on this page.

Free newspaper cuts for wideawake merchants who wish to connect up their stores with our National Advertising Campaign.

Write for "Proofs of Our Co-Operation."

St. Catharines Silk Mills, Limited

Richard L. Baker & Co., Sole Selling Agents

100 Wellington St. West, TORONTO



First Steps in Departmentizing—No. 2

Importance of Department Letter Being Marked on Each Monthly Sales Slip — Records of Clerks and Department Sales.

AS was stated in the previous article the first two of the series on departmentizing, will be of a simple character, mainly preliminary dealing with the treatment of sales checks and registers of daily, monthly and yearly department sales and clerks' sales. The third article, in the July number, will take up the distribution of purchases by departments, and the working out of expenses, according to departments with monthly records of stocks on hand, etc. This will be developed in succeeding issues by presenting forms used in various stores in Canada.

The sales check, as has been stated, is the basis of departmentizing from the sales point of view. Each slip should show what department is concerned in each item. For example:

Bought of Jones & Co.

Dept.	
N—2 spools	.....
D—3 yds. print	.....
A—1 collar	.....
A—1 parasol	.....
F—1 silk bag	.....

This would represent roughly the marking on the sales slip of the proper departments, A, B, C, D, E, etc., to which each purchase belongs, in order that each department might be credited with its share of the sales.

This marking is done, preferably, by the sales clerk where she is liable to serve in more than one department, as in the majority of stores. Where she is limited to a single department she usually uses a sales slip on which the letter of the department is already stamped.

Triplicate System.

Sometimes stores use what is called a triplicate system in which three sales slips are made out at once by a double set of carbons. The one copy goes to the customer, the second to the office to be checked over and the third often becomes the property of the proprietor for study, keeping a record for reference sake in case of a mistake, etc. The objection taken to this is of course the extra expense and the extra trouble with the second carbon. For all that a number of the largest stores use it.

Summary of Department Sales

	A		B		C		D		E		F		G		H		TOTAL	
MONTH	CASH	CREDIT	CASH	CREDIT	CASH	CREDIT	CASH	CREDIT	CASH	CREDIT	CASH	CREDIT	CASH	CREDIT	CASH	CREDIT	CASH	CREDIT
JAN.																		
FEB.																		
MAR.																		
.....																		

This sales slip, as was pointed out in the last article, are sorted out in the business office and totalled up, not only for each clerk, but for each department.

Sometimes where a clerk works in several departments a form is ruled in this way:

Clerk.	A	B	C	Total
1	$12.50	$17.65	$15.25	$45.50
2	31.60		25.42	57.02
3		37.40	13.78	51.18
4	19.63	28.50		48.13
Total . . .	$63.73	$83.55	$54.45	201.73

In this case the sales of each clerk have been divided amongst the departments A, B and C, and the totals show the sales for each department, and for each clerk, with the total day's sales.

In the first article was shown a form for recording the daily sales of each department for one month. A form given in this article shows an extension of this, the record of the monthly sales of each, for January, February, March, etc. Some merchants use only one column to include cash and credit and insert one extra column in each case for the figures for the corresponding month of the year before—the "deadly parallel." This completes the year's record for department sales.

A form in the first article showed a daily record for each sales slip of each clerk. A simple change transforms this into a monthly record for each day, 1, 2, 3, 4, etc. The yearly record of each clerk would consist of a summary of the monthly records. Weekly summaries are kept by some stores.

CLERK No.				CLERK No.				CLERK No.				CLERK No.			
Day	CASH	CHARGE	RETURNS	Day	CASH	CHARGE	RETURNS	Day	CASH	CHARGE	RETURNS	Day	CASH	CHARGE	RETURNS

Page form showing total daily sales of each clerk for one month.

Issues Before Alberta Convention

Retailers in Alberta Getting a Small Debts Court Act Through After an Energetic Struggle --They Do Not Like the Dumping of Bankrupt Stocks on the Market for Consumers and Are Working for a Change--Necessity of Trading at Home.

Special Correspondence.

RED DEER, Alta., May 26.—The second annual convention of the Alberta Board of the Retail Merchants' Association of Canada, took place at Red Deer, Alberta, on May 18, 19 and 20, Tuesday, Wednesday and Thursday at which nearly every district of the Province was represented, about fifty delegates in all being present.

Three of the much discussed questions were the Mail Order Question, Co-operative Societies, and the Disposal of Bankrupt Stocks. The general feeling was that it would be very difficult to take any very definite action in any of these cases, although the meeting gave no intimation that they would by any means give up the attempt to better these conditions as they exist in the Province at the present time. There were many other matters discussed and instructions given to the secretary to carry out the decisions arrived at.

Address of the President.

In his address, T. A. Gaetz, the President, said in part:—

"During the year we have enlarged our Association from 80 to about 135 branches—that is to say we are now represented in practically all the larger towns of the province. This organization has not been accomplished without a great deal of expense and hard work and this work has fallen largely on the secretaries. As a proof of the value of organization, let me point out to you the fact that at last we have had a Small Debts Court Act brought before the Provincial Legislature which is now before the Court of Appeal for consideration and ratification, after we are assured by the Attorney-General's department it will come again before the House at the next session and will be passed. We have also been successful in obtaining the passing of amendments to the Mechanics Lien Act which will prove of great benefit to the lumber, hardware and builders' supply trades.

Selling to Co-operatives.

"We have also been able to come to an understanding with the wholesale trade with regard to the selling of goods to Co-operative Associations and to consumers direct. This cannot be accomplished at one stroke but by continued united effort we will soon be able to say that all goods sold to the consumer go through the proper retail channels. Individuals could not bring about these results. Single towns or cities could not accomplish them—it is only by the unison of the whole of the province that we have been able to do what has been done.

"We have been able to assist our members by preventing them from making bad debts. Bad debts are the greatest menace to our financial standing and I think that the majority of assignments in the past have been induced by bad debts. A better condition of our accounts can be brought about by our keeping tab on our delinquent debtors and reporting them to one another. That is a matter in which the local branches can make themselves effective and of great value to the themselves.

Against Mail Order Buying.

Then another great evil in our business is the mail order or catalogue house problem. We are and have been working on this question for some time, using its influence with the eastern manufacturers in getting them to refuse to supply these houses and in a great many cases we have succeeded. We for our part are doing our best at this end to educate the purchasing public to realize the folly of sending their money out of the province instead of supporting their home town. We are trying to show them that the value of their farms or property depends upon the progress of the adjacen town, and that the progress of the town depends upon the financial stability of the retail merchant. He is the backbone of the community. We are trying to get the Legislature to realize the enormous drain that these mail order houses are on the resources of the province. We are endeavoring to obtain an amendment to the Municipalities Act. so that local authorities will have power to deal with the matter.

"When we realize that the orders and cash sent out of each town district is equivalent to an extra store doing a cash business of upwards of sixty thousand dollars a year it is appalling and yet individually we can do nothing much to prevent it except to educate our home public to support their home district. Any effort to keep this trade where it belongs deserves the support of every retail merchant of the province, it affects every one of us.

"Another trouble we have is the disposal of bankrupt and assigned stocks. We are hoping to come to an understanding with wholesalers re this."

E. Michener, M.L.A., and leader of the Alberta Opposition, eulogized the retail trade when he said:—

1. The retail trade builds up centres of population for the convenience of settlers.

2. Supplies through these centres make a home market and also a distributing point for farm products.

3. Creates increased values in town and farm lands.

4. Stimulates wholesale trade and manufacturing.

5. Promotes social, educational and religious advantages among the people.

6. In a general way helps to provide all modern conveniences such as telephone, electric light, water, and sewerage systems incident to a community interest.

7. Contributes to the general development of prosperity of the people of the Province at large.

H. H. Gaetz, president of the Pharmaceutical Society, spoke on "Keeping Trade at Home," saying that the retail merchant who is so valuable a member to a community, and who furnishes employment and an excellent home market for farmers' products should not have his infant enterprise crushed by larger and more solidly established concerns in other communities. He questioned the utility of appealing to sentiment to keep trade at home. The ordinary retailer cannot buy direct from the manufacturer because of agreements between manufacturers and wholesalers, but the big retail concerns with which he must compete to keep trade at home are under no such disability.

"You have here in this organization an instrument capable of being made a very powerful factor if only it be made sufficiently cohesive and have the general support of Canadian retailers. Legislation should be invoked to maintain equality of opportunity; one man's dollar should be as good as another's, although as a matter of fact it is not," he said. The only force available to keep trade at home is that of attraction, and the store and the church are close parallels in this particular. The get-rich-quick impulse seems to be in the very air in this country, but experience of

others teaches us that haste to acquire financial success is folly. Service is the hand-maiden of efficiency, and it is a great factor in keeping trade at home.

THE LATE MR. FYFE.

The death is announced at Victoria, B.C., of Mr. J. Fyfe, for many years Western representative for Messrs. Findley Smith of Montreal, and latterly manager of the Imperial Woolen Co. of Victoria. The late Mr. Fyfe was stricken suddenly on May 6 and died while engaged in the company's business. He was highly respected and well liked throughout the West.

THE LUSITANIA TRAGEDY.

Among the numerous men well known in the dry goods trade who lost their lives with the sinking of the Lusitania was Mr. George A. Powell, manager of the housefurnishing department in the T. Eaton Co. store, Toronto. Mr. Powell was a native of Stratford, and had been with the T. Eaton Co. over 20 years. He was a member of the congregation of the Eaton Memorial church, and had much to do with the furnishing and fitting of that building.

Another employee of the T. Eaton Co., who was also lost was Mr. Albert Thompson, of the mail order department, who was on his way to Belfast to pay a visit to his old home.

Universal regret is expressed because of the loss of another valued employee of the T. Eaton Co., F. A. McMurtry, the manager of the millinery and ribbon departments. Eaton's ribbon department was noted as the largest on the American continent, and to Mr. McMurtry must be ascribed its building up.

Another member of the millinery trade, Mr. Thomas Home, for many years buyer and manager of the Feather and Flower department, for G. Goulding & Son, was one of the favored few to escape. He was injured in the foot when the ship was torpedoed, and is now at Queenstown, where he is progressing favorably towards recovery.

Among the victims of the Lusitania was Mr. George R. Copping, president of the Reliance Knitting Co., Toronto, and connected with a number of other industrials. Mr. Copping was going over in connection with war orders in knit goods and was accompanied by his wife, who had expressed anxiety over his going over alone, owing to the submarines. Definite word of the loss of Mr. and Mrs. Copping was cabled by Mr. A. R. Clarke, the well-known manufacturer, who himself had a hard fight in the wreckage for safety.

The late Mr. Copping was once connected with Dominion Textile Co., and was vice-president of Canadian Converters. Five years ago he associated himself with the Weldons in the paper manufacturing business and as a director of the Provincial Paper Mills Co., managed the Barber Mills in Georgetown. He was also president of the Brinton Carpet Co. of Peterborough, and had a manufacturers' agency in Toronto in men's wear, operated chiefly by his son, Mr. Norman Copping. A second son, Russell, is in the Peterborough works.

Deep gloom was cast on the Robert Simpson Co. store when it was learned that the clever young merchandising manager, Mr. F. A. Rogers, had perished with his bride of one week. Mr. Rogers had been with the Toronto firm for nearly 16 years, and had been successively manager of the picture and shoe departments before going into the general office.

Another member of the staff who was lost was Mr. F. Peardon, buyer and manager for the leather goods, hand bags and notions section. Mr. Peardon was with the firm for four years, coming from McKendry's.

Mr. Colebrook, buyer for the carpets department, was also on board, but fortunately escaped. He had just had dinner with Mr. Peardon before the liner was struck.

The store of Murray-Kay, Limited, also lost a buyer, Mr. W. G. Cook, of the dress goods department, who had been with the firm for about two years.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of "The Review" do not necessarily hold themselves responsible.

NEW SILK ENTERPRISE IN CANADA.

The outbreak of the war and the consequent shortage of goods which were formerly imported from Europe in ever-increasing quantities, has given rise to a condition which necessitates the production in Canada of many lines of merchandise for which the Canadian had always been content to look to other countries.

One of the first, and most successful, of the new Canadian industries which have sprung up since the war started, is the St. Catharines Silk Mills, Limited. The men behind this new enterprise which has grown in six months from an idea into a well-entrenched institution, with distribution from coast to coast, are thoroughly conversant with every detail of the silk business. One is an expert glove maker with 20 years' experience. Another is an executive of broad experience and marked ability. Another is a financier with a wide knowledge of silk weaving and production. And a fourth is a manufacturers' agent with an established business of his own, and a valuable connection with the dry goods trade from Halifax to Vancouver.

Every process, from the weaving of the silk to the cutting and finishing, is now in operation in the St. Catherines Silk Mills.

The raw silk is imported from Japan, and every machine in use in these mills is the most modern of its kind in the world.

The products of the St. Catharines Silk Mills are: "Queen Quality" silk gloves in long and short Tricot and Milanese weaves; "Queen Quality" Italian silk lingerie, including underskirts, knickers, tango bloomers, camisoles, nightgowns, combinations, union suits, undervests, kimonas, boudoir caps, opera caps, and motor bonnets.

These goods are now sold by more than 250 leading stores in the principal towns and cities of Canada, and the list of dealers is rapidly increasing.

CAMPAIGN OF CREX CARPET CO.

It will be of interest to the trade to learn that the Crex Carpet Co., of New York, manufacturers of grass carpets, rugs and runners, have purchased the business and plant of the Prairie Grass Furniture Co., who for more than 20 years have manufactured the well-known Crex grass furniture at Glendale, L. I. The Crex Carpet Co. will continue to operate this plant as an individual unit devoted exclusively to the manufacture of Crex furniture, maintaining the same high standard.

A sales campaign along broad and progressive lines is being worked out in charge of Mr. George B. Fawley, the general manager, covering every section of Canada as well as the United States. There will be a continuous exhibition of Crex furniture, rugs and carpets at their show rooms, 212 Fifth avenue, and 1134 Broadway, New York, also at the Furniniture Temple, ground floor, Grand Rapids, Mich., during the July and January sessions, to which all are invited.

To emphasize the aggressive selling campaign the company has secured the services of Mr. Amos C. Watson, for more than twenty years associated with the H. B. Claflin corporation, and who survived the period of "housecleaning;" something that speaks very plainly of the high regard in which he was held.

Taking Advantage of Enquiry Department

Just a Few Samples of the Directions in Which the Service Department of The Review Furnished Information to its Readers During the Past Month.

WHEN you become a subscriber to "The Review" this is part of the service you buy. Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Service Department is at your disposal at all times.

We are glad to be of any possible assistance to our readers, and requests for information are most welcome. Cut out the coupon below and use it when you would like us to give you information.

The following are a few of the inquiries received and answered during the past month.

Hamilton.—Where can I procure long oxidized chains with inset of stones; also cloth of gold?

Bow Island, Alta.—Where can I procure men's silk and wool underwear for Summer wear; also catalogue of men's furnishings, latest styles, wholesale prices?

Kearney, Ont.—Where can I procure ladies' patent buttoned or laced boots, with white tops, similar to style on page 72, May, Dry Goods Review.

Neustadt, Ont.—Where can we buy baseball uniforms, or suits, complete from manufacturers or jobbers?

Alexandria, Ont.—Dresses for girls from twelve to fourteen years; both medium-priced and better class of goods.

St. Thomas.—A broker for conducting a special sale.

Hamilton, Ont.—Where can I procure a list of dry goods, etc., merchants who do a credit or easy payment, or charge account business throughout the Dominion and United States, if possible, or some book of reference or an agent specializing in businesses of that kind?

New Westminster, B.C.—We would be greatly obliged if you could let us know where we could get skirt weights by the yard, also Bucilla tatting cotton.

Brigden, Ont.—Misses' and children's white lawn embroidery dresses.

Sault Ste. Marie.—Who made the new arcade entrance in Peterboro store shown in Dry Goods Review.

From several points — Prices of pens and brushes mentioned in Card Writing Course—Answer: One dozen assorted pens, 10c; shading pen, 20c; holder, 5c. Brushes: No. 5, 20c; No. 6, 25c; No. 7, 33c; No. 10, 44c; No. 12, 53c. See cut on page 72, April issue, Dry Goods Review.

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____191

PLEASE TELL ME WHERE I CAN PROCURE _____

NAME_____

ADDRESS_____

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Buyers' Guide

FOUNTAIN AIR BRUSH
Model A Price $20.00
The Standard Air Brush of the World
Show-Card Writers and Window-Trimmers cannot afford to be without one.
Send for Catalogue C-79.
Thayer & Chandler, Chicago

LARGEST MANUFACTURERS
Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.
The Botanical Decorating Company
(Incorporated.)
504 South Fifth Avenue, Chicago, Ill.

BROCK & PATERSON LIMITED
ST. JOHN, N.B. HALIFAX, N.S.
The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.
MAIL ORDERS OUR ESPECIAL HOBBY

ASSIGNEES AGENTS, LIMITED
154 Simcoe St., Toronto
Assignments. Collections.
Book-debts are money in the other man's pocket. We are good collectors of past due accounts—consult us. Charges moderate. Phone Adel. 919.

This space would cost you only $2.10 per issue for one year.

ATTENTION!
Canadian Window Display Managers
SCHACK flowers are undeniably the most economical on the market—cost is actually one-half of the price of imported flowers. Write for our seasonable FLOWER BOOKS, free for the asking. They contain hundreds of ideas for window and interior displays.
SCHACK ARTIFICIAL FLOWER CO.
1739 Milwaukee Ave. Phone Humboldt 304
CHICAGO, ILL.

Classified Advertisements

LONDON AGENT HAVING HAD GERMAN Agencies, and with an established A.1. connection with wholesale houses and colonial shipping, desires the agency for England of a reputable manufacturer of Ladies' and Children's Coats, Hosiery, Underskirts, Raincoats or Knitted Sports Coats for the coming Fall season, also Toys. Good sound business assured, satisfactory references. Address W. A., 20 St. Paul's Churchyard, London, E.C.

YOUNG MAN WOULD LIKE TO PROCURE a few good lines on commission basis for Montreal, Quebec. Can supply highest recommendations. Apply Box C, Dry Goods Review, Eastern Townships Bank Bldg., Montreal.

WANTED — EXPERIENCED READY-TO-wear man as assistant manager and buyer; must be good all-round man. Apply The Robert Simpson Co., Ltd., Toronto.

The Publisher's Page

By F.M.A.

$390 Advertising Order Turned Down This Week

¶ Why?

¶ Because we didn't think the house offering the business could back up their claims and we considered it our first duty to protect our readers—the retailers of Canada.

¶ This is not unusual and we are not exaggerating when we say that the Maclean Publishing Company turn down thousands of dollars' worth of advertising each year for practically the same reason.

¶ The dealer appreciates this policy on our part and therefore has confidence in the firms and articles advertised in The Review.

¶ It is no doubt obvious to you that as an advertising medium it is all the more valuable on that account.

¶ By the way, our next issue is the Annual Fall Number, mailed to the trade the first week in July.

¶ Advertising forms close June 30.

¶ Watch for it.

DRY GOODS REVIEW
143-153 University Avenue ∴ TORONTO

The Annual Fall Number

of Canada's only and necessary dry goods paper will be issued first week in July.

It will undoubtedly be the finest and most useful number we have yet sent to the trade.

We would advise early reservation of space if good position is desired in this big issue. Every buyer worthwhile from Coast to Coast will get a copy.

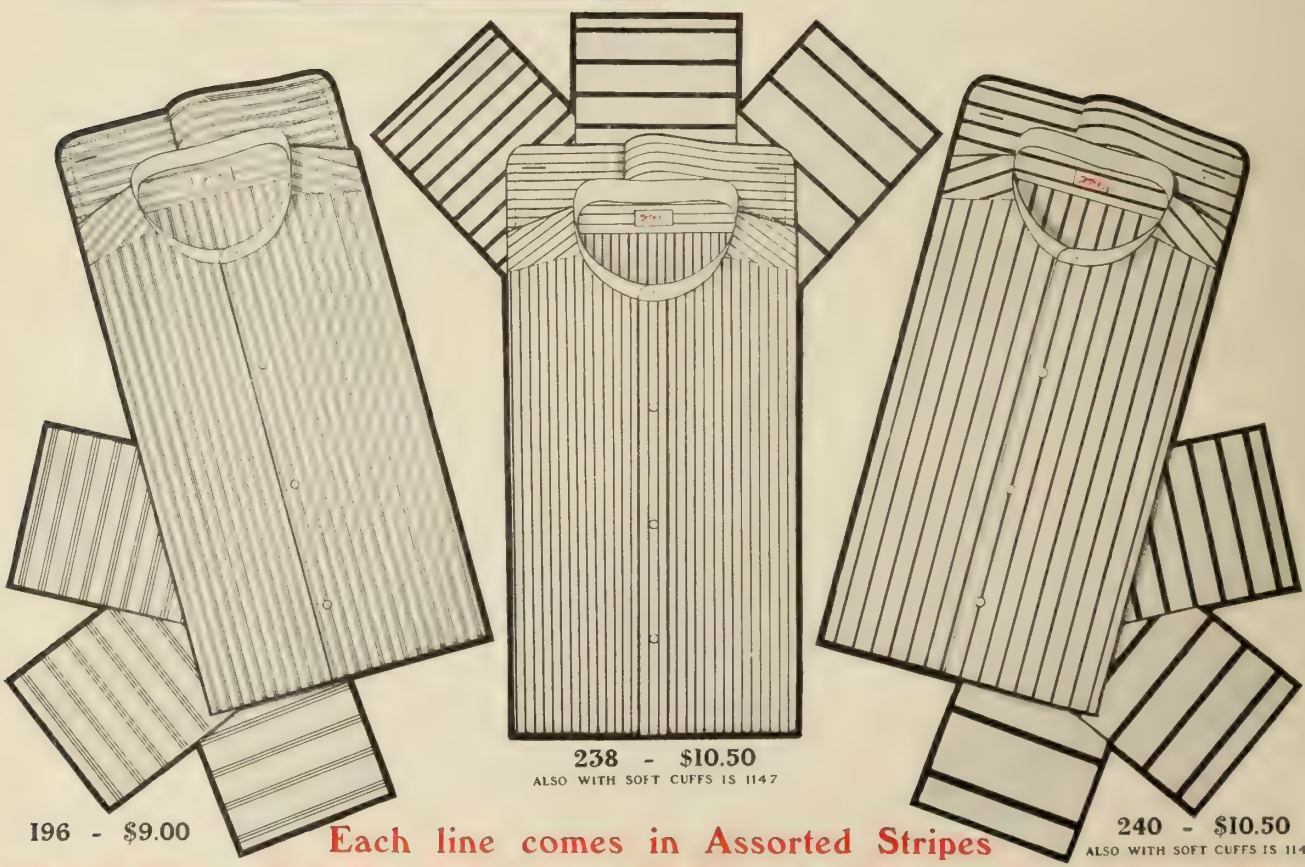
Early forms close June 25th. Last forms go to press on the 30th.





TRADE W.G.&R. MARK

The NOVELTY that has the CALL at the MOMENT "BLACK STRIPES".



196 - $9.00

238 - $10.50
ALSO WITH SOFT CUFFS IS 1147

240 - $10.50
ALSO WITH SOFT CUFFS IS 1148

Each line comes in Assorted Stripes

READY FOR DELIVERY MAY 10th TO 15th.

THE WILLIAMS, GREENE & ROME CO. Limited, BERLIN, CANADA

DRY GOODS REVIEW

Vol XXVII SPECIAL FALL NUMBER No. 9





JULY 1915

Maclean Publishing Co., Ltd., 143-153 University Ave., Toronto

Winsome Waists

"The line you hear about"

The nicer class of waists in crepe de chine silks and lingerie at popular prices



No. 822—Voile embroidered in variety of designs with organdy collar, trimmed with guipure lace. Price $17.50.

We're here introducing four of the best Winsome Waists now being shown for Fall.

Don't be satisfied until you have these four numbers in your hands inspecting them. They represent values that cannot be beaten.



No. 962—Messaline, made in black, navy, sky, pink, gold, copenhagen, ivory and torpedo. Price $27.00.



Style No. 988.

No. 988—
In ripple and plain crepe de chine. Finest quality. All leading shades. Price $42.00.

No. 987—
Pure silk crepe de chine, ivory, black, and all leading colors. Hand-smocked in silk. Price $42.00.

When passing through the City, call and see us and personally select a few numbers to brighten up your stock. Write, 'phone or wire for samples, to be shipped for your inspection.

Phone Ad. 347



Style No. 987.

THE Winsome Waist CO.

11 DUNCAN ST. **Geo. Harlow, Manager** **TORONTO**

The Dry Goods Economist, in a recent issue, says:—

"Since October of last year, cross-bred wool has advanced fully 50% and fine Australian Merinos are up 30%, and it would not be safe to say that top prices have yet been reached."

In spite of these conditions, we have been able, by increasing the size and variety of our purchases abroad, to avoid any general increase in prices to our customers.

Our Woolen Department

under new management, is showing the largest and most attractive assortment of samples in its history.

Our stock of mantlings is most complete, in all the season's latest novelties and also all staple lines. We are showing a very large range of the new Belgian Tartans and Royal Russian Zibelines, and Scotch effects in mantlings, cloakings, blanket cloths, etc. We have also obtained a large assortment of the Paris rage, "Semi-fur" effects in black, which are so popular at present. Also full line of men's goods, woolens and trimmings, Carr's Meltons, Beavers, Vicunas, Cheviots, Serges, Mahoney's Irish Tweeds, West of England Worsteds, Stewart's celebrated Scotch tweeds, and other noted fabrics.

Our line of 54-inch "Le Soleil" Egyptian Satins, for which we are sole Canadian agents, is now in stock in all colors.

Place your orders early!

GREENSHIELDS LIMITED

VICTORIA SQUARE - - MONTREAL

"Everything in Dry Goods"



J. & N. PHILIPS & Co

35, Church Street,

MANCHESTER

ENGLAND.

Represented in Canada by

Mr. W. F. MACOUN,
211, Lindsay Buildings,
MONTREAL

Mr. J. E. ROBSON,
471, Dovercourt Road,
TORONTO

Mr. A. F. HOUSTON,
605, Welton Block, 325, Howe Street,
VANCOUVER

Mr. W. C. BEAUMONT,
Halifax Hotel,
HALIFAX

SPECIAL "RUSH" ORDERS

Our Telephone System admits of your getting into touch with the buyer of any or every Department during the same call, should special information be required.

For Quick Service, Call Our Order Department

NINE DEPARTMENTS

COMPRISING EVERYTHING IN DRY GOODS

DEPT. A.—White and Grey Cottons, Drills, Ducks, Canton Flannels, Sheetings and Pillow Cottons, Cotton and Jute Bags, Cotton Warps and Twines, Waddings, Horse Blankets and Carriage Dusters.

DEPT. B.—Apron Ginghams, Tickings, Colored Shirtings, Saxonies, Flettes and Printed Wrapperettes.

DEPT. C.—Woollens and Tailors' Trimmings.

DEPT. D.—Dress Goods, Linings, Wash Goods and Silks.

DEPT. E.—Men's Furnishings.

DEPT. H.—Laces, Embroideries, Ribbons, Dress Trimmings, Silk, Cotton and Linen Threads, Women's Fancy Smallwear.

DEPT. M.—Women's Furnishings, Linens and Towellings.

DEPT. S.—Smallwares, Fancy Goods, Novelties, Stationery and Wool Yarns.

DEPT. T.—House Furnishings, Blankets, Carpets, Oil Cloths and Linoleums.



LETTER ORDERS

ARE ALWAYS SHIPPED ON THE DAY THEY REACH US, IF AT ALL POSSIBLE TO DO SO.

John M. Garland, Son & Co., Limited

OTTAWA, CANADA



"Old Bleach" for Canada's 1915 American Tourists

With European tourist trade almost entirely cut off, Canada and her beautiful natural lake and mountain resorts will come in for an immense tourist trade from the "other side."

"Old Bleach" Linens being vastly cheaper here than in the "States" will be found to be in great demand and will make interesting buying for our American friends.

Keep special "O.B." displays to the front during the tourist months.

"O.B." stock in Toronto.

R. H. Cosbie, Limited

Irish Linen Agency

30 WELLINGTON STREET WEST - - - TORONTO

ANNOUNCEMENT !

The Mennen Line now sold in the Dominion by The Harold F. Ritchie Co., Limited, of Toronto New Prices and Terms

The Harold F. Ritchie Co., Ltd., of Toronto, Ont., has been appointed selling agents for the Mennen Products throughout the Dominion, taking effect immediately. All orders should be placed with them; however, merchants located convenient to the factory at Montreal may place their orders direct.

New prices and terms, taking effect immediately, have been placed on the line, which now includes:

Borated Talcum, Violet Talcum, Flesh Tint Talcum, Sen Yang Talcum, Narangia Talcum, and Talcum for Men; Shaving Cream, Borated Skin Soap, Liquid Soap, and Bath Powder.

How We Help You Sell Mennen's Products

An aggressive advertising campaign will be carried in newspapers and the larger magazines in the leading cities in the Dominion. Also, many of the magazines in the United States, in which we advertise, have a large Canadian circulation. Window displays and dealer helps have also been prepared.

You will feel directly the influence of this tremendous advertising campaign. Better stock-up now with Mennen Products and get your share of this business—keep in stock the complete line and get 100% efficiency from your share.

Selling Agents

Harold F. Ritchie Co., Limited, Toronto, Ont.

Made in Canada by

G. MENNEN CHEMICAL COMPANY

Montreal

LONDON PARIS NEWARK, U.S.A. RIO DE JANEIRO
BUENOS AYRES MONTEVIDEO HAVANA MONTEREY, MEX.
Etc., Etc.

McINTYRE, SON & CO., Limited

MONTREAL

"The Specialty House of Canada"

The exacting buyer will find in our range, in all departments for the coming season, merchandise of superior grade and value

Dress Goods

Serges, Gabardines, Broadcloths and Fancy Weaves.

Silks

Complete range of colored and black Paillettes, Crepe de Chine, Novelties in Regimental Stripes and Plaids.

Velvets

Plain and Cords.

Cotton Dress Fabrics

Dress Flannelettes, Kimona and Costume Cloths and Linings.

Linens

Complete ranges of Staples and Fancies.

Smallwares

Laces, Embroideries, Ribbons, Veilings, Ruchings, Handkerchiefs, Smallwares, Buttons, etc.

Hosiery and Gloves

Crown Hosiery, Cashmere, Cotton, Lisle, Silk, Artificial Silk and Silk Boot. All newest colorings. Kid Gloves and Fabric Gloves.

Underwear

Sole Selling Agents and Distributors for Canada for

"Viyella"—Flannels and Shirtings

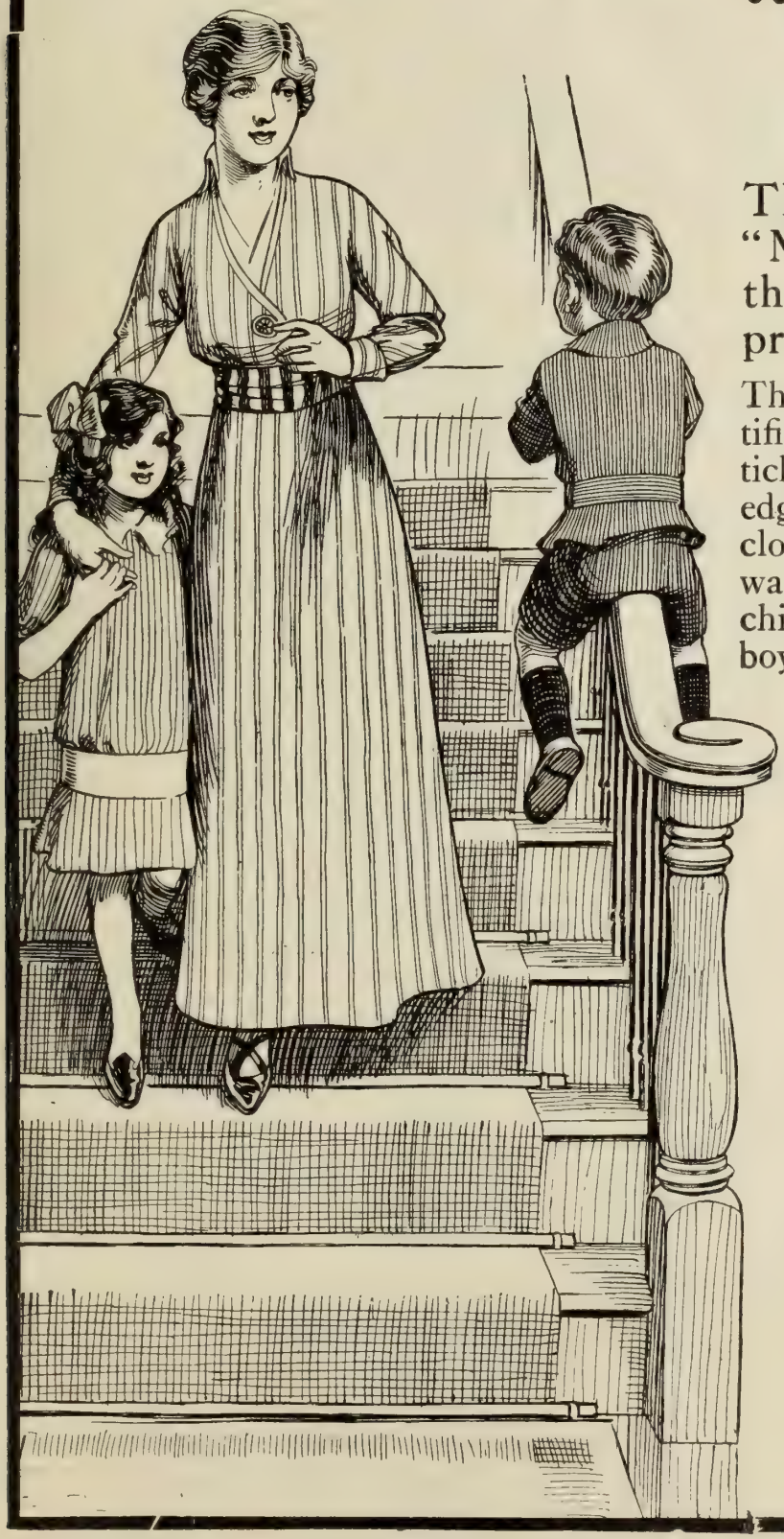
"Trèfousse" and "Rouillon" Kid Gloves

"Niagara Maid" Silk Gloves, Hosiery and Underwear

Every Attention Given to Mail Orders

"MATRON" & "MAID"

The World's Best-Known Wash Fabrics



"CORONA" and "IDRI"

The best substitutes for "Matron" & "Maid," for the medium and lower-priced trades.

These famous cloths are each identified by the diamond-shaped ticket every five yards on the selvedge. They are all-the-year-round cloths, making up into smart washing frocks for ladies' and children's wear, maids' dresses, boys' washing suits, jumpers, overalls and other garments.

They are all done in a wide range of stripes and plains.

Names of wholesale houses can be had from the manufacturers' agents:—

TORONTO
A. H. Parks, 77 York Street

MONTREAL
W. E. Rhodes, 33 St. Nicholas St.

VANCOUVER
W. James, P.O. Box 447

QUEBEC
E. Hamel, 66 Rue de L'Eglise

DELIVERY WAGONS FOR EVERY PURPOSE

25 Regular Designs. Special Design to Your Particular Needs if Desired

Direct from Factory to the Consumer



Write for Catalogue of Full Line or Quotations on Special Designs

No. 1616. Panel Side—Delivery
Doors at Rear—Body 38 inches wide, 8 feet long—1⅛ or 1¼ Wheels and Axle

THE CANADA CARRIAGE CO., BROCKVILLE, ONTARIO

Send American tourists back with a stock of beautiful Liddell's Linens

Americans are particularly discriminating in their choice of fine linens and will appreciate the beautiful grass-bleached, snowy whiteness of Liddell's Gold Medal linens.

The exclusiveness of design allures the nimble coin—why not get all the tourist trade you can this Summer by stocking Liddell's Linens?

Gold Medal Linens take their name from the number of gold medals awarded to them by the world's expositions.

Sort up now.

R. H. COSBIE, LTD.

IRISH LINEN AGENCY

30 WEST WELLINGTON ST., TORONTO

THE McKINLEY EDITION OF TEN CENT MUSIC

will always hold first place as an Edition of **Standard, Classic and Teaching Music**

as an established demand for this line of Music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself to thousands of dealers to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 200 per cent.** to the dealer.

The McKinley Edition (Revised for Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealer's imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for samples and particulars to-day

McKINLEY MUSIC CO.

The Largest "Exclusively Sheet Music House" in the World

CHICAGO: 1501-15 EAST FIFTY-FIFTH ST.

NEW YORK CITY: 80 FIFTH AVENUE

G. S.

GOVERNMENT STANDARD



10344

See this mark **G.S.** on every piece

SHEETINGS

PERFECTLY PURE AND PERFECTLY SHRUNK

The Truth About the Sheetings G.S.

The cloth is perfectly pure and is perfectly shrunk and however often washed will remain the original width till worn out.

The manufacturers believe this is the only sheeting at the price which is *thoroughly* shrunk and pure.

The wearing qualities of a sheeting are determined by the quality and quantity of cotton or linen material it is composed of and not of the starch or china clay used to give it an appearance altogether illusory. These substances generally disappear after once washing, leaving a narrower rag-like article.

If you buy the G.S. Sheeting (Government Standard), protected by the registered trade-mark, you get a sheeting that is always the same to-day, to-morrow, and all days.

Cheapness and low prices are seldom synonymous with good value or comfort.

G.T.S. TWILL SHEETINGS

Perfectly Honest and Pure, and Made at the Same Mills

See the Trade-Mark on every piece

ROCHETTE

FLANNELETTE SHEETINGS

These flannelette sheetings are the finest ever offered to buyers in Canada or elsewhere. Also the production of the same well-known British Firm of Manufacturers.

Names of Wholesale Houses stocking G.S., G.T.S. and Rochette Sheetings can be had from the Manufacturers' Agents:—

TORONTO
A. H. Park, 77 York Street

VANCOUVER
W. James, P.O. Box 447

MONTREAL
W. E. Rhodes, 33 St. Nicholas Street

QUEBEC
E. Hamel, 66 Rue de L'Eglise



When buying Hosiery ask for

HAWLEY'S "HYGIENIC BLACK"

There is no better Dye in the World.

Every Pair Warranted Fast to Washing, Hard Wear and Perspiration.

Works - Hinckley, England.

WILL P. WHITE, LTD.

Manufacturers' Agents and Importers

TORONTO — **65 Simcoe Street**

MONTREAL — **525 St. Paul Street**

SOLE AGENTS

Luke Turner & Co., Leicester, Eng.—Garter Elastics, Webbings and Beltings. Gold Label and Silver Label (Registered) Qualities.

J. Bonas & Son, Derby, England—Tapes, Stay Bindings.

Rosenwald Bros., London, England—Coiffuretta, Tidy-Wear and Silk Hair-Nets, Can.-Anglo Brand Dress and Garment Shields.

George Goodman, Ltd,, Birmingham, England—Safety Pins, Hairpins, etc.

Morris & Yeomans, Redditch, England—Needles, Needle Cases, Crochet Hooks, Hatpins, etc.

Donisthorpe & Co., Leicester, England—Wool Mendings.

Howard Wall, Ltd., London, England—Dean's Tape Measures, Corset Fasteners, Babies' Bootees and Shoes.

Colonial Weaving Co., Peterboro, Canada—Beltings, Feather Stitch Braids and Embroidery Trimmings.

F. Bapterosses & Cie., Paris, France—Agate Buttons.

Societe Francaise de Cotton a Coudre, Paris, France—C. B. Mendings, Embroidery and Crochet Cottons.

Henry Myer Thread Co., Chicago, Ill.—Subsilk and Mercerized Threads.

Western Thread Co., Elgin, Ill.—Japsilk Mending and Embroidery Cottons.

Rudolph Liebmann Mfg. Co., Newark, N.J.—Metal and Celluloid Dress Buttons.

Schott Bros.—Button Moulds, Schott's and Diraco Machines.

The Winwal Co.—Buttons that can be covered by hand.

PEARL BUTTONS
English, French and Japanese.

JAPANESE HAIR AND TOOTH BRUSHES

THE WELL-WORTH BINDING BRAID
Made from selected Twist.

"GIVEASE" COLLAR SUPPORTS
Made in England.

"SURESTAY" DOME FASTENERS
Manufactured in Spain and U.S.A.

MANUFACTURERS AND WHOLESALE TRADE ONLY SUPPLIED.

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St. E.C.

Publishing Offices:

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 71 Queen St., E.C.

English Mohairs

BDA



Military precision in the trimming lines of the jacket and the straight plaits of the skirt are the dominant features of this midnight blue suit of English Mohair.

The careful merchant may well sit back comfortably as he pictures his Mohair section and says:

"Well, *there's* one line that sells every day in the month, twelve months in the year. I will push Mohairs more."

Modern fashions and conditions put *English Mohairs* (Guaranteed by B. D. A.) among the easiest and readiest selling of all fabrics.

In their ability to maintain the original contour of dresses, costumes, coats or wraps, *English Mohairs* hold a unique and secure place.

They lend themselves with perfect adaptability for garments of every season.

Feature Mohairs—Mohairs guaranteed by the B. D. A.—and you will soon realize a large, steady growth in the sales of this profitable merchandise.

Electrotypes of accompanying *"Sewing Week"* cut supplied in 1, 2, 3, 4 and 6 column sizes, *Free*, on request, to B. D. A. American Bureau, 235 West 39th St., New York City.



The Bradford Dyers' Association, Limited

of Bradford - - England

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They are made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

ORDER OF YOUR WHOLESALER.

High-Grade British

BINDINGS, WEBBINGS AND BELTINGS
SHOE AND CORSET LACES
LADIES' AND MEN'S SUSPENDERS
WOVEN NAME LABELS AND LOOPS

We specialize in the above lines. We have recently added largely to our productive capacity, and we shall welcome your business

WHOLESALE ONLY

FAIRE BROS. & CO., LTD., Manufacturers, LEICESTER

AND 19 FORE ST., LONDON, E.C. ENGLAND

"SHEPHERDESS" HOSIERY

White and Colored Cotton Fabrics of Every Description

Linens and Towellings in all Varieties

Dress Goods and Silks in Demanded Weaves and Shades.

Tweeds Serges Cloakings Velvets for all

Ready-to-Wears and Underwear for Women and Children

BIG STOCKS

of

Every Description

of

General Dry Goods

Alphonse Racine

Limited

Wholesale Jobbers & Manufacturers

"The Staple Dry Goods House of Canada"

60 St. Paul St., Montreal, Can.

Are You Missing Sales for Wanted Lines?

Are You Covered for Your Fall and Winter Business?

WRITE US NOW

That You Are Coming In;
or
That You Want to See Our Traveller;
or
That Our Efficient LETTER ORDER DEPT. May Select For You.

WRITE US NOW

Carpets Squares Rugs and Runners

Fancy Furnishings Underwear for Men and Boys

Ribbons Laces Embroideries Novelties and Notions

Table and Floor Oilcloths Linoleums

Curtains Comforters Pillows Blankets

Waterproofs for Men, Women and Children

Working-men's Wear Overalls Smocks

Manufactured Line "Hero" Shirts

Controlled Line "Arco Brand" Smallwares

Manufactured Line "Le Cygne" Corsets

Controlled Line "Eureka Brand" Dress Goods

"SHEPHERDESS" HOSIERY

"SHEPHERDESS" HOSIERY

"SHEPHERDESS" HOSIERY

SCARCE LINES

JULY TRADE is always good.
MERCHANTS require to sort up their stock.
WE HAVE THE GOODS that you want.

VELVET RIBBONS

Correct Colors, Widths 5, 7, 9, in Belgium, Royal and Alice Blue; Tipperary Green, Scarlet, Cardinal and Black with White Back, also in BEBE WIDTHS.

BLACK VELVET RIBBONS

All widths, 1, 1½, 2, 3, 4, 5, 7, 9, 12, 16, 30, 35, 36, 40, 45, 48 and 60. Velvet Ribbons are in great demand for Sashes and Trimming Sailor and Panama hats. Order at once—stock constantly changing.

GLOVES

The Trade realizes that Gloves are hard to get.

OUR STOCK is still well assorted in LISLE and SILK, in Black, White and Tan Colors.

SEND YOUR ORDERS TO US. "OUR LETTER ORDER DEPARTMENT" will render prompt service.

TO-DAY we have the goods.
TO-MORROW our assortment is not as good.

WHITE GOODS

All Prices in NAINSOOKS, INDIA LINENS, ORGANDIES, VICTORIA LAWNS, PERSIAN.

PEARLINE, EGYPTIAN, TRANSPARENT BATISTES—A1 Value.

LACE FLOUNCING

Embroidered, 18, 27, 45-inch. Flouncings are in demand again and are scarce.

SNAPS IN HOSIERY

A clearing lot, 600 to 700 doz. FIRST-CLASS SECONDS.—Ladies' Mercerized Lisle Hose, requires a MICROSCOPE to detect imperfections.

BLACK, WHITE, TAN, 8½, 9, 9½, 10.
We cannot repeat this line, which is good value at $2.25.

Our price $1.75 doz. Regular 25c. line, but you can make a Leader at 19c. per pair.

WAGGON UMBRELLAS

for RAIN or SUN. Made of heavy Duck. BLACK or KHAKI, 10 Ribs, 33-inch, complete with steel seat clamp and floor plate.

WRITE for QUOTATIONS.

For DOMINION DAY CELEBRATION.

FLAGS

Union Jacks	Belgium
Dominion	French
Scotch	Servia
Irish	Russian
American	Japan

Italy.

12TH OF JULY.

RIBBONS

Orange	Purple
Blue	Scarlet

White

The W. R. Brock Company (Limited)

Warehouse—S.W. Cor. Bay and Wellington Sts. -:- TORONTO

Taking Advantage of Enquiry Department

Just a Few Samples of the Directions in Which the Service Department of The Review Furnished Information to its Readers During the Past Month.

WHEN you become a subscriber to "The Review" this is part of the service you buy. Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Service Department is at your disposal at all times.

We are glad to be of any possible assistance to our readers, and requests for information are most welcome. Cut out the coupon below and use it when you would like us to give you information.

The following are a few of the inquiries received and answered during the past month:

Cornwall, Ont.—Please send address of a few firms who manufacture window fixtures for dress goods, silks, etc.

Doaktown, N.B.—Please tell me where I can procure Clark's threads.

Hamilton, Ont.—Where can we secure motor caps?

Victoriaville, Que.—Please tell me where I can procure good Havana tobacco to make cigars and boxes for cigars, Toronto, Montreal or American firms?

From several points — Prices of pens and brushes mentioned in Card Writing Course — Answer : One dozen assorted pens, 10c; shading pen, 20c; holder, 5c. Brushes: No. 5, 20c; No. 6, 25c; No. 7, 33c; No. 10, 44c; No. 12, 53c. See cut on page 72, April issue, Dry Goods Review.

———, *Sask.—For our business year of* 1914 (*Feb.* 15, 1914 *to Feb.* 15, 1915), *it cost us* $9,479 *to do* $56,400 *turnover. Will you please criticize this and give us an approximate amount of what our expenses should have been for this turnover. For the first three and a half months of our new year,* 1915, *it has cost us* $1,800 *to do* $14,438. *Assuming from these figures that we will do a business of* $56,000 *this year on expenses of* $7,200, *are we running our business at an expense consistent with the turnover? The stock carried is approximately* $23,000.

London, England.—Where can I procure "Marcelleine" fabric for shade making in fancy colors from stock?

Wilcox, Sask.—Where can I get Gossard Corsets in Canada?

Upper Stewiacke, N.S.—Please attach address of Consolidated Cloak Co., Toronto, and forward letter.

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME_____

ADDRESS_____

Model Gown Sent From Paris to The Review



THIS drawing was sent direct to Dry Goods Review from the house of Ch. Drecoll, Ltee., Paris, in June, and indicates a number of new ideas: Short full skirt with under petticoat of lace; novel sash and finish to jumper waist; square cut neck and new sleeve, both finished with lace.

Dry Goods Review

VOL. XXVII. TORONTO, JULY, 1915 No. 9

Supplies and Prices for Fall

Reports From Manufacturers and Jobbers in Various Lines—No Light on Dress Goods Situation—Furs Relatively Lower Than Last Year—Further Advances in Gloves—Much Uncertainty in Knit Goods—Deliveries Late.

THE outlook for the Fall is very uncertain in many lines in regard to supplies, deliveries and prices. Woolen dress goods present the greatest difficulties, and in serges for instance, the advance figures out at close to 100 per cent. over prices quoted for last Fall. Furs occupy probably the unique position of ruling considerably lower than last year, although the slump is at an end and the June sales in London saw prices in some lines 10 to 25 per cent. higher than in March and nearly all for which there was any demand stiffening. Dyes have held silks up, but for Spring Jap goods will be lower. Velvets and velveteens and ribbons, generally, will be higher. Knit goods are very uncertain and are likely to range very high before relief comes. Linens are in much the same position.

An interesting series of reports is appended from The Review's London office containing statements from a number of British manufacturers. Reports in detail follow:

BUTTONS TEND TO BE HIGHER. The supply is ample on celluloid, metal and some novelty lines in buttons as these are now being made in the United States. Prices are generally higher, however, than on German lines. There are Austrian glass buttons yet on hand but prices are almost prohibitive as buttons that could be bought for around $25.00 per gross now cost around $60.00. The supply is growing scarce but waist makers and others pay it because of the decorative value of these buttons—in many cases it is the button that "makes" the garment saleable.

The Americans have not as yet perfected the making of glass buttons, the finish is not up to the mark and complaint is made about breaking at the shank.

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SOME ADVANCES IN LACES. In spite of low prices very little is doing for the time of the year in embroideries. Recent enquiry has developed for 45-inch flouncings in voile and organdie. Baby embroideries are selling and there is some call for narrow insertions and edgings. Advices from Switzerland go to show that the whole industry is badly disorganized by the war, as many of the workers are with the army. Others are working in the fields. Because of the shortage of labor there has been an advance in the stitch trade. Another reason given is that Switzerland is getting the orders for net laces that usually went to Plauen. Embroidered net laces are coming from Nottingham and some very creditable embroidered net laces are now coming from the States.

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HANDKERCHIEFS WILL ADVANCE. Retailers who have placed advance orders for handkerchiefs are to be congratulated, for prices are sure to advance due to the scarcity of suitable flax for producing handkerchief linens. The flax and much of the fine yarn was produced in Belgium, and this supply is absolutely and indefinitely cut off. Therefore prices are advancing. An advance of 15 per cent. has already taken place due to the extra costs of laying down. American goods are almost off the market since Turkey entered into the war as these goods were shipped through Turkish ports.

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FLAX EMBARGO BY RUSSIANS. Since the port of Archangel was opened shipments of flax have been arriving from Russia by this route, but Russia has now placed an embargo on all flax shipments. With Belgium and Russia off the list of producing countries, it is estimated that only about half the usual supply of flax will be available. Not only is flax short but the draughting away of operatives is affecting the linen business and the spinners are particularly affected by this condition.

Very few new orders are coming forward for household linens, but prices are very firm and any change that may come promises to be in the nature of an advance. The full representative cost has not, however, reached the trade as both the wholesale and the big retail buyers placed large orders for staple linens at prices considerably below those ruling at the present time.

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WORST FEATURE. DRESS GOODS There is no line of supply for the dry goods store in which so much anxiety and uncertainty are being felt at the present time as in the Dress Goods department. All are familiar with the shifts and turns that they have been compelled to make to supplement staple lines that have been cut off entirely or which are at such high prices that it is useless to stock up to any extent and have most of the goods left on their hands. There is, of course, still no silver lining visible in the Fall cloud. Prices are ex-

pected to be still higher and supplies will come in with greater delay than has been the case during the last Spring and Summer, and more will be cut off than before. The Review consulted a buyer of long experience in Canada who is familiar with conditions in England, and received the following statement from him:

Lost All Ideas of Values.

"Market conditions are so acute from the standpoint of prices that we have lost all ideas of value. In ordinary years there are certain normal conditions and values that may permit of a fluctuation anywhere from 10 to 25 per cent., and within these limits we have become accustomed to base our plans for the season, but all these limits have disappeared during the past few months. As I have said, we have lost all ideas of value.

"I will give you one instance: I bought one year ago in May a certain line of serge, one of our staple stocks, for 109 shillings in London for a piece of 85 yards, undyed. The last quotation to me a few days ago for the same quality and quantity was 226 shillings, an advance of over 100 per cent. That is a pretty good sample of conditions in woolen dress goods. They are almost 100 per cent. more on an average than they were one year ago.

Velveteens and Corduroy Velvets Up.

"Velveteens and corduroy velvets have gone up on an average 25 per cent. They are very fashionable, particularly the latter, and will be very hard to get, and those who have not purchased will find difficulty in getting deliveries even when they pay a considerable advance in prices. The demand for corduroy velvets comes chiefly from the French Government who are depending on England to supply their soldiers. They wear these for trousers in place of the English khaki; as a matter of fact, these will outwear 10 pairs of khaki.

"So far as deliveries are concerned, we are in much the the same state as everyone else and have still 10,000 pieces on order and don't know whether we will get one-half or quarter of it. Ordinarily nearly all our Fall stuff will be in by the end of June. Some of these contracts were made a year ago last May and are still undelivered.

Dyeing Conditions Desperate.

"Dyeing conditions are in a very desperate condition, as England and the United States have been resorting to the old methods, now that German dyes have been practically cut off, and these are not satisfactory, whereas any stuffs that we can get of the old dyes are from 200 to 300 per cent. in advance of the quotations before the war. Scarcity of labor and increase in wages are two other points that are making deliveries very difficult.

No Low Quality Below $1.

"The wool position for next Spring in our opinion is such that there will be nothing to be had in low quality serges or in low all-wool materials of any kind to retail at less than $1. For instance, a quotation to us from a British line that we bought before for from 9d. to 1s., have gone up to 1/9 to 2/6. Piece dyed woolen fabrics such as serge, gabardines, whipcords, diagonals, etc., are in this class. Goods running from 40 to 42 inches in width that would be bought under normal conditions for from 9d. to 1/- have advanced considerably over 100 per cent.

"The wholesalers are taking orders for goods that they have in hand and with regard even to those for which orders had been accepted and confirmed, no guarantee could be given of delivery."

ANOTHER RISE IN LINENS. A report received from a Belfast linen mill states that owing to the lack of flax yarn the mills are working only 35 hours a week in order to spread out the work for the employees as long as possible. It was hoped that no further advance in prices would be required but the total absence of any shipment from Belgium and the use by the Russians of the most of the flax that they have on hand has led the firm to announce that another advance will be made shortly. Writing to an agent in Canada they state that they will not care to receive any order for Fall unless there are material changes in conditions. They do not expect normal conditions to be resumed until the Fall of 1917.

The hardest hit are the cheaper grades of linen, towelling and so forth which show an advance of 25 per cent. over last year. A number of the mills have now turned to the making of cotton goods to replace the cheaper linens, for instance damask towels and cotton huck which retain the pattern of the linen and are very close imitations.

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OILCLOTHS ARE ADVANCING. Oilcloths and linoleums are advancing, due to scarcity and higher prices of burlaps. The jute mills in the south of Scotland have been taken over by the Government and are working on Government orders. Not only are burlaps scarce but there are other factors making for a higher scale of prices. Wages in the British Isles are higher than ever before, and there is war insurance, higher cost of transportation, etc., all of which adds to the cost of laying down goods on this market.

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LINOLEUM UP FIVE PER CENT. The Dominion Oilcloth Co., Montreal, have announced an advance of 5 per cent. all round on their oilcloth and linoleum prices. This, they say, has been necessary on account of the high cost of raw material, but the 5 per cent. increase represents only a fraction of the increased cost. However, they are still working on raw material contracted for before the war, which enables them to give the benefit to the trade. Burlaps have been advancing for the last six months, and are higher now than they ever were.

No advance has been made by the Dominion Oilcloth Co. in the price of their table oilcloths, except in the cases of about two lines. The company was fortunate to have purchased raw material over a considerable period of time, which has not run out yet.

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SLIGHT ADVANCE IN RIBBONS. Dealing with ribbons our Montreal staff correspondent writes: Prices on ribbons are firm for the reason that, although there has been a slight decline in raw silk, nearly everything going into the manufacture of ribbons has advanced in price, particularly the dyestuffs.

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5% ADVANCE IN HEAVIER COTTONS FOR SPRING. In their Spring, 1916, line of dress ginghams which is now on the market, Canadian Cottons have held to their old prices and will continue to do so in their placing orders. The only advance was one of ¼c per yard on a line of low-grade ginghams.

When they go out with their shirtings, tickings, denims and heavier materials in August there will in most cases be advances, averaging about 5 per cent., owing, it is claimed, to the dye question.

ADVANCE OF 20% ON VELVETS. Large orders are being placed for velvets, for the coming Fall, and the outlook is for another big season for blacks for millinery purposes. The jobbing houses have good stocks on hand as the early importations for the Fall trade have been delivered. These orders were placed when the French mills had very little business on hand. Orders have come in more freely since, and the mills in France have orders ahead, therefore orders placed now cannot be delivered before October. There is an advance of about 20 per cent. on Fall lines due to the higher prices of dye stuffs and the extra costs of laying down.

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FURS UP, BUT BELOW 1914. At the London Fur Sales in June, prices, in the main, registered higher than those in March, when there was a big slump in nearly every line, due partly to general business conditions and partly to the large quantity of furs thrown on the market. Conditions, however, in the June sales were much improved, in spite of the fact that there was a great deal of opposition shown to the holding of the sale at all. Probably the strongest fur was fox, which showed a high figure at all the auctions. White fox was 25 per cent. higher than the March sales. This was due to a great extent to its wide popularity in New York and other places as a fashionable fur where it is being worn for the whole season at the watering places, and so forth. It is also being used for dyeing to represent blue fox. Cross fox ran about 20 per cent. higher than grey, and silver fox about 10 per cent. above March figures. Civet cat was 25 per cent. up, silver fox 75 per cent. over March. Wolf, bear and lynx were very firm and did not drop below the March figures, and in some cases were slightly higher. Marten declined 10 per cent., as did beaver: ermine was 20 per cent. lower. Muskrat dropped from 10 to 15 per cent., and skunk 5 per cent., while mink was pretty well neglected. On the whole, however, the dealers are well satisfied with the strength shown in the sales.

So far as the general prices to the retailer for the next season are concerned, as has been contended in The Review the last six or eight months they will be considerably lower. Even the advances shown in the June sales are not sufficient to bring the prices up to those secured a year ago last Spring, when the buying took place for the Fall and Winter of 1914 and 1915.

A prominent Canadian buyer gave The Review some samples of the decline in Canadian skins. Early in 1914 he had paid on an average $5 for mink and this Spring had bought all he wanted for $2.50. Muskrat had been 45c a year ago and this year about 30c. Skunk had run from $3.25 to $3.50 in 1914, and now was for the most part under $2.

He gave these instances of reduction in the made up article applying to this year as compared with last. A $35 sable muff would now sell to the trade for $25. A whole set of fisher for $80, whereas a year or two ago this would not buy the skins that were used in making it up. Even fox was $6 a year ago and the finest could now be purchased from $4 to $5. Wolf sets a year ago were $32.50 up, now $25; a muff of wolf a year ago $20, now $16.

This however, he considered was a most favorable condition because lower prices would be of great advantage not only to the retailer in meeting the general public but to the manufacturer whose sales of recent years have been greatly curtailed owing to the high price of the goods.

The general feeling in the trade is that the lower prices offered this spring and during the Summer are not likely to be maintained very long and a stiffening up in quotations at the June sale in London indicates that prices will advance again in most lines.

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HEAVY ADVANCES IN GLOVES. For Fall, woolen gloves will be in about the same position as leather gloves, i.e., prices will be high, and deliveries will be uncertain. In England, scores of machines for making seamless gloves are standing idle on account of workmen being at the front. Medium and cheap gloves will be hit especially, so much of the yarn necessary for these goods having been commandeered by the Government.

Well-known glove firms state that wool gloves will be about 40 per cent. higher this year than they were last, and they are not expecting to be able to deliver more than 60 to 70 per cent. of their orders. They figure, some of them, that they will be able to deliver about 80 per cent. of the leather gloves ordered, and prices will be up 20 to 35 per cent., the advance being largest on cheaper gloves.

Cashmerette gloves will be practically off the market for Fall, and the trade must buy woolen or leather gloves to take their place. They were available last Fall, the stocks of German goods on hand being big enough to supply the demand. Now supplies are practically exhausted, as least as far as the cheaper lines are concerned.

There will be large quantities of medium priced chamoisette gloves available, selling for about $6, but those at $2.25, $2.85 and $4.25 are off the market, and it is doubtful whether anything below $4 will be produced for some time in France, the United States or in England.

There has been a big advance in the price of English leather gloves on account of workmen being at the war, and the trade anticipates being in a difficult position around August and September when these goods are wanted. If all orders that have been taken up to now are filled, manufacturers will consider they have done well. In the case of cheap goods, they are not being made, let alone delivered. The pick of the men being at the war, and German dressed leather being off the market, there is every indication that the production will be only 40 to 50 per cent. of the ordinary output.

There was a case the other day where an order had been placed for childs' pique cape gloves, but the English manufacturers could not fill the order, even at a substantion increase in price. An effort will be made to fill the order in Canada.

Now that Italy has gone to war, cheaper leather gloves will be scarcer than ever. Most of the cheap light-weight leather gloves were formerly made in Italy and Austria. Italy will now be in the same position as France, that is, her supplies will be cut down on account of the war.

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Yarns up Another 8 Per Cent.

A cable to a hosiery buyer in England at the end of June stated that owing to trouble with dyes and labor difficulties, a further advance of 8% had been made in yarns and that there was no guarantee of delivery for hosiery orders that had been placed. Fuller particulars as to conditions are given in the knitted goods department.

Fiber silk hosiery has had a great sale. Fiber silk has many uses as well as for making hosiery and prices have advanced recently as much as $2 per pound. This advance will not be felt at once but all new orders will be based upon the higher prices, and further advances are expected when prices are made for Spring 1916.

British Manufacturers Report on Fall Supplies

Many Unable to Handle Canadian Business Owing to War Orders and Shortage of Labor and Material—Taking Care of Old Customers—Detailed Statements From Different Trades.

By Resident Staff Correspondent.

Office of Dry Goods Review,
88 Fleet St., London, E.C.

LONDON, England, June 21 (Special)—The Review has received replies from a number of British firms regarding the question of sources of supply and the possibilities of their being able to handle Canadian business this Autumn.

The general attitude of the British houses towards export trade is this: They are keeping personally in touch with their customers abroad by correspondence and cables, and where there is a scarcity—as in most cases—they are reserving their supplies entirely for their old friends. Raw material is very difficult to secure.

This struggle extends practically to all classes of goods. For example, in Birmingham, the manufacturers of hair pins, safety pins, hooks and eyes, metal buttons, etc., can only secure metals if they are using the same in the execution of Government contracts. They may occasionally get hold of some metals for their own trade, but it is limited. Stocks of smallwares are becoming very low there and I gather from manufacturers there that they really cannot state what condition they will be in in three months hence.

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DIFFICULTIES IN TEXTILES. A big textile house writes the London office of The Review as follows:

"In answer to your letter of yesterday's date the position is so complicated that it is difficult to give a clear answer to your questions in a few words. It varies from week to week, almost from day to day, as new circumstances are constantly arising. It may, however, be stated generally that there is great difficulty at present in executing orders for all kinds of textile goods.

"The trouble arises, not so much, perhaps from actual shortage of material, but from the fact that so much is being used for military purposes, the difficulties of railway transport, high prices, and shortage of skilled labor. Should some measure of compulsory service be adopted we anticipate this will become worse.

"In these circumstances we are compelled to ask the indulgence of our customers. Many patterns have had to be withdrawn, and delay in executing orders which can be accepted is unavoidable."

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PARIS SHORT ON FANCY GOODS. A firm dealing in fancy goods, belts, etc., wrote as follows:—

"We beg to state at the present time we should be quite unable to cope with Canadian orders, as in our particular branch of business we are finding shortage of both material and labor.

"Our goods are chiefly Paris made: also some from London and Birmingham, but at the present time we are only able to get supplies in sufficient quantities and moderate time to enable us to sell to our ordinary London and provincial customers."

BIG SCARCITY IN KNIT GOODS. One of the best known manufacturers of knitted goods find the situation very uncertain. They report:

"We take it your inquiries refer to the hosiery trade. If so, we would ask you to note that it is impossible to forecast what will be the conditions applying thereto. On all sides one is confronted with advances in prices, brought about by shortage of your supplies, dyes and labor, but we feel certain as the Autumn advances there will be a greater scarcity of all classes of knitted goods."

Making and Dressing Dolls.

A wholesaler and manufacturer of toys and fancy goods wrote:

"The condition of things is as follows: I have at the moment a large stock in London, but of course in spite of this several lines are out of stock. My manufacturers are all very busy, and therefore orders for Christmas should be promptly placed. I believe that if orders are placed immediately the majority of these at least will get executed.

"As regards my own factory I am making and dressing dolls, etc. I have a large number of orders in hand, but I do not anticipate having to refuse orders, as, if necessary, I could probably increase the size of my factory."

A firm of haberdashers reported: "We can barely keep the home trade supplied, and our regular customers in the Colonies. There is no doubt that this will be an increasingly difficult matter."

A firm running woolen mills writes:

"We have had a little difficulty in regard to shortage of labor, material, etc., but we are gradually getting into normal conditions. We think there is likely to be a slight delay in executing shipping orders, to a certain extent, not exactly in the preparing, but in transit."

Another firm manufacturing woolen goods reports:

"As you are doubtless aware there are many difficulties at the present time, such as the scarcity of dye-stuffs and shortage of labor which interfere to a certain extent with business, but those are not so serious as to debar us from accepting Canadian orders."

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NO DELIVERY TILL OCTOBER. A manufacturer of tweeds, blankets, etc.:

"We have difficulty in getting both material and labor. We are not in a position to give delivery before about October, but so far as we can see at present, we are safe in accepting orders to be sent then or after. We have three agents in Canada and they are instructed to push for business as hard as possible in our ordinary channels."

No Underwear for Canada.

From an underwear firm:

"There is no great shortage of material, but there is a considerable shortage of labor caused by the war. We are so busy with home trade that it is impossible for us to

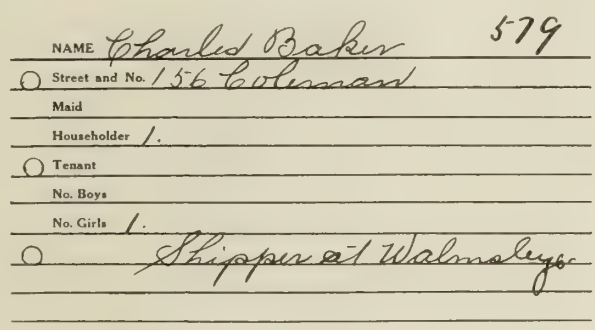
(Continued on page 27.)

Keeping Tab on Members of the Family

Importance of Selection in Circularizing—Three Classes in Lists: "Better," Those With Boys and Girls; Those With Maids and Nurses—Orders From Six of Latter at One Time.

Written for The Review by S. R. Wotten, advertising manager The Ritchie Co., Belleville.

A GOOD many people think that a large circular list is to be preferred above many virtues. I don't agree. Anybody can get a large circular list; it is only a matter of getting hold of the City Directory and going carefully and somewhat slowly down the columns and picking out anybody—Tom, Dick or Harry—that might be a possible buyer. It seems to me that this idea is very foolish.


NAME Charles Baker 579
Street and No. 156 Coleman
Maid
Householder /.
Tenant
No. Boys
No. Girls /.
Shipper at Walmsleys

Sample card of family records kept by The Ritchie Co.

There are several reasons why I think so. The first is that very obviously a man is wasting a good deal of money in postage stamps—particularly now there is a War Tax on them—in sending his circular letters to a heterogeneous mass of people who might possibly be buyers, but are not at all, most of them, probables. The man who starts up in business and decides to have a circular out every month going to about 5,000 different people in a town of 15,000 or 16,000, is going to have his troubles in paying for the very stamps that he sticks on those letters. There is no guarantee that above one in two thousand—if that—of the 5,000 to whom he sends his circular will read the circular.

This is an age of circulars. A fellow business man told me the other day that if all the circulars, circular letters and advertisements and so forth that came into his store, if he read one in two that was all he did read, and he did not think that he managed that. So that efficient and successful circularizing does not consist in having a large list. It consists rather in having a select one.

The method which I am outlining in this article has been tried and proven to be a good one. It is based on selection, and more than that, on selection in detail. In a town like Belleville, which has, roughly 10,000 people, we have a family list of 1,500 houses or people. This list is alphabetically arranged in a series of index boxes. There are several of these boxes and they account for classification. We classify our clientele. There are three classes:—

1. Better class.
2. Families with boys and girls.
3. Families with maids or nurses.

By the better class we mean people who are fairly comfortably off and who will probably be interested in the best and most expensive and most luxurious things that the store has to offer. Our circularizing is then based upon that classification. We simply send circulars announcing what we have got to such class or classes of those three classes who will be interested in what we have to offer.

For instance, the names appearing on our maids' and nurses' list would naturally not be paticularly interested in evening gowns at $60. Nor would it be very much use sending circulars detailing our bargains in school suits for boys to these maids or nurses either. But it is some use sending an offer of very moderate dressmaking to a maid or nurse, and it is some use sending an offer of an evening gown to the families listed under the title of "better class." And it is some use, too, sending offerings which will interest people with growing children to the list of families which includes those so circumstanced.

The "Personal" Letter.

The endeavor is made to have these letters contain as much of the personal tone as possible. Apparently we are successful in this for this was borne out the other day by the visit to the store of a maid who came in and asked for the proprietor, Mr. Ritchie.

"I have a letter here from Mr. Ritchie," she said, and showed this circular with the envelope addressed to her, telling the details of a dressmaking offer for $29. She was quite sure that the proprietor of the store had sent that letter personally to her and the way in which it was worded and the fact that the offer interested her were sufficient to make her desire to avail herself of the offer which the letter contained.

Selection in circularization, as I said at the beginning of this article, is in my opinion the main staple of successful circular work. Every system must be judged by its results, and some of ours have proved to us a long while ago that we were on the right track. For instance, we sent out an offer to the maids and nurses regarding our offer to make them a dress for $29. We sent out only 100 circulars but on that we got 6 orders which was enough to pay for the stamps and the printing and the paper used in that circularizing. This is only one instance of many in support of our method but it is sufficient to be indicative of the sort of results that follow.

To sum this article up, "It isn't the quantity of prospects that matter; it's the choiceness and appropriateness."

WOUNDED AT THE FRONT.

Among those reported wounded at the Front is Private George Savile Taylor of Calgary, Alberta, who was formerly employed with the W. R. Brock Co. in that city. Some two years ago Mr. Taylor went to Seattle but returned and enlisted. He passed safely through the battle of Langemarck and escaped later on while in a trench his two next comrades were blown to pieces by a shell, but he has been finally hit by a German bullet. He is not seriously wounded, however.



Drawing Trade by Modern Store Equipment

Handsome new store of Northcott's, Niagara Falls, showing tile floor, centre circle of glass top show cases, two aisles with sales tables, counters with overhang, mezzanine floor.

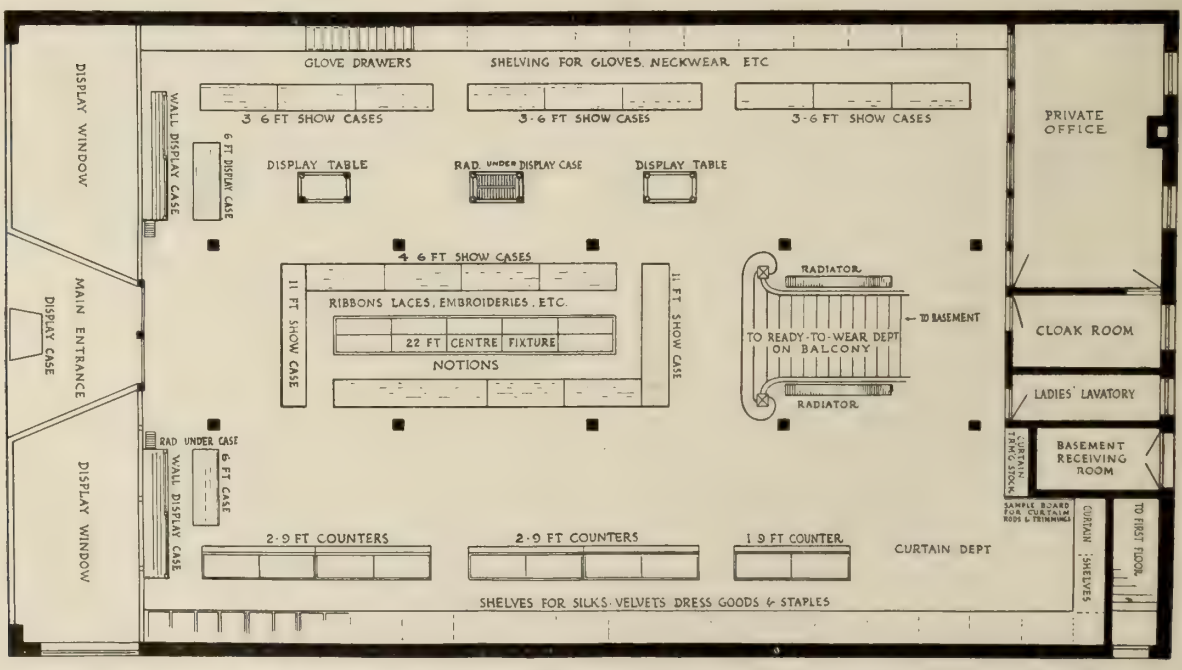
NIAGARA FALLS, Ont., June 29. — (Special). — There are few stores even in places ten times the size in Canada that possess more attractive and convenient equipment for the shopping public than the handsome new quarters of Mr. B. L. Northcott and his son, Mr. W. F. Northcott, in this city, known under the firm name of Northcott's. This interior, taken in connection with the business that has been built up and the stock that fills the shelves is a highly creditable achievement for five years' operations, for it is just this time since both father and son left the same establishment, Gordon, MacKay & Co.'s to join forces here.

The two views of the inside of this store need little description. Perhaps the most noticeable features on entering are the roominess and the tile floor — the latter an unusual point in equipment, but fitting in particularly well with the wide aisles and lofty ceiling. The fixtures are of highly polished quarter-cut oak throughout, including the shelving. The latter, by the way, is only seven feet high at the sides and five at the centre. In the former case this allows the clerks to reach goods easily and the absence of height in the centre provides a clear view of the store from side to side.

Beside the counters are chairs, and it will be observed that there is an over-hang to the counters that adds to the comfort of customers.

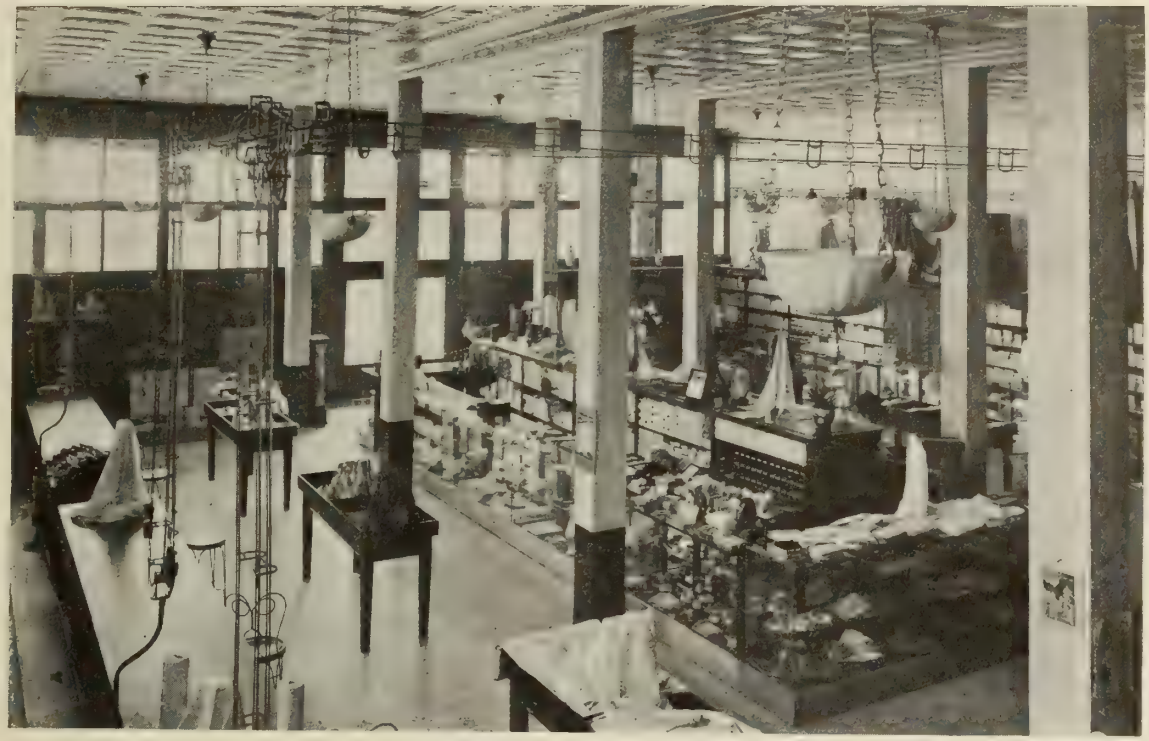
Circle of Showcases in the Centre.

The whole centre of the store is devoted to those lines that call for the maximum of display: ribbons, laces, neckwear, fancy goods, etc. Instead of counters to form sides of this "circle" are show cases that at once catch the eye of every person entering the store. These are of the latest type as well, for they are entirely of plate glass except for the base, which is of marble, fitting in with the tile floor.



Ground plan of Northcott's store showing location of equipment and departments. In the aisle on the right of the entrance three sales tables are usually set.

Views of the New Northcott Store at Niagara Falls



This is taken from the stairway leading up to the gallery and shows the central circle lined with glass cases, sales tables in the aisles, the overhung counters with drawers, cash carriers, etc.



View from front of store looking back towards gallery in rear, used chiefly for ready-to-wear. Note sales tables in left-hand aisle, use of ledges for trims, display of rugs on railing at rear. The store is fifty feet wide and ninety deep.

The width of this centre section is 11 feet, and it is 50 feet long. Inside is neat cut shelving on which are arranged various units of the goods carried in this circle.

The lighting is of the soft, indirect type that has become so popular of late.

Mezzanine Gallery.

The height of the store permits of a mezzanine gallery 20 feet wide, where the ready-to-wear department is located, with a show case for infants' wear at the top of the stairway. The cashier's desk is also up here, for the equipment of this store includes a cash carrier system, including the basement where smallwares are kept. Below the gallery are the offices, a sample room for travellers — a rather unique feature except in a few of the largest stores—a cloak room, and ladies' lavatory. At the rear is a receiving room for incoming goods.

Bargain and Sales Tables.

A prominent part of the main floor, as the views show, are the tables. Three of these run down the centre of each aisle. Mr. Northcott terms them "Sale and Bargain" tables. They are used both for displaying some new arrivals and for clearing out stock. It will be seen that they are fitted with a box-like top to keep the smaller articles from slipping off. At the time these photographs were taken, one of these tables, opposite the neckwear show case, carried neckwear marked, "Your choice, 25c." The one behind held two displays of cretonnes, and the rear one curtains, adjoining the draperies section of the store. These tables sell a large quantity of goods and for their special purposes are among the most valuable equipment of the store.

Arrangement of Departments.

The general arrangement of departments is indicated clearly in the plan of the store shown herewith. On the right-hand side are the dress goods and behind them the staples; on the left, umbrellas at the front, hosiery, gloves, whitewear and corsets in the centre, feathers, ribbons, neckwear, laces, embroideries, fancy goods or smallwares, needlework, etc.

The public have responded liberally to the splendid facilities that have been provided in this store.

Diplomacy in Fighting Mail Order Houses

Eastern Townships Merchant Lost Trade by Advertising Big Catalogue Competitors—Tackling the Woman—Sherbrooke Dealer Will Issue a Catalogue —A Co-operative Scheme.

Special to The Review by a traveling staff writer.

SHERBROOKE, July 2.—"As sure as the breath of life remains in me," said a Sherbrooke merchant to The Review, "I shall issue a catalogue to compete with the mail order houses when the war is over."

He was cutting up swatches of dress goods when I entered, and to each one he attached a small price ticket. These he placed in an envelope, and included a printed letter stating that these were being sent at the request of ————, here he filled in the name. This saved writing a personal letter. It included a request that two selections be made, to save time should one be out of stock when the reply came.

This led me to ask him whether he suffered from mail order competition, and he made a gesture, which meant, "I should think I do." My opening sentence tells how he intends to fight it.

Early in 1914, he went so far as to arrange for the printing of a catalogue, but delayed its publication when the war broke out. No merchant could hope to fill mail orders for dress goods with the market in its present condition. It is hard enough to handle the situation in the store without looking for trouble further afield.

Sherbrooke is the centre of a very rich country. It has a newspaper which reaches all the surrounding hamlets. The above merchant is a big newspaper advertiser. In a short time he has built a prosperous business on advertising and first class service. Should he carry out his threat to issue a catalogue, he would go a long way towards keeping in the Eastern Townships a lot of business that is going further west.

Merchants Saw Wood.

Catalogue houses are capturing territory in the Eastern Townships every year, and it shocks the country merchant to see the large consignments which are expressed into his community each week. He watches this encroachment every year, but does little to combat it. Those who suffer most are men who have entrenched themselves and grown up in their districts. Knowing, or believing they know, everybody in the community, they proceed in their come-day go-day style, wincing at every crack they get from the catalogue houses, but seldom hitting back.

To hit back at a mail order house requires diplomacy. A dry goods merchant who enjoyed a nice trade in a small town near Sherbrooke, ruined it by attacking mail order houses in a tactless manner.

Knowing that certain of his customers were sending west for their dry goods, he started out to convince them that he could give them better service right in their own town. Unlike many merchants I know who reserve their arguments for specific cases—cases where customers are "caught with the goods"—he turned his propaganda in the direction of people who had never heard of mail order houses, much less traded with them.

Inquisitive Woman.

Having it constantly drummed into their ears that his goods were superior to those to be found in ————'s catalogue, their womanly curiosity overcame them. They sent for a catalogue. This merchant practically ruined his business by advertising his big mail order competitors.

A Co-operative Scheme.

Some years ago, a movement was set on foot to fight the catalogue houses in the Eastern Townships on a co-operative basis. Merchants in a large number of towns got their heads together, and concocted a scheme whereby they could buy at as low a figure as the mail order houses. The scheme was nothing less than to organize a co-operative wholesale warehouse to be located at a convenient point, from which they all might draw their supplies.

Theoretically the idea was a good one; in practice many difficulties would have cropped up. However, it died

in infancy, and the mail order houses were left free to ravage the country stores.

A commercial traveler with whom I discussed this matter in Granby, Que., expressed the opinion that if any efforts were made to fight this keen competition, they should be directed at the woman. The man, as a rule, has no time to be bothered with a mail order house. It is the woman with much time on her hands, who pores over the catalogue, and allows her imagination to magnify the values contained therein. Heaven knows they are magnified enough without the aid of a woman's mind.

A catalogue fascinates woman. Being a curious being, she is not satisfied to see only a picture; she nibbles and nibbles (and the M.O.H. knows how to please the nibbler) until she becomes a full-fledged "mail order fiend," preaching this gospel wherever she goes.

I believe if the merchant in the country turned his efforts more in the direction of supplying the goods instead of bewailing mail order competition, he would be more successful. His store windows are his main catalogues. Alas! many of them do not give a woman's imagination much scope.

Place of Souvenirs in Building Business

Care Necessary When Dealing With Children Not to Block the Store — Giving Away Safety Razors—Fans That Failed—Paint Books That Drew Sales of Paints —Making the Customer Pay For the Cost of the Souvenir.

A LARGE department store with a grocery department had for a long time been running a pop corn machine. As the cost was very small, the management one day, in a fit of generosity, conceived the idea of giving pop corn away to the children of the city.

It was announced in the newspapers that on a certain morning, all children who visited the grocery department on the top floor, accompanied by their parents, would receive a bag of pop corn, and that in the afternoon, children unaccompanied would be served.

Seven thousand bags were prepared, all of which were given away in the morning, and thousands of children were turned away, morning and afternoon, without receiving any pop corn at all. Children were waiting all the way up the stairs, the elevators were blocked, and during the day very little business was done in the grocery department. In a city with a population of only 80,000, it was astounding the number of children that were brought to the store by the simple offer of a bag of pop corn. Never again in the history of this firm will children be offered souvenirs in a manner likely to bring them up in such large numbers. The risk of a tragedy is never so great as when a store is packed with a mob of children intent on getting something for nothing.

The system of giving away souvenirs to adults is being worked to-day successfully in many stores. There are souvenirs that will bring crowds, and there are souvenirs that will drive away the crowds. The average woman will go a long way to get something of value for nothing, but she will not move an inch for a souvenir that is worthless. In many stores it is customary to determine as far as possible ahead whether a souvenir is going to be successful or not. It is a good idea to use this drawing card when there is going to be good business anyway. Half as many people again can thus be drawn into the store. If it is Easter, people will say, "So-and-So's values are as good as anybody else's, and as they are giving souvenirs away, we might as well go there."

Would Not Carry Fans Away.

An instance of a souvenir which did not draw was observed by the writer in an Eastern Canada department store, which bought thousands of fans, of good value, and offered them as souvenirs during the hot weather. The people who were drawn to the store would not take the trouble to carry them away, and the thing was a huge fiasco. Considerable ingenuity must be exercised in making a choice of the article to be given away.

Success was achieved by a house during the month of June by giving dust caps to their lady patrons, and safety razors to their male customers. It is not hard as a rule to find something that will please a man, but it is hard to please a woman. To get one of the above souvenirs, it was necessary to spend a dollar, at least, in the store. In the case of the dust caps, it was a pure gift, but the razors paid for themselves, as this was the only store in town where blades could be purchased.

New Blades Paid for Razors.

The dust caps cost $95 per thousand. Another line given away on another occasion was a metal vanity box, and powder puffs. The boxes were neat, and bore the name of the firm on the lid. In the case of the razors, one blade was given with each razor. After that, if a man purchased two packets of blades, sufficient profit was made to pay for the razor. If he bought only one blade, the cost of the razor to the firm was 2½c.



Sample of ad. used by Paquet Co. for "Souvenir Week." This firm purchased special type to make their ads. distinct from other merchants. The sale was a great success.

General Merchant's Bookkeeping System

Getting the Facts of the Business—Counter Checks in Triplicate When Credit Sale is Made—The Account and the Cash Register Do Most of the Work—Outstanding Accounts Known at Any Minute.

Written for Dry Goods Review by W. E. SPROULE, McDougall & Sproule, White River, Ont.

IT is my belief that every merchant finds it a difficult matter to get a system of bookkeeping that is not too much system, but which will give him the necessary facts about his business. The average general merchant is his own buyer, his own bookkeeper and to a large extent his own clerk—or, at least, one of them—and while many may have excellent systems for looking after their business, these excellent systems are usually two weeks behind, unless they are exceedingly simple.

We have evolved a bookkeeping method, which we have found to be not only practical but not at all burdensome. It is so arranged that it keeps us in touch with our business every day. We know actually at any time, exactly the extent of our outstanding accounts, the amount of goods sold for cash and on credit each day, and the amount of collections on account. It also keeps us closely in touch with cash, and gives us our entire expenses, and it may probably be of some interest to your other readers to know exactly how this system is conducted.

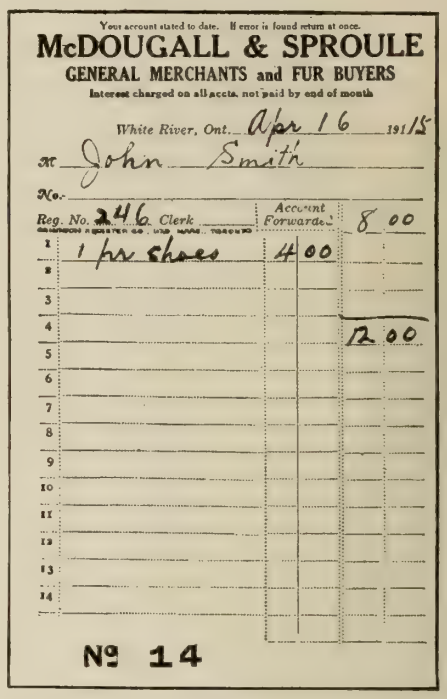
Use Credit and Cash Register.

For our retail accounts, we use the account register and a counter check-book made with triple sheets, the one on the outside being white, the next yellow and the third pink. The back of the white and yellow sheets are carbon, so that it is not necessary to have to use carbon paper.

We have also a cash register, which adds separately the cash and charge sales, the amount received on account, and the cash paid out. The cash sales are rung up on this register without a bill being made, while the charge sales are made out as follows: Let us say that John Smith buys a pair of boots for $4, as illustrated on the accompanying counter-check. His old balance of $8 is brought forward from the last purchase he made. The white sheet goes into the account register, the yellow one is filed on a file arranged over the cash register, Smith receives the pink sheet and the sale is rung up as a "charge" on the cash register. You will see, therefore, that the customer has his bill, as well as the total amount of money he owes us. We have a record of that transaction in our account register. We have also a record on the file over the cash register, and that credit sale is also rung into the cash register.

When Money is Paid on Account.

If a customer pays us money "on account," we give him the YELLOW counter-check receipt, put the PINK one in the account register and file the WHITE one on the cash register, and ring in "on account." The idea of this is plain. We can never mistake the transaction as being other than money "received on account."


Your account stated to date. If error is found return at once.

McDOUGALL & SPROULE

GENERAL MERCHANTS and FUR BUYERS

Interest charged on all accts. not paid by end of month

White River, Ont. Apr 16 1915

Mr John Smith

No.

Reg. No. 246 Clerk Account Forwarded 8 00

1	1 pr shoes	4 00	
2			
3			
4			12 00
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			

No 14

The counter check is made out in triplicate. See explanation in article.

There is still but one more variety of transaction that can occur between us and a customer, and that is in connection with returned goods. If goods are returned after being charged, the customer gets the WHITE slip, the account register the YELLOW and the PINK is filed on the cash register; but the amount is not rung up in any way but is deducted from the day's credit sales.

After the close of the day's business the counter-check slips are taken off the cash register, and totalled to see if they agree with the totals shown by the cash register. That means that the total of the yellow counter-check receipts on the file above the cash register—that is, sales or credits—should be equal to the total shown on the cash register tape with the list of the credit sales. It will be easily seen how any error can be readily detected. We can, of course, always discover any errors made in taking in cash from cash sales, and ringing that cash into the register.

Accounts Always Totalled To-day

At the end of each day we make out a statement of Outstanding Accounts, as will be seen from one of the illustrations herewith. The unpaid charge sales up to the end of the cash register, and to that amount is adder the charge sales of the day, as shown by the cash register. These two items are in turn added together to get the total charge sales up to date. From that is deducted the amount of cash received on account

OUTSTANDING ACCOUNTS.

Unpaid Charges Sales *Brought Forward*	25|00
Charges Sales To-day—*Add*	267|69
Total	35|00
Rec. on Account To-day—*Subtract*	232|69
Unpaid Charge Sales *to Date*	$1,242|69

Entries like this are made every day, so that total of outstanding accounts is always known.

for that day, which it is seen, of course leaves the unpaid charge sales or outstanding accounts up to date. By this means we know the amount of our outstanding accounts any minute, and we can never be deceived as to what money we have to get after. Ten minutes every evening will suffice to finish up your register bookkeeping and enter everything in the books.

Then at the end of each month, the totals of the accounts in the account register are taken off, and these should agree with the outstanding accounts as shown by this daily statement above referred to. The file we are using on the cash register is simply a piece of wood with four darning needles driven into it, and neatly wired to the top of the register and is not visible to the customer.

This system you will see gives us the correct amount of our credit sales and outstanding accounts at all times. We tried the same system with the duplicate slips instead of triplicates but it was not a success, as we found sometimes a clerk would forget to ring in a credit sale on the cash register, or would ring in cash, and we found it practically impossible to trace this sort of mistake. If an error is made in a slip, the clerk is required to file the whole three slips over the cash register, before we begin to look for the error.

We enclose a sheet of our cash book, which we believe needs no explanation.

Handling Purchase Accounts.

Our purchase accounts are handled as follows: We have a merchandise or invoice book, and at the end of the month the amounts of all invoices are entered in this, as well as credit notes, and are posted direct from here to the purchase ledger. We pay all accounts by cheque or draft, and we post direct from the bills payable book and cash book to the ledger. We keep no journal. We have a private ledger for totals from the cash book, etc., and for partners' accounts.

Salaries, freight and express, fuel, etc., are all figured in our expense account. In 1914 we found our expenses totalling 15 per cent. of our turnover, whereas in 1913 the percentage was much smaller. We figure our freight and express as an expense, and do not add it on when marking goods. Of course it is really figured on, but is not actually added on the cost mark. We use an ordinary bills payable book and our invoice book is ruled the same as a journal.

REGISTER READING

		Amounts	Totals to Date
Sales Cash	Forward	$200 00	
	To-day	50 00	$250 00
Sales Charge	Forward	600 00	
	To-day	25 00	625 00
Rec'd on Acct.	Forward	260 00	
	To-day	35 00	295 00
Paid Out.		Gen. Ex.	
		Cash Pur.	1 40

This statement shows the reading of the cash register at end of each day in so far as cash sales, charge sales, received on account, and money paid out during the day for general expense and small cash purchases are concerned. McDougall & Sproule begin this statement anew at beginning of each month.

BRITISH MANUFACTURERS.

(Continued from page 20.)

consider anything else. The cause of this is probably that many manufacturers are working entirely for the military authorities, and this consequently throws a large amount of trade in the way of the other manufacturers who may not be making military goods.

"There is no chance of our making goods for Canada as long as the war lasts."

A manufacturer of cloth coats, skirts and fur garments:

"There is a great scarcity in getting materials, cloths being very scarce and the English market in itself is sufficient to take all that can be manufactured.

"As regards furs, while there is no great scarcity in the raw material, yet the dressers require at least six months for dressing the skins, and this, in itself will make it very difficult to execute large orders by the time required."

Fur manufacturers:

"1. There is shortage of material and labor to some extent, but not such as would debar us individually from executing Canadian orders.

"2. We do not think there should be much delay in executing orders for shipping."

Maclean
London

Cash Book

1915		CASH SALES	ACCTS REC'D.	CASH FROM OTHER SOURCES	TOTAL	ACCTS. PAID CASH	B.P. PAID	GEN. EXPENCE	FREIGHT AND EXPRESS	CASH PURCHASES	ACCTS. PAID BANK	DEPOSIT	EXCHANGE
Apr	1												
"	2												
"	3												
"	4												
	9												

This is the form used by McDougall & Sproule for looking after cash from day to day. General expenses include salaries, fuel, insurance, light, postage, etc.



View of interior of the C. A. Phair store in Lillooet, B.C., showing goods on the counter put up for miners and tourists—trophies of the hunt on the floor. Lower cut shows exterior of the Phair store, and the one in the upper right-hand corner, freight teams coming into town. Since the lower picture was taken the store has been enlarged to twice the size.

Pioneer Business in British Columbia

Indians, Miners and Hunters Chief Source of Orders in Lillooet, a Town Among the Mountains—Dry Goods and Groceries—Reputation as a Medicine Man—Strange Merchandising.

Written for The Review by A. W. A. Phair.

LILLOOET, a pretty little village of a couple of hundred persons, is by nature a distributing centre among the Rockies in British Columbia. It is built on a bench on the left bank of the mighty Fraser River about 200 miles from its mouth and where Cayoosh Creek joins and where the Pacific Great Eastern Railway (some day the main branch of the G. T. P.) is to cross the Fraser. The Bridge River Valley, a gold mining centre which promises to surpass anything in British Columbia, is tributary to Lillooet, and many acres of the finest apple and peach lands lie in this valley. Our climate cannot be surpassed and is acknowledged by all who have visited here to be all that can be desired. We are not too far from the coast to have our winters moderated by the influence of the Japanese current and our hot Summers are helped out by an occasional rain storm. At the same time our mountains rising to eight and ten thousand feet save us from the excessive rainfall of the western slopes of the Coast Range.

Trade of Miners and Hunters.

Mining and big game shooting have helped to keep Lillooet up for many years. Lillooet is truly a sportsman's paradise, as deer, mountain sheep, grizzlies, mountain goat and other game are found in great numbers. Fish are also to be found in countless numbers in nearly all the lakes and streams. For years sportsmen from all over the world have hunted here. One of the first sportsmen to bring Lillooet to the notice of outsiders as a sportsman's paradise was Admiral Sir Culm Seymour, commander of the Pacific fleet about 1885, who hunted here with Arthur Martley, one of Lillooet's first guides. They killed somewhere about 13 rams, some of which must have had record heads, as Rowland Ward had the measurements of one or more in his book of record heads. Some ten to fifteen parties have been hunting here yearly and there is still the best of sport to be had. In fact, mountain sheep are on the increase since the Government has been giving a good bounty on golden eagles. It would pay the Government to do even more towards protecting game, although they are now doing quite a bit.

Lillooet has had very many ups and downs, the ups being mostly mining booms, and I should think people could be found in nearly every mining camp who have been here at one time or another. First there was the famous Cariboo gold rush in 1858. Lillooet was then a town of some 6,000, and was figured as the starting place for the Cariboo, as all mile posts to this day along the Cariboo Road are figured from here. In 1885 very rich

placer diggings were discovered on Cayoosh Creek, but the Chinese were the only ones that benefited by this and it is estimated that they sent millions of gold to China. Rich quartz was found in 1896. Gold dredging was tried on the Fraser river for several years by both English and American companies, but being so far from transportation it made operating expenses too great, besides there was a lot of mismanagement in most cases. Several big enterprises are now under way. Construction on the P.G.E. is about through and now that this boom is over we have a short space in which to consider what is happening. Before Spring passes some of the oldest towns in B.C. will for the first time hear the train's whistle. No one can tell the changes that are to be wrought in this valley and central B.C. by the advance of civilization — the advent of the "iron horse."

18 Years a General Merchant.

Old trading customs which originated with the Hudson's Bay Co. will certainly be a thing of the past. Having spent the greater part of my life here and 18 years or so in the general store business, I have noticed these old customs gradually dying out and business becoming more up to date. The old type of Indian is disappearing very fast and "fire water" and disease are quickly killing out the younger generation and the mortality amongst infants is very great. It is not very often now that we are reminded we forget to put in a spool of "give away" thread, a needle and a few buttons with a purchase of calico. Nor do Indians sit around on the floor near the stove smoking ca-nic-a-nic for hours before making a purchase. The odor from ca-nic-a-nic (the native tobacco) soon reminds a person of an Indian habitation that hardly fits in very well in a grocery store.

July 1 is still the great day with the Indians and is looked forward to by all. They come in for hundreds of miles and this is the one day that the Chilcootins, a half savage race still living by hunting, visit town and trade a few skins for sugar, tea and cartridges. Horse races, foot races and an exciting tug of war—Indians vs. Whites—are indulged in, the Indians generally being victors in the tug of war. Last year for the first time moving pictures were taken of some of the events, the most interesting being the "Klutch Race," Indian women riding race horses. They are good riders and make the horses go for all they are worth.

Reputation as a Medicine Man.

For years our store was a low ceilinged room, 27 by 15, with small windows and a big verandah in front; a warehouse 9 x 27; a small cellar, an oil house, and a room for the manager at the back. A counter ran down one side and another along the back end. The shelves were very narrow and ran down one side and end of the room. A few gaudy prints, shirtings, white cotton, bright-colored shirts, overalls, blankets and a few other necessities constituted the dry goods stock, and a few hat boxes filled the top shelves. In one corner at the lower end there was a small bar—a few bottles of the best brands—and a barrel of rye in the cellar made up the liquor stock. The remainder of the shelves were filled with groceries, a little hardware and some patent medicines. A merchant gained a great reputation among the Indians as a medicine man, and Perry Davis' Pain Killer, Jamaica ginger, and a few pills had to work wonders.

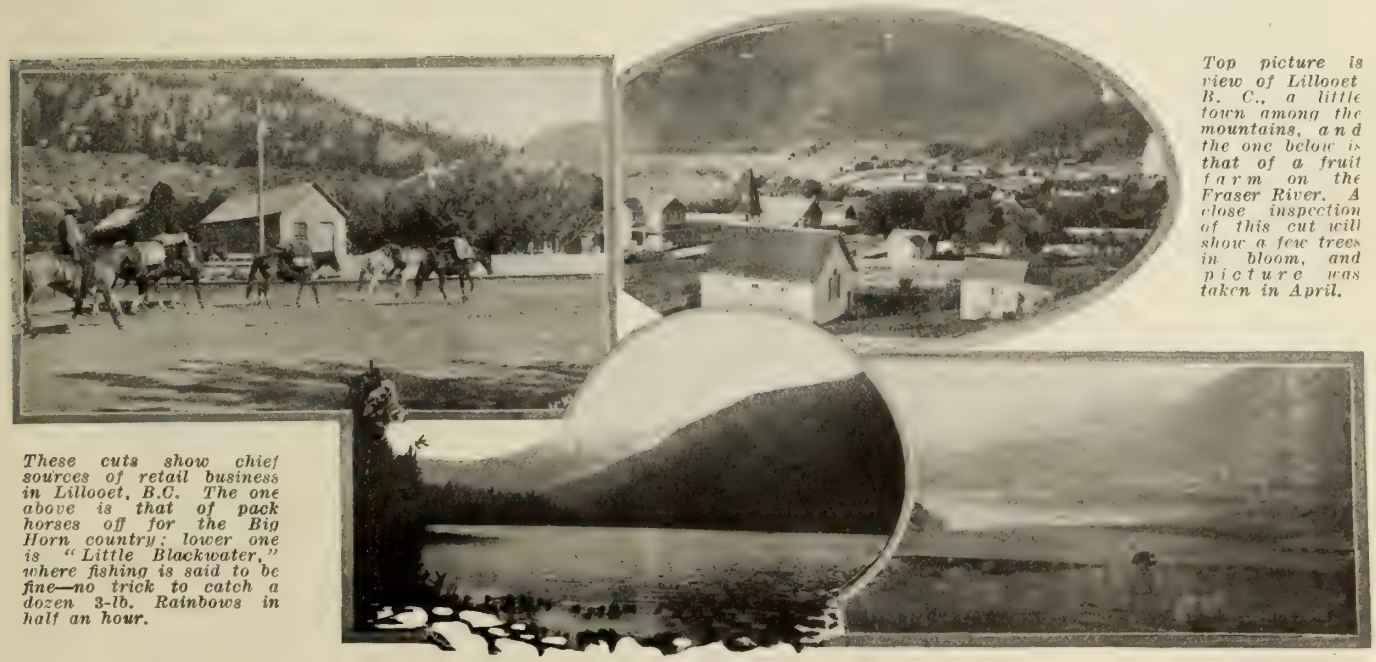
A big box stove about four feet long was set near the middle of the room and a chair and a bench or two were arranged near this for the visitors (the village loafers). Every evening saw a goodly crowd of the faithful, who spun yarns until the manager started to pull the blinds down at 9 p.m. Then all had a drink and departed.

Much Was Expected.

We also had the postoffice, but luckily the mail only came in once a week. It was a wonder how such a varied stock could be carried in such a small space and kept so things could be found. One man attended to everything. Then, as now, we were supposed to have anything a person might think to ask for—and one might think it wonderful how very seldom we were out of what was asked for.

But a merchant carrying all the business in his head soon got to know just about how much each article was needed, and what people were going to ask for a year ahead, as the population changed very slowly. Now and then when a new bunch of people came in whose tastes were different from the old times, we were stuck for a while. As long as we carried flour (it didn't matter to people what brand), sugar (in bulk), oatmeal, rice (No. 2 China) any kind of tea, dried apples, salt pork, lard, macaroni, beans, condensed milk (no cream known those

(Continued on page 40.)



Top picture is view of Lillooet B. C., a little town among the mountains, and the one below is that of a fruit farm on the Fraser River. A close inspection of this cut will show a few trees in bloom, and picture was taken in April.

These cuts show chief sources of retail business in Lillooet, B.C. The one above is that of pack horses off for the Big Horn country; lower one is "Little Blackwater," where fishing is said to be fine—no trick to catch a dozen 3-lb. Rainbows in half an hour.

Putting On the Clock One Hour in Canada

Smith's Falls Merchant Enlisting Support of Boards of Trade for a General Movement —Almost Unanimous Support—Better for Health and Financial Reasons.

Special to The Review by a traveling staff writer.

"JUST put on the clock one hour some night when people are asleep and when they wake up they won't know the difference."

These words were used by one of the heroes of the Great War, Col. Hart-McHarg, who lately met his death, in urging "Daylight Service" before his colleagues of the Board of Trade in Vancouver. Regina and Weyburn, both in Saskatchewan, have led the way in getting up an hour earlier in Summer and playing that it is the same hour they have been used to from childhood. Regina tried it last year and adopted it again this Spring as a matter of course: Weyburn likes the idea so well that it has carried into effect the going-to-bed-earlier scheme from January to December.

Before Associated Boards of Trade.

There have been one or two attempts in Canada elsewhere, for instance in Orillia, Ont., but the confusion that will result naturally when there is no uniform time in force in all adjoining municipalities usually would militate against a successful operation. Undeterred by this, Woodstock is now trying the experiment. It is sought, however, to obviate this weakness by a movement among the Associated Boards of Trade of Ontario to have the "Daylight Saving" adopted over the whole province for six months of the year, April to September inclusive. This would mean that where business began at eight o'clock now it would start at seven o'clock in reality, although the clock still would register eight o'clock; the hands would have been moved on one hour. The general arguments in favor of the innovation are fairly obvious; that one hour of extra sunshine in the morning is preferable to working one hour later at night; that games could be played in the evening; that the cost of one hour a day of artificial light would be saved, etc. The only serious objection raised is that a confusion with Standard time and railway time tables would be the inevitable result.

Smith's Falls Merchants Backing It.

There is one energetic dry goods merchant in the person of Mr. A. B. Scott of Smith's Falls who is working at converting even railway time by a universal statute to cover Canada. Mr. Scott, who was president of the local Board of Trade the last two years, first armed himself with a unanimous resolution from his Board and has since during May and June, had his resolution brought before a large number of Boards in Canada. The reception has been overwhelmingly in its favor, from St. John, N.B., to Vancouver. In October the Associated Boards will consider it in convention, when another dry goods merchant, Mr. H. W. Newman, of Newman & Shaw, Kingston—who, starting in a comparatively small way in business have made a notable success—will second the resolution. It is Mr. Newman's suggestion that municipal councils be asked to lend their co-operation. Mr. Scott has kindly furnished Dry Goods Review with copies of the communications from various Boards of Trade, and the substance of these is given below.

Before going on to these, however, a reference should be made to a bill introduced by Mr. E. N. Lewis at Ottawa a few years ago which passed a special committee but did not advance through Parliament for various reasons. The objects of the bill as set forth were:

> "To promote the greater use of daylight for industrial and recreative purposes of all kinds;
>
> "To benefit the physique, general health and welfare of all classes of the community;
>
> "To reduce industrial, commercial and domestic expenditure on artificial light."

The working out of the bill excluded the Yukon Territory and provided as follows for the rest of Canada:

> "From and after two o'clock in the morning of the first Sunday of April in each year until two o'clock in the morning of the first Sunday of November in each year the standard time shall be one hour in advance of the standard time now in use."

This bill received the support of a large number of Boards of Trade.



Mr. A. B. SCOTT,

Dry goods merchant, Smith's Falls, and late president of the Board of Trade, who is directing a vigorous campaign for daylight saving.

A 20-minute Form in England.

The Daylight Saving Proposition was brought forward in England, in the form of a measure to make a change of 80 minutes gradually, 20 minutes a month for April, May, June and July, giving a total of 210 hours extra daylight in one year. The smaller period was chosen so as to

conflict less with railway time. It was pointed out that watches are changed daily in crossing the ocean, and even in going over to Ireland.

The following are the Canadian reports:

Regina Fully Satisfied.

The Regina Board of Trade wrote stating that the resolution submitted by Mr. Scott had been discussed at a meeting of the full Board and the secretary was instructed to advise him that a similar by-law had been adopted a year ago last January, advancing the time one hour, commencing with the first Sunday in April and reverting to the old time on the first Sunday in November. The by-law makes provision that automatically the time changes every year. The secretary went on to say: "Our citizens are so well satisfied with the change that it would be impossible to get a sufficient vote to rescind the by-law. We believe that possibly there is a greater advantage in advancing the time one hour in the West than in Ontario, as we have much more daylight during the summer months.

"We are in receipt of communications from every other city in central Western Canada for information on this subject, which goes to show that these cities are all now considering the change. Whether it will be adopted generally or not we are unable to say, but have reason to believe that in most cases it will.

Co-operation of All.

"May we say that the by-law was adopted in our city after having the assurance that all public places, Government offices, Land Titles Office, Court House, Post Office, banks and every other public institution agreed to be governed by the time, excepting the railway companies. The fact that the railway time is one hour later than the city does create a little confusion with travellers and those who come into town to do business. It takes some time to adapt themselves to the fact that city time and railway time are not the same. Should your resolution succeed it will have the effect of advancing railway time to correspond with ours."

Weyburn Has It All the Year

From Weyburn, Sask., Board of Trade, Mr. Scott received a letter stating that the daylight saving arrangement was adopted last year through a by-law on petition of the ratepayers, but it came into effect as a permanent measure covering the whole year. The secretary says: "The innovation has been found to be a distinct success in all respects. We hold that the adoption of permanent fast time is preferable to the system used in the majority of cases where the clock is fast in the Spring and put back in the Fall, as it is far less confusing to the travelling public."

The Hamilton, Ont., Board reported that the resolution had been referred to a special committee to make investigation as to the advisability of the suggested change. They added: "The council of our Board is in sympathy with the movement provided it is adhered to generally throughout the province."

Montreal Wants Labor's View.

From Montreal the secretary wrote stating that in 1909 when a Daylight Saving Bill was before Parliament the Council of the Board approved of same providing the railway companies endorsed it. The present council expressed the opinion that this movement more particularly concerns the laboring classes, and that it is desirable before further advocating the movement that some expression of opinion thereon should be obtained from the labor organizations.

New Brunswick Boards will take the matter up at the earliest opportunity.

In Sarnia the question came before the council of the Board, but the members were rather unsettled and will look into the question further. The difficulty regarding Sarnia and a few other places on the border is dealt with as follows: "Were we to adopt this standard without the States also adopting it, there would be two hours difference in our time so that you will appreciate some of the difficulties of a city on the boundary."

The London Board write that they were unanimously in favor of the proposal and had already placed themselves on record to that effect. They declared they would support the resolution before the meeting of the Associated Boards of Trade.

Particular interest centres in the report of the Vancouver Board of Trade. A resolution in favor of daylight saving was brought before the Board by Colonel Hart-McHarg, who some time afterwards was killed at the battle of Ypres. A resolution of the Board states that they were in favor of an act being passed by the Legislature of British Columbia advancing standard time in the Province one hour from the first Sunday in April to the third Sunday in October. The resolution in support of this contained the following argument in part: "It is proposed to advance time during the Summer months one hour, so that instead of sleeping away several hours of the daylight in the morning and spending a large portion of the leisure hours at night when it is dark, more of the daylight in this event may be enjoyed. This would be, it is believed, conducive to more outdoor recreation, it would be advantageous from an economical standpoint, and is entirely practical in so far as it would affect the industrial sphere of the Province.

A letter from the Toronto General Trusts Corporation expressed support of the measure and the hope that the Ontario Associated Boards of Trade would take strong action to have the law passed.

Trouble With Port Arthur.

The Fort William Board of Trade replied that they had some difficulty at present through being one hour different from their sister city of Port Arthur. On that account they did not feel like taking any action now on such a measure.

The Orangeville Board of Trade wrote that they were in accord with the Smith's Falls Board in this matter.

Light at 10.30 P.M. Anyway in Edmonton.

The only straight opposing view was from Edmonton Board of Trade in which they decided against the resolution. The secretary wrote: "A factor in this decision may have been that standard time now in use here is 34 minutes ahead of the sun at this longitude. In consequence of this and also the fact that at this latitude the days are very long in Summer, people who have to get up fairly early in the morning now go to bed by daylight in midsummer. Excepting in cloudy weather it is by no means dark here at 10.30 at the end of June."

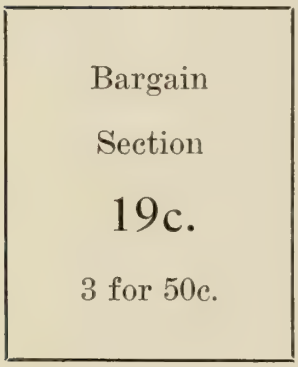
The Saskatoon Board of Trade, while favoring the measure, stated that some people who could not get their children to bed at a proper time of night had flooded the newspapers with letters and the plans had been shelved for the time being.

The Paris Board of Trade passed a resolution favoring the resolution.

One of the largest fruit growers in Ontario, writing from Grimsby, stated as follows: "We note with satisfaction that Smith's Falls merchants are wide awake to the importance of more daylight for the Summer season. We would be glad to see this put into universal use; it would help us greatly here." The matter will come up before the Association.

Astonishing Successes of Bargain Counters

Attention is Being Drawn to Them as the Best Clearing House for the Slow Stock or Remnants of the Departments—Job Lots a Favorite Offering—Experiences in Several Canadian Stores.



AMONG the illustrations in this issue is a view taken at the entrance of the store of the C. H. Smith Co. of Windsor, Ont., formerly the Applebe store. It shows net ribbons, neckwear or fancy goods, the usual lines that strike the eye of the customer on entering, but three tables — bargain tables! These are set in the middle of an aisle that leads to the mezzanine floor at the rear. These tables are the chief Clearing House auxiliaries in the store. There are others of a similar nature in the aisle to the right. Big sales are made on all of these. These two sets may be termed the store's Bargain Section.

There is very little use going against general conditions, and the easiest way to get business is to give the people what they want. When times are prosperous it is easy to sell high priced goods, for most people want the best they can afford, and it is easy then to sell expensive novelties. When times are like the present the "bargain" becomes the most potent factor in producing trade, for the public are looking for the worth of their money and trying to make the best of every dollar they have to spend.

Every store is recognizing this condition and even in the height of the opening up of a new season is not losing sight of the bargain idea.

Another sign of the times is the giving up of ground-floor space—space that is always looked upon as the most valuable in the store—to bargain sections and tables.

Have you a permanent Bargain Section in your store?

Most merchants have a corner of the dress goods department given up to sales of remnants, part of the time or all of the time. Some have a special counter in connection with other departments: few stores in Canada have a permanent location for what the public recognize as bargains, and name bargains, or what the merchant, more correctly, from his own standpoint, knows as his Clearing House, for remnants, for soiled goods, for an overstock, or for those fast running out of fashion.

Surprising Profits.

In this article The Review presents some of the advantages of permanent "Bargain" sections, with some of the financial results. Much of the information secured, particularly when accompanied by figures, is confidential so far as naming the stores is concerned: some of it reads almost like fiction, such as the fact that in one Canadian store the bargain tables one year ago drew hundreds of thousands of dollars' business, much of it entirely additional to the normal trade, as a large proportion of the goods purchased were secured for the bargain tables alone, and would never have been contracted for to sell in any one of many separate departments.

Main Uses of Bargain Section.

There are two main ideas, as has been said, behind the Bargain Section. It establishes the means for a quick clearance of goods that in the regular departments would sell slowly, or perhaps not at all. It rids the department of a cheaper class of business that interferes with its regular customers and the regular lines; and as a special addition to trade turnovers, it provides for the selling of job lots on which a fair, if small, percentage of profit is made.

On all three counts the Bargain Section is a desirable feature of a store, particularly now when every effort must be put forth to create extra business.

Bargain Basement the Big Development.

The development of this manner of handling special lines has resulted in the establishment of the Bargain Basement. The first of these, it is said, must be credited to John Wanamaker's store in Philadelphia. Since then Marshall Field in Chicago and merchants in New York and other cities have fallen suit. The T. Eaton Co., Toronto, established one this Spring on a fairly large scale, and several Canadian stores have more or less extensive bargain sections in the basement as the means of utilizing space that ordinarily is devoted to storage only.

Some Big Sales at Little Tables

Some of the sales which have been made at small bargain tables or counters or even sections of counters will amaze those who have not investigated the subject for themselves. The Review was shown a section of a table devoted to ribbons not more than 6 feet in length which frequently showed sales of over $100 in a day, and the day before the head of the Bargain Section was spoken to the sales had amounted to $117, of which one girl had sold nearly $70 worth.

A section given up to goods for the toilet, mirrors, brushes and so forth often sold $400 worth in a week and this average was kept up pretty well throughout the whole year.

A small city store sold 6½ dozen combinations in one day at one table.

A small counter in one store devoted to linen was responsible for sales of over $20,000 a year.

One firm sold $386 worth of waists at 25c in one day in the section of a circle a few feet in length and finished up with a sale of a job lot of 600 dozen in one week.



View of C. H. Smith Co.'s store in Windsor showing use of bargain tables in main aisle, a permanent position. These sell large quantities of goods, and are considered quite worth the most valuable location in the store. Over at the right-hand side are three tables for remnants, facing the dress goods department.

But it is the Bargain Section on the main floor that will appeal to most Canadian merchants as the more practicable. Such a one is seen in Windsor on a small scale, and in a larger way in the Robert Simpson Co.'s store, Toronto. This latter consists of three main "circles" with a number of aisle tables, on the ground floor, half way back, starting close to the Queen street entrance. These tables thus catch the flow of people across the way from Eaton's as well as those coming down from the front of the store.

Using Very Valuable Space

This Bargain Section is handled differently from most of the larger ones, but has had a remarkable success, and is being added to year by year. The floor space used is very valuable and the fixtures, of mahogany, are uniform with the best in any part of the store. The three chief sections are built around the large square aisle pillars, and in the form of circles or squares. These are connected by cash tubes with the main cash office and the wrapping is done inside them. The bargain tables near by are equipped with cash registers and wrapping paper, where an envelope or bag cannot be used.

A list is given in this article of the goods shown at one time in this Bargain Section with the prices. Many of them are odd figures, like 19c, 29c, and so forth.

"I am not so sure that I am in favor of this," remarket Mr. Robert Brown, who is manager of this department, "but the public seem to feel that if goods are marked 19 cents, they are saving at least one cent as compared with a marking of 20 cents, and at 34 cents they are also one cent to the good.

One Cent a Yard Sold It.

"It is curious," he went on in a chat with The Review, "how the handling of prices effects sales. We had a lot of laces to get rid of and it was suggested that '12 yards for 8 cents' would take the public. It did not; sales were very slow. A few hours later I marked the lace at one cent a yard, and in a short time a lot of hundreds of yards was cleaned out.

No Advertising.

"We do no advertising at all of the items marked in this section, so all we get out of it is clear gain in that respect.

"This is our idea: Take, for instance, those flannelette blankets marked at 98 cents. They are ordinarily sold at $1.50, but we bought a big lot of them and 70 have gone in a short time this morning, and here is a pile coming of dozens more. These women did not come down town with the idea of buying blankets, but simply were taken by the value, and bought.

"So with waists. We had a lot on at 25 cents, something like 600 dozen. The first day we sold $386 worth, and disposed of the rest before the week was out. Women saw them, knew the value was good, and took them."

"What about changes in the location of goods?"

Constant Changes of Goods.

"These are made frequently. We aim to give a new look to the section continually by changing the goods on sale or shifting them around. The Parisian ivory counter is about the only one that remains the same. We have two tables for linens and one for ribbons side by side, opposite the elevators, but the values and goods on them are changing constantly. Again, if we find a certain lot is not selling the first hour or two, it is removed and another put in its place.

"The day, of course, makes a big difference in sales, and must be watched carefully. There, under that counter, you see some boys' shirt waists; we couldn't get 10 cents apiece for them this cool day, so although they were



Photograph taken for The Review of Bargain Section of Robert Simpson Co.'s store. The three main circles are around the pillars numbered 1, 2 and 3. On both sides of these in the aisles are bargain tables marked by arrows. A typical one is the one loaded with parasols, and fitted with a cash register. The circles are connected with the cash tubes. Usually the price tickets are a light blue: when this was taken, the last of June, a special sale was on which was extended to this department. So important is this Section considered that a special manager, Mr. Robert Brown, gives his whole time to developing it. It is giving away no secrets to say that hundreds of thousands of dollars' worth of merchandise is sold from this comparatively small space in a year.

on hand ready to go on sale, they must await a good warm day."

Controls His Clerks.

"Where do you get your clerks—from each department?"

"No, we changed that system. These are special girls, at least not attached regularly to any department. They have had coaching, probably, in a certain department, but I can shift them from one section to another here, and they are trained to wait on practically any line of goods. If there is a rush at one spot I bring some from other sections to wait on customers. Of course, girls who do well in one section are usually kept there.

No "Late" Passes.

"Another point is that when the clerks are not under the control of the special department heads the rules of the Bargain Section can be insisted on. For instance, when a girl comes late, I issue no 'late' passes; they are off for the half day or day as the case may be. The result is that they are nearly always on time and have their counters and goods ready when the people enter at 8.30. There is nearly always business as soon as the store opens."

As might be expected, there is a liberal use of price-cards. These are of light blue to distinguish them from the other cards in the store which are white.

A Wise Windsor Experiment.

The illustration of the C. H. Smith Co.'s store in Windsor shows an idea which is working out with surprising success. Down the middle aisle, facing the front entrance as was stated, are three "bargain" tables: these comprise the Bargain Section of this bright store. Over on the right, in front of the dress goods section, are three other tables reserved mainly for remnants.

The three middle tables, occupying the most valuable space in the whole store, are not begrudged their location by the shrewd young proprietor. He considers that he gets excellent value from them; that they are quite worth their location. From these, as from most bargain tables similarly placed, the amounts of transient sales are enormous. In one day there were 6½ dozen women's combinations sold; on two Saturdays, 100 ladies' vests.

These three tables constitute probably the best, as they are the simplest suggestion that can be offered for a permanent Bargain Section in a dry goods store to act as a Clearing House for the departments, and a vehicle for increased sales on special lines.

Started First on Ground Floor.

Reference should also be made to the experiment of the T. Eaton Co. in establishing a Bargain Basement. This has been tried in a number of stores in Canada, but along more limited lines. The Toronto plan follows those of the Wanamaker and Marshall Field type, with modifications.

This section began first on the ground floor. During February and part of March this store gave up the front portion, the section facing upon the main street, right between the two main entrances, to bargain sections and tables, and the goods featured were suspiciously like those carried in 5c, 10c and 15c stores. There was no pretence of making any show or preserving the appearance of the store—the main object was to sell goods, and to do it as cheaply as possible.

PARABLE OF THE LADY WHO THOUGHT SHE WAS STUNG

By H. S. E.

ONCE *upon a time there was a man who had been married twenty-five years. He desired to commemorate the blessed happening of five and twenty years ago; so he said to his wife: "Let us celebrate." She clapped her hands and said, "O joy! Let us commemorate our wedding by your buying me a gift."*

The man hadn't looked at it like this. He felt a bit dubious and surreptitiously began to count the bills in his pocket. He also wore a worried look. Nevertheless he said: "All right. What shall I give you?" For like most husbands he had become a Fatalist.

Now the lady was very astute. She said, "Well, George, you'd better leave it to me. I'll get some little thing down town."

So she went down town and flattened her retroussé (and elegant and all that sort of thing) nose against the windows of the different stores. And behold, she came at length to a fur store. She stopped there. For in the window she saw "the little thing" she wanted. It was a Hudson seal coat and was priced at $165.

The lady walked up and down and passed and repassed that store about twenty times. But she couldn't resist the $165 *coat in the window. At last she decided to go in and try it on. She said to herself, "Trying it on won't commit me to buying it. I will just see how it fits me." By such sophistries do women salve their consciences and put their hands into their husbands' pockets.*

The salesman was very enthusiastic. He rhapsodised at once and assured her that the Hudson seal coat fitted her absolutely. There wasn't a wrinkle! "No, ma'am—it's your build; might have been made for you." (Strange what a casuist the average salesman is.)

The lady hummed and hawed.

"You see I didn't really intend to buy it," she said. "It's rather expensive."

"Real Hudson seal, ma'am," answered the salesman. "It isn't dear at the price. And oh! how it fits you!" Here he fell into another ecstacy of admiration. That finished the job. The lady fell for the subtlety—just like our great-great-grandmother Mrs. Eve did—and she bought the coat.

And it came to pass that after she went out of the store —having paid for the "little thing" which was her husband's gift to her by a check which he had thoughtfully left blank—she happened upon another fur store on the other side of the road, and glimpsed in its window a Hudson seal coat, very similar to, almost a duplicate of the one she had just bought. She looked at it for a moment. Then she suddenly saw the ticket: "$90," *it read.*

The lady looked again! $90? *Why, she had just paid* $165 *for a Hudson seal coat! What did it mean?*

There is no emotion so quick to arise as suspicion. In about two ticks (however long that is) the lady began to tell herself that the salesman who had sold her her coat had "put one over" (which is Broadway lingo and corresponds to the Mayfair term "diddle.")

She did a very womanish thing. She warmed up right away and started a torrent of short, staccato participles, after this fashion — "Stung, tricked, duped, deceived, swindled, etc., etc." Then, having exhausted her verbs she continued adjectively, using the vocative—"O salesman! knave, lobster, bounder, trickster, swindler, robber, sharper, thief!" Then she went on muttering into her veil: "That salesman put it over me like a tent. The idea! He soaked me $70 *too much! He flim-flammed me! He swiped a cool seventy bones." (From this talk it may be seen that the lady moved in the Best Society.)*

"And," ended the lady, "I'll never buy another thing at that store."

Up to now she has kept her word.

That's how that fur store lost a good customer.

* * *

Yet, it need not have lost her. If the salesman had been wise and worth his salary he would have told the lady that the coat she was getting was well worth the price because it was dyed muskrat. He would have said to her, "Madam you can get some kinds of Hudson seal for much less money than this costs. You can get one that looks as good as this for $70 *less. But the cheaper ones haven't got the wear in them. This is muskrat. An inferior coat is merely dyed rabbit, and it isn't one-two-three with this fur."*

Then, everything in the garden would have been lovely! The lady would have been prepared beforehand to see "Hudson seal"—of a kind—priced much lower than what she herself had paid, but she would not have thought she had been "rooked" (a synonym for all those verbs the lady used) on that account.

But the salesman's lack of frankness lost him a customer. Wherefore the moral of this parabolic harangue is: "When frankness flies out the window the customer walks out of the door!"



Monthly Calendar for Linen Section

View of linen department of F. R. MacMillan, Saskatoon, where 2,000 Shamrocks were given away on St. Patrick's Day.—This article was written for The Review by the manager, E. A. O'Brien.

SASKATOON, June 28,—Here is a programme for linen department covering the whole year, a monthly calendar. This proved very successful last year and a similar result is anticipated for this. So far we have not been disappointed. The January sale was a record for us, and the little device of giving away shamrocks on St. Patrick's day brought in a number of new faces, and did a good business as well. Here is our plan, month by month.

JANUARY—Linen and cotton sale for the first week. This year we advertised that all linens, sheetings and pillow cottons sold during the week would be hemmed free of charge. This seemed to appeal to our customers, particularly those who were conducting hotels, restaurants and rooming houses, as well as to private families, or those who occupied suites. The first week gave us a rushing business and kept three ladies hemming constantly for two weeks, the goods being hemmed in the order sold.

Each Friday during the year we always specialize on linens, making a fine display in the department with price tickets arranged on each piece. We make a complete change each week on our ledges and the tables are changed three times a week, always having price tickets with the heading. "Special to-day.'

FEBRUARY—The month for Whitewear Sale. We made special purchases of table Linens, Napkins, Towelings, Sheetings, Pillow Cottons, Bed Spreads, Sheets and Pillow Cases.

MARCH—Again we feature Linens on St. Patrick's Day, we offered 2000 free shamrocks from our Linen Booth as per photo. This proved to be an excellent winner, as before noon our supply of shramrocks were exhausted, with the result that every person on the street was wearing a shamrock from the MacMillan store, and we also noted many strange faces which we had never seen in the store before. With the display of linens we did a nice business and had the opportunity of exhibiting our goods to a large crowd who otherwise would not have been in the store. Another idea is to have the Hospital people announce a Linen Shower. On this occasion we advertise special prices for this particular day, having neat cards printed to enclose in each parcel with the name and compliments of the sender.

APRIL—This month our entire department featured Wash Goods. Window displays assisted us in doing a bigger business than last season.

MAY—We again bring forward Sheeting, Pillow Cottons, Quilts and White goods for Summer dresses, waists, Boy's and Girl's Wash Suits, Tub dresses, Etc.

JUNE—Once more the June Bride appears which suggests Linen Showers, with special displays of Table Cloths, Doylies, Runners, Try Cloths, Etc. All marked at special prices for this occasion.

JULY—Gives you the opportunity of introducing Wash Goods, Etc., for the vacation Season with a good Mid-Summer Remnant Sale. That cleans up all the short ends accumulating during the busy Season.

AUGUST—People are thinking of the approaching Winter when we feature Flannelettes, Flannelette Sheetings, Cashmere Flannelette for Drsses. Last Season our Sales during the month in White Flannelette were very large—selling 10 yd. lengths for $1 and Colored Flannelette in bundles cut in 9 yards for 95c.

SEPTEMBER—Gives you about the same opportunities, but we find a big demand at this time of the year for new Sheetings in Cotton and Flannelette.

OCTOBER—Heavy Shirtings, Kimona Cloths, Flannelettes again. Grey and blue Flannels, White cottons, Nainsooks, etc., are good sellers and when specialized will give good results.

NOVEMBER—Suggests white and colored Flannels Eiderdowns, Kimona Flannels, Prints for making Comfortables or Quilts, with large size dollar Batts. When these things are brought forward and advertised it is amazing the results that will follow.

DECEMBER—Now comes the time for your linen display. Last Season we started our Linen works on the first of the month and continued right up to Christmas, having the whole department confined to a Linen display, everything marked in plain figures with fancy boxes for every article bought. The result was that we had many lines missing when stock taking came around in January.

$1 Spent is Worth $1 Back

Windsor Merchant Criticizes Theory of Accepting Returns Based on "Sincerity" of The Customer—Woman's Tongue Must Wag Your Way—Refunding Half Costs of Dressmaking—Prize-Winning Answers.

———, *June* 28, 1915.

To the Editor of The Review:

IN your June issue you present a suggestion basis for a dry goods store in determining whether to accept the return of goods or not by deciding as to the sincerity or insincerity of the person who makes the request. This is submitted by a department store manager but it does not appear to me to be either practicable or advisable. How can you decide as to a woman's sincerity? You may pride yourself as being able to read character shrewdly and yet fall down, and if you do make a mistake, you may do your customer an injustice and work injury to your store. The principle suggested seems to me too narrow. The dry goods store of to-day must work along more generous lines if it would build up business on the satisfaction of customers who have done business with it.

A Working Rule

No, my rule would be a declaration to all, honest or the reverse:

"One dollar spent is worth one dollar back."

Before going into any details as to how this theory works out, consider the acceptance of goods from the advertising standpoint.

How many dollars do you spend in a year in advertising? What you call advertising such as newspaper ads., circulars, etc.

Is none of it lost? Surely, lots of it.

You accept the return of goods. Perhaps they are slightly damaged so that you cannot get full value for them again. Perhaps you lose 50 cents on $1 on them, but what do you get in place of this?

Only Advertising That Reaches Her

Why, advertising that is invaluable. It is not advertising in a newspaper, but advertising by the only way perhaps that will reach this lady.

A woman's tongue will wag one way or the other. You must have it wag your way.

No, in the face of mistakes as to the honest intentions of customers,—as when for instance, goods are worn—I prefer to take the stand that if a customer comes inside my door to ask that some sale be rectified, she is sincere, I would not take the chance of concluding that she was not.

More than that: If a customer shows she is not satisfied but does not ask for a return of the money, I instruct my salespeople to suggest this to her.

A man kills his business by being small.

I would hold before all salespeople this motto:

"The princely merchant is he who considers his customer king."

It all comes down to the Spirit of Service. We must keep the customer exalted; there's the soul of my business.

If we are forced to go one mile, we should "go twain." It is not the first but the second that really counts, that makes the difference in the customer's future attitude towards your store.

A few words as to special cases. The manager in The Review mentioned women wearing goods and then returning them. How often does that occur? and how less frequently is it found out? Such a case is so remote an exception for us anyway and most merchants, that it not worth considering in formulating a working principle.

We accept returns, freely, with money back unless the customer readily accepts—asks for a substitute. Often there is a loss attached—in dress goods for example—but that is like advertising, as has been said.

We go further. Suppose a customer buys dress goods, and comes back dissatisfied—through no fault of the clerk either. Suppose, too, that she has had those goods made up. This has cost her something. Or if not a dressmaker, she has spent time.

She even brings the goods back and we replace them.

Yet there is something still "sticking in her crop." Money paid out to the dressmaker, or her time.

"We say to her: "We'll go half on your costs of making."

She may accept or she may not, she is put on her own resources.

How Transaction Should Close

But, so far as we are concerned, we want the transaction closed, and so closed that the lady, will go away with a good impression of our store. If she goes away sore, we will lose more on the transaction than if we had refunded her money.

We must look upon these incidents, not as individual cases so much,—so much loss here or there,—but from the broader standpoint of a year's business. Then how small they seem! Probably this very customer has come back again and again and again and wiped out their loss upon the one item many times over.

A dollar spent is worth a dollar back!

This answer was adjudged the best and one year's extension to his subscription is given Mr. ———, whose modesty at the end forbade use of his name.—Editor.

* * *

A BRANDON METHOD

The following is a reply to the problem of the June issue—from N. J. Campbell, of Doig, Rankin, Robertson, Ltd., Brandon, Man.,— with which The Review would take issue on several points, but which has been adjudged worthy of the second prize, one year's subscription. The intention of the editor in presenting three types of "returns,"—a worn collar, a hat, and a chair in a home where infection was liable, was not to draw forth a detailed discussion of these instances, but rather that they would be suggestive of some general plan in dealing with scores of cases, that come up in every store.

In the reply from Brandon, Man. given below, there might be serious objection raised to giving an erring customer a "stern talking to." Her youth would have to be very pronounced before such an experiment would be advisable, and some skeptics might be pardoned, again, for not accepting the view that the customer whose morals had been reproved by a merchant would welcome every opportunity of going back and doing business. Human nature, as we have met with it, is built on rather contrary lines to this. But to return to Mr. Campbell's solution:

A Reproof to the Customer.

"In answer to your problem No. 4 on offending a good

(Continued on page 40.)

Against Enemy Trading After the War

Government Not Expected to Act But Associations Will Be Formed to Oppose Buying Of German and Austrian Products—Quarter Million Clerks Enlist—Russia Cuts Off Supplies of Furs—Letter From London.

LONDON, June 21.—Possibly because of the growing intensity of sentiment against the Germans and to some extent against the Austrians, possibly because people are now beginning to regard the war as a serious business and something that must be considered from all angles, it is clear that there is a widening feeling that some movement should be started that will prevent the renewal of freedom of trade with Germany and Austria after the war and ensure a corresponding protection for the goods of British manufacture. It is undoubtedly true that many manufacturers have been deterred from attempting to instal machinery and develop skilled workmen to turn out lines that were formerly of German origin simply because they feared that the moment the war stopped the same influences that made them pre-eminent in many fields before, would operate again without let or hindrance.

There has been no suggestion heretofore that the Government will pass any legislation that would protect British industries by a surtax or any other means. In the absence of this, suggestions are coming from many quarters that the Public shall take it into their own hands to protect the new market for British goods and push their sale in preference to the goods produced in the present enemy countries.

German Goods After the War?

In an editorial the Drapers' Record declares that the work of capturing German trade in the home market is being hindered to a material extent by a lack of cohesion between the manufacturing and the distributing sections of the trade. "Public sentiment," it adds, "is now strongly and even violently anti-German and anti-Austrian. It is somewhat cynically suggested that this is but due to a passing wave of patriotism and that after the war German goods will soon become as popular as ever. We do not share that feeling; because we are inclined to think that the unprecedented barbarity perpetuated by the Austro-German troops and the horrible murder of non-combatants on land and sea has made a deep impression on our people and, though time may efface it, a long time will be needed for the process. Retailers of course can hasten the return of German goods by advertising and displaying them and it must be admitted that some buyers are expressing their intention of purchasing German productions again as soon as they are available. We believe, however, that such lack of patriotism is rare and we hope that it will spell loss to all who can treat so lightly the welfare of their country's industries. It will certainly do so if the trade as a whole combines in an intelligent effort to found upon the spirit of Imperialism that is abroad a permanent demand for Empire-made goods."

"Let Us Have the Cards on the Table."

The paper goes on to state that the German has been taught from his youth to buy German-made articles exclusively, British crusades have been half-hearted and not sufficiently general. The interval between now and the time when German goods will be available should be used in popularizing British goods. "Let the merits of our home productions be advertised with energy and determination and the re-entry of enemy goods will be rendered more difficult later on. The question as to the future must be settled at once so that manufacturers may be able to put down their plant and arrange for a permanent programme." What are the retailers going to do? it asks. What is going to be their attitude with regard to German goods in the future? "Let us have the cards on the table."

From the point of view of the manufacturer the movement has already begun. The fancy leather section of the London Chamber of Commerce has declared for a tax on German and Austrian goods after the war and invites other sections of the Chambers of Commerce generally to enforce its policy. The resolution was adopted unanimously.

The Government is being urged to adopt a policy by which debts owing to British firms from Germans and Austrians will be protected by the hypothecation of property in Great Britain. This is now valued at nearly £100,000,000, or $500,000,000. The Government has declared that in considering how it will dispose of enemy property regard will be had to what is done with British property in Germany, Austria and Turkey.

Preparing for Winter Campaign.

A Belfast report on the linen market states that the growing flax crop continues to progress favorably in Ireland. A considerable amount of flax has been received from Russia and more is on the way. There is no fixed standard of value as each consignment is dealt with by itself. Fair shipments are being made to the United States and Canada. A report from Glasgow states that Government orders are still being given precedence at the factories and the manufacturers have been given a hint that preparations are being made now by the military authorities for a Winter campaign and new orders covering Fall are expected very shortly. On this account the regular public will be forced to wait for the completion of delivery of their orders. Most firms are still behind with their deliveries and some orders which were placed last year are still unfilled.

The looms of the woollen manufacturers are still taken up with making Khaki for the British manufacturers and blue-grey cloths for the French. Orders are coming in in considerable quantities from the Colonies and United States for woolen goods as well as from the wholesale houses of this country.

The prices are very high which is deterring some, in the hope that they will fall and the war be brought to a close soon, but the majority have decided that nothing will be gained by delay and are sending in their orders.

Serious trouble is being experienced in getting a sufficient number of mill hands. Male workers are not available and female employees are not working regularly.

Stopped Export of Furs From Russia.

A rather serious situation has arisen in regard to the supply of furs from Russia. The Russian Government have stopped the export of fur skins from that country and the subject was discussed at a recent meeting of the Fur and Skin Trade section of the London Chamber of Commerce. Surprise was expressed at the action of the Russian Government as a large trade had recently been developed with England. The Chairman stated, however, that he believed that the reason for the present action was a patriotic one as there was a feeling in Russia that the war would last for

a considerable time and preparations were being made for a Winter campaign. The Russian Government were quite within their rights in stopping the export of goods suitable for Winter clothing which usually came from Russia. There were furs, of course, whose export appeared to be without reason such as sable, stone marten and other similar skins suitable for ladies' wear only. A list of furs will be prepared which are unsuitable for military use and a permit will be applied for to the Russian Government for the export of these to England.

250,000 Shop Assistants Enlisted.

Some anxiety is being expressed owing to the difficulty in securing shop assistants. It is estimated that about a quarter million of these are now with the British Forces and that a large number of these will not return and those who would would not like returning to inside work after they have tasted of open air life. In addition to this many boys and girls might hesitate to go into shop life.

An attempt is being made to get the Shops Act of 1912 amended so as to compel earlier closing with a view of making shop work more attractive. In the Act it is stipulated that no person under 18 may be employed for more than 74 hours a week and an attempt will be made to reduce these hours to 62 and to raise the age limit from 18 to 21.

An effort will also be made to make it illegal for any person under 21 to be employed in or about a shop after 8 o'clock at night excepting Fridays and Saturdays. The effort towards early closing would be made by stages, starting at a minimum of 8 o'clock with 10 o'clock as the latest hour bringing it down gradually to 7 o'clock as the earliest and 8 o'clock as the latest. These regulations will not apply to small shops without assistants.

Big and Small Retailers at War in States

Two National Organizations of Merchants Range Themselves on Opposite Sides in Regard to Price Cutting—Judge Scores Untrue Advertising—A New Black Dye—Current Topics in New York.

NEW YORK, July 2.—A big problem is looming up before the retail dealers in the United States and threatens to develop into a struggle between the larger department stores and the smaller ones of the country.

The issue is nearing a crisis through the filing of 37 complaints before the Federal Trade Commission by dealers in Virginia, New Jersey, Maryland, Delaware and elsewhere against Lit Bros., a department store in Philadelphia, who endeavored to induce customers to open charge accounts by offering a certain line of underwear at 35c, on which there is an agreement to maintain a standard price of 50c. The price was reduced for one week for advertising purposes, as they state. Those who are at the back of the movement to have a penalty inflicted on the Philadelphia firm are hopeful that the result will be a decision that will put an end to what are called under-selling campaigns.

On behalf of the complainants it is stated that there are certain relations betwen manufacturers and jobbers and the larger retailers by which the latter are frequently able to undersell the smaller dealers and if this is allowed to go on it will mean to a greater and greater extent that the latter will be compelled to go out of business. This point is a further development of the former question as to whether a manufacturer can fix a price for selling and compel those who purchase from him to maintain it. This question, of course, has been fought out a number of times in the United States without any definite, binding, national decision being reached.

An interesting statement has been made by the field manager of the National Retail Dry Goods Association, Mr. Kirby, in relation to the action of Lit Bros. He attacks their efforts to secure charge accounts and declares that he is surprised to hear of a department store aiming at charge account business. It is practically equivalent, he says, to getting money from a bank without paying interest.

Against Maintenance of Prices.

He goes on, however, to declare against the maintenance of prices. These, he says, are absolutely wrong. "It is our contention that when a retailer buys merchandize he can do anything he wants with it. A retailer cannot be considered in the same category as the agent of the manufacturer. The retailer must keep his stock in motion. If he finds the goods are accumulating he must reduce prices in order to keep his capital at its highest fixed working pitch. On the other hand if the agent finds that his stock is not moving he can return some of the goods to the manufacturer."

He goes on to state that a cash customer should receive preference over a charge account customer. "The association has been educating large retailers throughout the country on the need of abolishing charge accounts, expensive and unwarranted deliveries, needless advertising and so forth." However, as to the question of price maintenance the association, he declared, would continue its fight on any effort made to legalize fixed prices.

"We feel that price maintenance puts a premium on inefficiency. It bolsters up the poor merchant so that he can compete with the large stores whose methods of retailing have been brought up to such a fine stage that they are enabled to offer merchandise at a lower price than is the small retailer."

The secretary declares that the Philadelphia case followed by another statement from the Dry Goods Association, is the first time that the "Big Interests." as he calls them, have come into the open. The Retail Dry Goods Association has issued a call to its members to fight against the Stevens Bill, which will be settled by the end of this year. Mr. Whittier issues a challenge to the officers of the National Association to reveal the members of their organization. He claims that those behind the attack on the Stevens Bill are the price-cutting mail order houses or department stores.

Retailer Must Offer Goods Back.

This Bill provides, amongst other points, that the retailer when he finds himself with goods left on his hands has to give the manufacturer an opportunity to take the goods off his hands at the original purchase price. If the manufacturer does not do that the retailer can sell at any price he may decide upon.

Judge on Advertising Frauds.

Those who have been fighting for truth in advertising are jubilant over the upholding in Ohio of the recently enacted statute against fraudulent advertising. Three charges have been brought against the Liberty Clothing Co. by a committee of the Advertisers' Club and the Chamber of Commerce. The judge held that the law was not an undue extension of the police power and that the lack of knowledge on the part of the defendant as to the unlawfulness of the act was not a defence.

Among the charges made was one in which it was declared that an advertisement read "The best suit of clothes you have ever seen. Nothing better made, $25 and $30 value, for $11.90." This, it was declared, was untrue and deceptive. It was also declared in the advertisement that a salvage company had bought these goods at 33 1-3c on the dollar, and that the public were the gainers, which also was untrue and deceptive.

Another advertisement read, "Men's strong, all-wool suits, worth $12.50, for $4.45." As a matter of fact these suits were not on sale and other suits were substituted for them. The third charge was that an advertisement read "850 pairs of serge pants, all wool, worth $5, for $1.95." This also was untrue.

The judge in reviewing the case drew attention to the fact that the amount of advertising among merchants has increased enormously in recent years. The result was that the public had been educated to scan the advertising pages of the newspapers and magazines before making a purchase of the articles that they needed. Some merchants and manufacturers had wilfully misrepresented their wares, thereby not only deceiving the purchasing public but indirectly deceiving the honest business man who will not resort to dishonest and alluring advertising to obtain trade. If this practice is not curbed the honest business man would be compelled by competition in business to do likewise.

Distinctions in False Statements.

As advertising is a necessary part of business the legislature had a right to pass laws for the purpose of keeping it clean, and no honest man ought to complain whether he be seller or buyer. The defendant had declared that at the worst the advertisements were simply "puffing" of his wares. Puffing, the judge said, has been considered legitimate and ethical at all times, and the defendant had cited an advertisement in which for instance $1.35 books were offered for 25c; $3 slippers for $1, and $15 dresses for $8.90.

"A Plain, Unvarnished Lie."

The judge declared, however, that "there is a vast difference between exaggerating the value or quality and efficiency of an article to that of falsely misrepresenting that article. There is a distinct difference," he says, "in advertising 'The best table you have ever bought for $25, worth $40.' and that of advertising 'Solid mahogany table $25,' when in truth and in fact it is imitation mahogany.

"There is a distinct line of demarcation, he declares, between a comparative or superlative truth and a plain, unvarnished lie."

PIONEER BUSINESS IN BRITISH COLUMBIA.

(Continued from page 29)

days), soap, blue mottled in bars, tobacco, etc., we could satisfy most in the grocery line; but when a few of the newcomers wanted certain brands we thought they were very particular. Salt pork would do the old timer, but now we have bacon and sliced nicely at that. To-day we carry 20 brands of tobacco and three or four brands of other goods to hold the trade.

The Old Bookkeeping System.

Then there was the old journal system of entries and lots of them, too. Anyone that was good paid up once a year or once in six months and those that were bad didn't pay at all, but somehow or other the business seemed to exist.

Some 15 years ago when I took the business things were quiet. There were eleven stores run on about the same principles. Travelers found me an easy mark, and I soon had all kinds of goods and all kinds of accounts to pay. Thanks to your trade papers, I saw that a tight system of looking after accounts was the only one, so gradually credit was improved with us. Although many of our old customers got sore at these new methods, we have had to enlarge our store three times during the past few years. But it was only the last few years that we put in a cash register, silent salesmen, account registers, etc.

$1 SPENT IS WORTH A $1 BACK.

(Continued from page 37)

customer, in your June edition, I beg to make the following reply:

Customer 1.—In answer to this happening, as I understand it, the discovery of the wearing of the collar had been made after refunding the money. As a result of this, of course, it would be impossible to demand the return of the money. Give the customer at the first opportune time, a stern and brief, but not a contentious talking to along the lines of the seriousness of what she had done. At the same time it could be pointed out to the customer the smallness of the act she had performed, and if she was of a fair average character, the case would strike her in the proper light, whereby she would not only congratulate the merchant, but would be a continued patron.

'Customer 2—In the case of a woman trying a thing of this nature, invariably it is not her first offence. It, therefore follows that the sooner she is checked up by the merchant the better for all concerned, and a direct refusal to accept the return of the hat should be made. But, again, if this case is the first act of this nature on her part and a good reason is given for her request to return the hat, as possibly she discovered it was not as suitable for her as it might be. I feel confident this hat could be accepted by the firm, (providing it was not damaged) and even a small rebate would be acceptable to the customer, the merchant pointing out to her that it would have to be sold at a discount. Consequently a second choice could be made and the customer pleased with the satisfactory monetary returns to the firm in the exchange."

In the third case Mr. Campbell suggests a return of a part of the price only to the customer, holding that if the incident were told to the customer's friends they would "side with" the store. And yet, under the circumstances, how could the store accept the goods at all? Apart from the criminal negligence that would be involved, what impression would the public who might learn of the transaction, receive of the store and its failure to take proper precautions to guard its customers against disease?—Editor.

Note—The Problem Series will be resumed in the September issue.

Satisfied Customers

It is going to be harder than ever to satisfy your customers with new fall goods.

Now if you get together with us we can help you, because you need the right goods, and the profit; and we want the turnover.

This means a visit by you to our Montreal Warehouse. Come and see us, as soon as you can? Many lines cannot be replaced, and are selling out each week. Don't put it off.

ACTIVE SERVICE

Our Mail Order Department is fully equipped and keen to serve you.

The Management of this Department act as your buyer and agent, and have only one desire, "to serve your best interests."

The W. R. BROCK COMPANY (Limited)
MONTREAL

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVII. TORONTO, JULY, 1915 No. 9

THE ANNUAL FALL NUMBER.

THE approach of the Fall season finds the retail dealer still exercising that wholesome caution that has impressed itself upon him more and more during the last year or so. In some directions this caution would appear to have over-stepped the bounds of wisdom, as for instance, where a happy-go-lucky attitude even yet is assumed towards woolen dress goods, knitted goods, gloves, linens, oilcloths and a few more lines in which most of the experienced buyers in the country made haste to get supplies long ago. Already in late Spring and Summer stores found themselves handicapped by late buying in the face of lower offerings made by their rivals, which figured out quite as satisfactory a net profit as the higher marked goods.

Where supplies and prices are dependent in the main on war conditions, the retailer can hardly find evidence of a sudden collapse of the enemy forces in the future near enough to bring prices tumbling for Fall goods. One has only to read the reports in this issue made by British manufacturers to the London office of The Review to learn that in a large number of lines little relief can be expected from across the water. Again The Review would urge immediate buying of staple goods, such as have been mentioned where nothing short of a miracle can intervene to stave further advances.

Market Conditions for Fall.

Market conditions for Fall occupy a prominent place in this Annual Fall Number of The Review, as they have become of late of almost paramount importance to the dealer. An attempt has been made to cover the general situation, as it is clear at present, but in each succeeding issue the subject will be continued in considerable detail.

As for Spring, anything might happen. Among buyers who have pressed on with the utmost vigor to cover themselves for Fall, there is a disposition to hold back before making contracts. Wool might go down—although with any likelihood of a Winter campaign it will not; dyes are almost certain to be a more settled quantity in a few months, and that will release many causes for higher costs. Indeed one might be pardoned the shadow of a suspicion that there are reasons for feeling that a "bull" influence has been at work, somewhere, to force prices of dyes up, 200, 300 and 400 per cent. Yes, the possibilities for Spring are still infinite except in a few cases that are fairly obvious.

Retail Movements in Other Countries.

This issue marks a departure along a line that we believe will be helpful to our readers: a survey of movements in the trade in England and the United States. These movements may or may not have been duplicated in Canada, but the commercial businesses between all three countries are sufficiently strong to make a study of the situations that arise profitable to all of us. In England, for example, organizations are being formed already whose avowed object it is to work up public sentiment to a pitch that will make it impossible for retailers to give orders again for German or Austrian goods after the war is over. It is frankly admitted that the present Government in England is not likely to discriminate against the admission of these goods, and that it will depend on the arousing of a national sentiment that will prove superior even to the temptations of specious appearances at lower prices. It is urged that the efforts of British manufacturers to replace the old German-made goods must depend in a large measure on the guarantee of a restriction for years to come of a certain class of competition. In Canada this subject soon will become an active issue.

Over the line the question of honest advertising is coming into the foreground, and The Review commends a study of the deliverance of the Ohio judge quoted herein. He lays down as a basis for State interference the enormous growth and present necessity of advertising, and very tersely sets forth in contrast two very common forms of mis-statement: "There is a distinct line of demarcation between a comparative or superlative truth, and a plain unvarnished lie. The former, i.e., 'the best you ever saw,'

has been condemned frequently in The Review as foolish, unconvincing and injurious, but not amenable to law. One does not much pity the reader who is caught by it; but in the latter case, personal judgment is no protection, and no honest man will condemn a law of punishment.

Growing Tendencies in Dry Goods Business.

There are several well-defined tendencies in the dry goods business to-day: fundamental conditions in the improvement of business—and these are handled from a variety of standpoints in this issue. One of these is the permanent bargain table, counter or section in a store. It may be valued most for increasing bulk sales, or for clearing slow stock or odds and ends of many departments. Whatever the main object, it is worth a trial. The article dealing with this will be followed by others descriptive of the experiences of stores, small and large.

Another tendency, almost second nature in some stores now, is the larger spirit that influences dealings with customers; the recognition that a merchant often must crush his own sense of the unfairness to himself of the transaction of the moment, if he would retain the future trade of a certain customer and her friends. There is an exercise of patience in the process, a slow but certain building up of business for the years ahead, that call for admiration. Although to some it may seem quixotic the principles underlying the every-day business of a Western merchant will appeal to a majority of our readers. readers.

A Variety of Topics.

Among other topics that are treated are mail order competition: Daylight Saving, a number of views on this question that is looming up prominently now; Souvenir Day, its possibilities and weaknesses; the comparative merits of motor car and horse delivery; a criticism of advertising; a parcel system; a close grouping of the drapery, rugs, carpets and wallpaper departments; a monthly calendar for a linen section; "devices of other merchants," and many more, and in addition style news for Fall and Spring, with advance illustrations.

It is hoped that the series of special and department articles will suggest helpful and practical ideas to many of our readers.

Improving Store Equipment.

The optimism that fears not to prove its confidence by expansion has been manifest in the past few months. To mention only four instances: the extension of the Poulin store at Ottawa, the new building that will be made ready for "The Arcade," Hamilton; the handsome premises of Northcott's, Niagara Falls and the new equipment for St. George's, Quebec. These are no fitful plunges but a step forward taken after steady business growth over some years. The views of the Northcott store are abundant evidence of the growing faith in facilities for the proper display of goods. Other photographs show new types of store fronts, indicating a growing faith here, too, in the inestimable importance of the window trimmer and his work. The series of special articles on window trimming which was begun just one year ago is continued in this issue with a very instructive demonstration in six views of a new style of draping.

Bookkeeping devices have been dealt with in two articles, including a continuation of the one on departmentizing.

One of the modern departures in the larger stores and one which most of the smaller could work out is the grouping of all lines of infants' wear as well as toys and nursery accessories in one department. This has proved a successful experiment in many stores and a special view and a descriptive article on one of the best of the kind in Canada, at Smallman & Ingram's, London, are among the contents of this number.

"First Aid" to Your Display Men.

The time is approaching for the annual convention of the Canadian Association of Display Men. As has been pointed out before it was thought advisable, on the receipt of a cordial invitation from the International body of the United States to join with them in New York this year. The double advantage to the Canadian members was the opportunity of receiving the very valuable instruction from a larger and more experienced field, and of receiving equally valuable aid from the work of their colleagues in the New York stores. The Canadian organization is retained as a separate body and the series of competitions for window trimming, card writing and advertising held as in former years.

There is one point, however, in which the display men require the assistance of the merchants who are coming, year by year, to appreciate their work more nearly at its true value. The expense of a trip to New York even at the reduced rates that are being secured, will be a serious item to many of the display men. The Association feels that in view of the material benefit of such a trip to the store in the direction of increased efficiency all or a portion of the expenses might be met by the merchant. This is being done in many cases but in others a failure to do so must force the man who desires to improve his capacity to forego the New York visit.

There is another form in which the merchant can recognize the object of the Association to raise the average of retail display work of all descriptions, and that is by forwarding his membership fee of $1, half that paid by active members. Funds are urgently required for the gold and silver medals given annually in competition.

An announcement of the programme and the secretary's address will be found in the section given up to Store Equipment and Display in this issue.

DRESS FABRICS AND SILKS

Pile Fabrics a Big Fall Line

Erect Pile Black Velvets Dominate Season in Millinery Lines — Velveteens and Corduroys in Short Supply—Many Handsome Novelties in Animal Plushes.

BUYERS are interested in pile fabrics and a big season is assured. Woolen materials are scarce and high in price and the element of novelty is almost entirely absent. Therefore the attention of the Paris model houses has been turned in the direction of pile fabrics of both silk and cotton. Rodier, the famous French fabric designer, has created new fabrics of this class. One of these new fabrics somewhat resembles panne velvet with a very high luster, while in weight it is somewhat heavier than chiffon velvet. Failles, crepes, and voiles striped with velvet or decorated with coin dots are also shown in this collection.

Prices are advancing—the cost of dyeing being one of the chief causes.

Large advance orders have been placed for velveteens and corduroys and already a scarcity is developing. Corduroys promise to have a large sale as they have many uses. They are made up into separate skirts, and suits, and also into children's coats and dresses. Chiffon weights in velveteens come in all the rich dark shades, as well as in black, and the new pastel shades are being taken by the high-class trade. Black will have an immense sale and novelty velveteens in regimental and other stripes are a big item. Some novelties show plush stripes alternating with those of velvet, and there are two-tone stripes, jasper or clouded effects and mixtures of corded and velvet stripes also. Plaids are showing chiefly in dark tartan colorings.

The trade that can pay the price will take the beautiful chiffon velvets which come in all the new dark shades as well as in pastels for evening dresses, cloaks and for smart afternoon gowns. Advance fashions indicate that white velvet and light pastel shades will be used for trimmings and facings on suits of the darker shades.

The velvet hat is supreme in millinery, and the big success of black erect pile velvets last Fall and Winter is to be repeated. Ample provision has been made and there is no particular danger of any shortage developing. In colored velvets the rich dark shades in blue, brown, green and grey are selling, and there is some talk of purple being a leading color. The millinery houses have full stocks of colored velvets on hand and should there be any lack of black velvet it would help to work off stocks of colored goods.

Plush is talked about but the interest is only minor, and the sale will come on black and colors suitable for evening cloaks and dressy wraps.

The situation is far different in the class of plushes that are designated, by the name of animal furs. These goods have been improved until it is difficult to tell them from the real fur. Many varieties come in chiffon weights, and are as soft and as supple as a velvet. These plushes will be made up into handsome street dresses and suits and will take the place of furs for trimming bands, collar and cuff facings, etc. Heavier weights will be trimmed with furs and made up into elegant and useful separate coats.

These goods are being made up into sets both alone and in combination with furs, and as economy is the main consideration they promise to have a very considerable sale. Among these fur plushes the imitation seal has a high place. Persian lamb will sell also. So close is the imitation to the real fabric that manufacturers of fur-lined coats have taken up with the imitation. Deep brown, as well as black shades are selling, and as a novelty for childrens' wear and for trimming purposes the trade is taking up with imitation krimmer or grey lamb.

RICH CHIFFON VELVETS FOR FALL.



This New York model of Salt's is of rich chiffon velvet and is designed on more fitting lines than have been seen for many seasons. Fringe, braid ornaments and metal buttons form the trimmings, and the embroidered collar, cuffs and belt are of white chiffon velvet.

Another good novelty is chinchilla which comes in the beautiful silver grey of this fur. Monkey skin is also imitated very closely, and the leopard and tiger skin plushes show all the beautiful shades and markings of the real skin.

Fine Dress Goods

For over fifty years the Pacific Mills have been manufacturing ALL WOOL and COTTON WARP Dress Goods, and to-day are the largest manufacturers of these classes of goods in the world.

Among the many fabrics which we manufacture, the following are peculiarly adapted for the Canadian market:

35-39-41-48-54-inch
All Wool Fine French Serges
in all colors.

35-40-inch
All Wool Batistes
in all colors.

35-inch
Cotton Warp Hair Line Serges
in all colors.

35-48-inch
Cotton Warp Granites
in all shades.

42-inch
Cotton Warp Brilliantines
in staple shades.

35-50-inch
Cotton Warp Whipcords
in all colors.

35-48-50-54-inch
All Wool Storm Serges
in all colors.

35-inch
Cotton Warp Hair Line Granites
in staple shades.

35-41-50-inch
Cotton Warp Serges
in all colors.

35-inch
Cream Ground Cotton Warp Serges
with Hair Line Stripes, in several patterns.

35-inch
Cotton Warp Satin Gabardines
in all colors.

We guarantee that these products cannot be excelled for uniform weave, color and finish.

We have prepared swatch books containing samples of all of the above fabrics, and will be pleased to mail them, free of charge, to any retailer, and refer them to a jobber who carries these goods.

PACIFIC MILLS

Lawrence, Massachusetts, U.S.A.

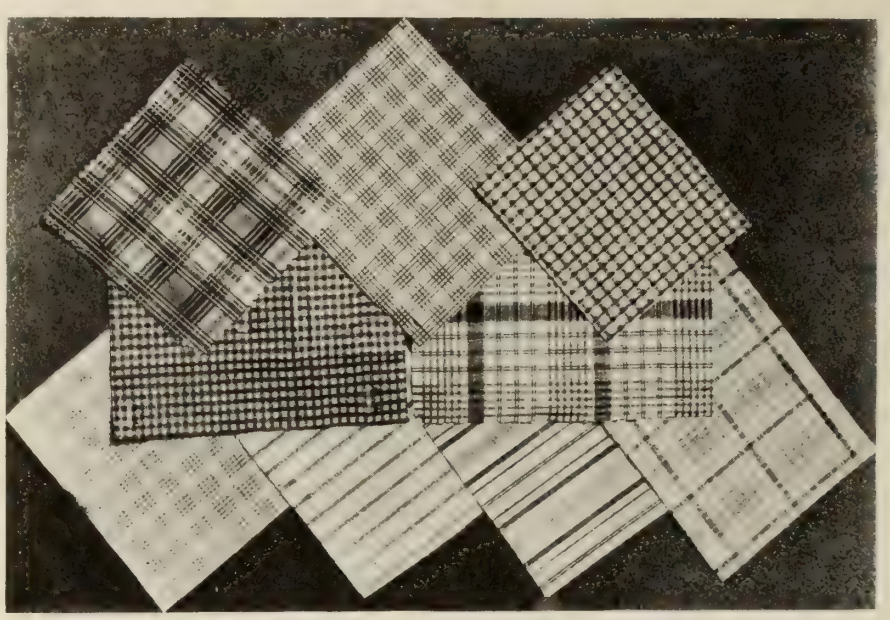
LAWRENCE & CO., Selling Agents

BOSTON NEW YORK PHILADELPHIA CHICAGO ST. LOUIS SAN FRANCISCO

Voiles and Semi-Sheer Fabrics

Suitings Suitable for Separate Skirts and Suits Are Increasing Their Lead—Increasing Interest in Plaids and Stripes Bringing Ginghams to the Front Again.

THE season of 1915 is closing in cotton dress fabrics, and the nature of the demand at this period is always held to indicate the materials that will be good during the coming season. The mills are preparing for Spring, 1916, and the lines shown so far all follow this general trend. The yarns that are used in the production of fine dress fabrics are advancing and therefore many of the best selling cloths are showing an advancing tendency. Another reason for higher prices is found in the dye situation and the short supply of dye stuffs. This is of importance as patterned and printed fabrics have been big sellers, and printed fabrics will be wanted for 1916. Voiles have been large sellers and there will be a large demand for voiles in 1916. Neat effects in florals have had a big sale, but, at the present time stripes are in the limelight with the very pronounced wide awning stripes in the first place.



NEW COTTON FABRICS FOR SPRING 1916.
Fancy zephyrs in stripes and plaids made by Canadian Cottons, Ltd.

Stripes will run to the end of the season and are also showing for next year. Stripes in black and white are very much in evidence and all the lines for 1916 feature stripes in black and white, and other patterns in the same combinations. Striped grounds with floral come in black or in colors. Coin dots are newer than stripes, and not only coin dots, but dots, and spots in various sizes are showing. Voiles, both plain and fancy, in seed, snowflake, corded, and other effects both in white and in solid colors, and both plain and printed are in a high position and are sure to be sellers in 1916.

Such materials as batistes and linons have sold to the high-class trade, and are safe to increase their lead in the season that is being prepared for. There is more interest in organdies and a general feeling that stiffer materials will come in with the wider skirts that are expected to gain ground before the opening of another Spring season. Crepes also are selling and will be retained for yet another season. White crepes in certain weaves have many settled uses, and therefore they will still be wanted.

The movement favoring heavier cloths is growing. Cotton gabardines have been well received and have sold for separate skirts, suits and waists. The newest middies are made from this fabric, and it is a success for this purpose. Gabardine has sold best in white, tan or sand shades, as they are popularly called, sell next to white, and pink and blues lead in colors. Such fabrics as nurses' cloth, kindergarten cloths, piques, repps, and other suiting fabrics are having an increasing sale. They are brought out in good colors, and in the much wanted stripes. These materials are sunfast and therefore launder perfectly and wear splendidly.

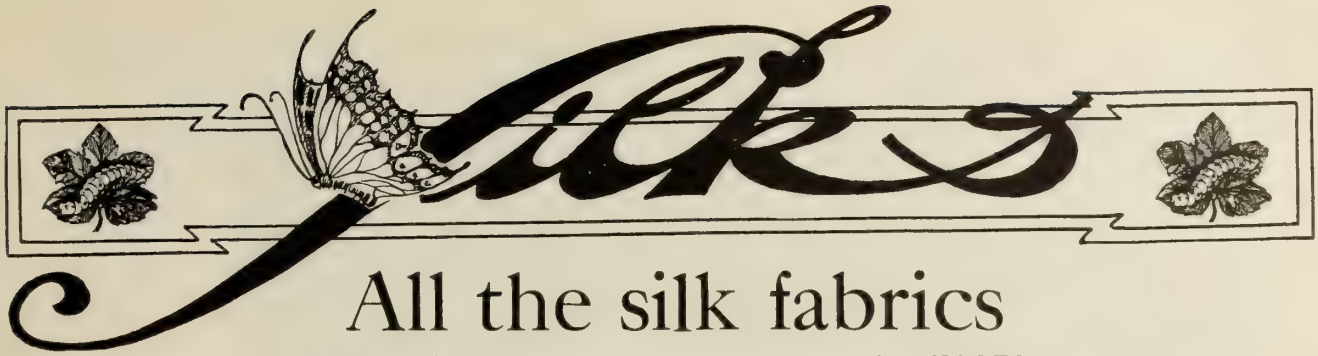
Ginghams are selling better than for some seasons, and now that checks and stripes are so much in the limelight, ginghams are once more to the fore. Smart women have taken up ginghams again and have been wearing them made up into pleated skirts. Plaid silks are being combined with plain fabrics in making up dresses for Fall and this idea should help the sale of ginghams for Spring 1916.

Silks Outlook for Fall

THE outlook for silks for Fall is promising though orders placed so far are not overwhelmingly large, and in spite of the fact that from various reasons considerable price-cutting is being done at the present time in what may be termed desirable fabrics. One element of strength consists in the fact that silks are procurable at about present prices, and owing to the situation in woolen fabrics, the novelties at prices within the range of the moderate purse must come in silk fabrics. Raw silks are lower and the tendency is downward since the dissolution of the syndicate that was formed by the Japanese government to prevent undue price cutting because less silk would be required in Europe after the war broke out. This syndicate is said to have bought the greater quantity of what was left over of the last crop, with the intention of distributing it in such a way that it would cause as little as possible disturbance to the Yokohama and Lyons markets. The new crop will soon be on the market and is said to be about the same size as that of the past year.

Though raw silk will be cheaper dyers are advancing their rates and these advances just about balance the reduction on the raw silk, therefore prices promise to be just about the same on the finished article for the coming Fall season.

According to all acounts the difficulties due to the shortage of dye stuffs are increasing, and dyers are listing colors. The list has a tendency to grow from day to day and the buyer has to accept their listed colors even if they do not conform to sample.



All the silk fabrics for all Autumn and Winter requirements

Silks are coming strong. It's silks for dresses, silks for coats, silks for waists, silks for petticoats and for linings—silks of every variety and shade (with black and white leading).

And we're prepared to supply every last requirement of the trade with a stock that is indeed full of attractiveness and interest to the shrewd silk buyer.

The range consists of:

Crepe de Chenes, Crepe Gorgettes, Chiffon Taffetas, Shots and Colors in light shades for evening wear, Silk Faille Francaise, Crepe Faille, Poplins, Regimental Stripes (a strong feature), Black and White Effects (another noteworthy feature), Plaids, Colored Habutai and Crepe for underwear.

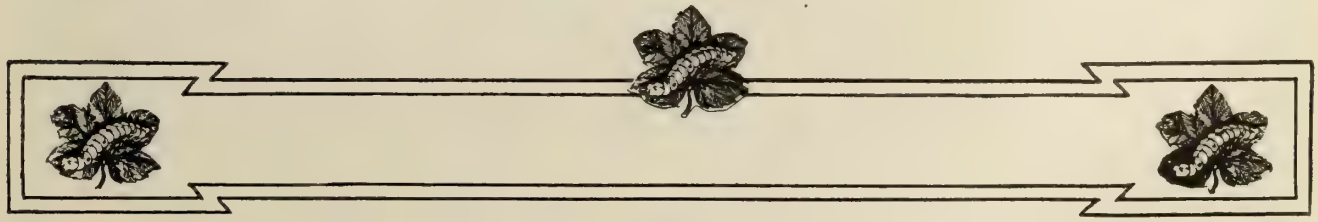
Our range is wide, stock is large but orders are eating it up fast. Now is the time to get in on a nice range for Fall and Winter selling.

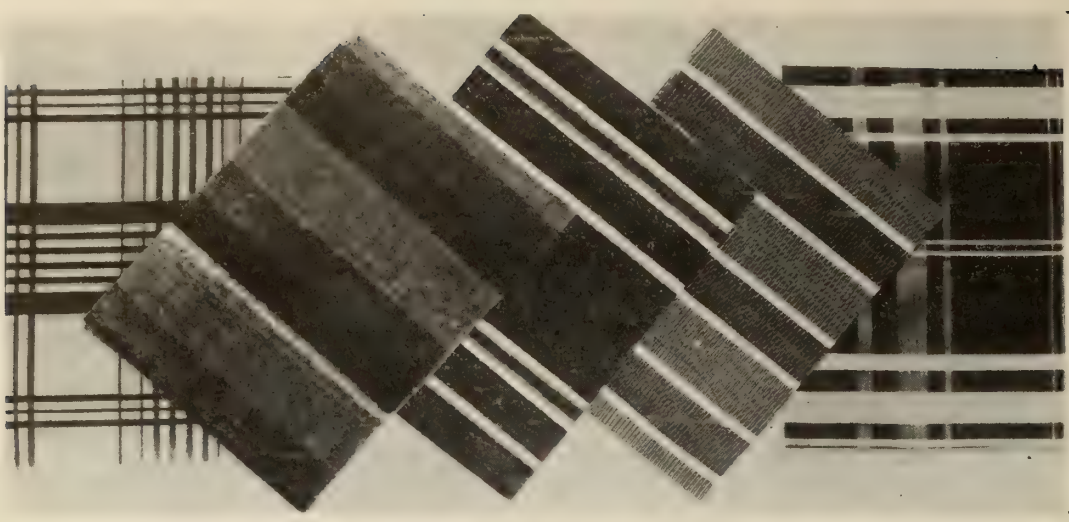
Write to-day for samples

The Silks Company, Limited

55 Bay Street - - Toronto, Ontario

THOMAS BLOCK, CALGARY





SILK AND VELVET FANCIES FOR FALL, 1915

From left to right: *No.* 1, *plaid with white ground crossed with black stripes.* 2. *Velvet striped in Black Watch colors.* 3. *Velvet striped in the red, white and blue, and yellow, red and black of the allies.* 4. *Regimental striped silk in the colors of the Argyle and Sutherlandshire Highlanders.* 5. *Black ground plaid with pattern formed of white stripes. Nos.* 1, 4 *and* 5 *shown by Silks, Ltd.; Nos.* 2 *and* 3 *shown by Charles Mouterde.*

It is said that the true reason that Paris is giving prominence to pastel shades is because the stock of dark colors is being used up so rapidly and therefore there is a reason why pastels should gain ground. Japanese silks and tussahs and pongees have had a big season and pongees and tussahs are in short supply. These silks have come into favor for making blouses and the heavier weaves are being taken for making up into the fashionable sports suits. Japanese crepes and Hubutais have had a big season. In the larger centres there has been a big distribution of stripes but this feature has as yet hardly touched the outside trade. According to present indications Japanese silks should be cheaper next Spring and because of this fact, and because of the dye situation a largely increased business is expected in the Spring season of 1916.

Pongees for Aeroplanes.

This may not apply altogether to pongees as they are said to be wanted in connection with the making of aeroplanes for war purposes.

Taffetas are slowly but surely surmounting the popular prejudice against their use and promise to be the leading silk next Spring. Big buyers are placing orders now as that is the only way in which the dye situation can be met. At the present time there is a shortage in some lines of taffetas notably in navy. Plain and shot taffetas are being ordered for Fall for evening wear. Pink is a leading shade not only in solid color but is one of the colors in nearly every shot combination, such as pink and cream, pink and sky, pink and nile, pink and Copenhagen, etc.

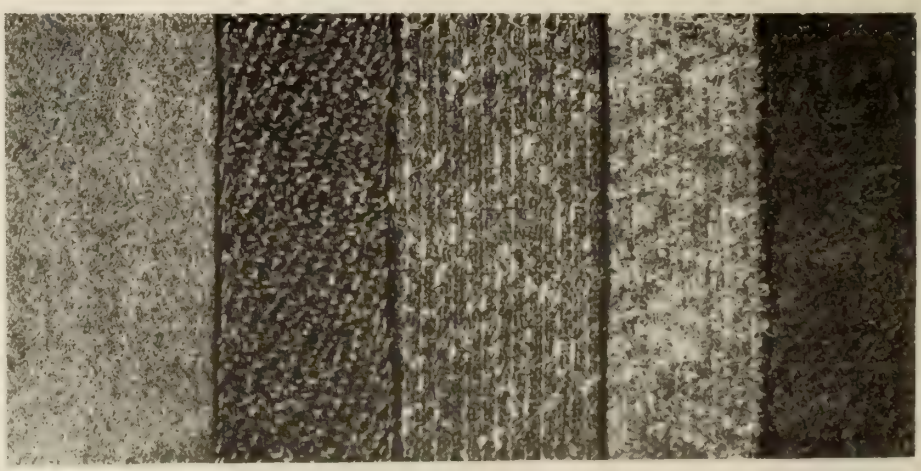
Satin finished silks are expected to sell; such weaves as messalines, paillettes, etc., have been taken up by waist and dress manufacturers. This class of silks will also be used for foundation purposes for dresses made up of nets, voiles, and other sheer weaves, such as marquisettes which all promise to be good in the coming Fall. Cord weaves all promise to be good in the coming Fall. Cord weaves, such as faille Francaise, for dress purposes and suits, and heavier cords for trimming wear will be amongst the best selling lines. Failles are being ordered by the cutting up trade as they can be sold at a popular price.

Materials made of silk and wool and silk and cotton are in for a big season. Poplins, and some novelties showing a combination of cord and crepe effects will be big sellers.

Crepe de chine has been so long on the market that it is almost a staple and with other crepe weaves such as Georgette, crepe meteor, etc., will have a large sale.

Colors in National Stripes.

Buying is cautious and therefore it is more difficult than usual to predict the class of fancy effects that will sell. Judging from the outlook fancies should have a good season. Colors are dark and sombre and the relief note must come from the trimming touches of fancy silk or velvet. Stripes in black and white have been the big item during the Spring and Summer and apparently the buying public is by no means tired of stripes. Therefore the various combinations in National and regimental stripes should have a big season. The only factor against them is that a somewhat premature attempt was made to run them for Spring, a season for which they were totally unsuited in this climate.



New lines of Whitneys and blanket cloths, in all shades, including khaki, which is a good seller for Fall. Shown by Greenshields, Limited.

Opening Announcement

SPRING, 1916

HURON TEXTILE CO., Inc., have now in preparation a high-class and intensely interesting collection of

Fine Novelty Cotton Dress Fabrics

Full particulars and address of Canadian Office will appear in the next issue of this paper.

HURON TEXTILE CO., Inc.

22 Thomas Street

NEW YORK

Modern Way—Appealing to Customers' Eyes, Not Elbows



This is a view of the dress goods department of the A. E. Rea Co., Ottawa. Note use of nearly every foot of counters for displaying the new goods, each line with prominent price ticket. Only a little space is left for clerk's measuring goods, or for customers. Counter space is considered too valuable now in the best dress goods departments to be left bare. These displays, as well as those on the ledges are usually changed daily.

Educating the Public Along New Lines

How Ottawa Store Sought to Popularize Jap Silks—Talks in the Papers and Special Instructions to Clerks—Leaving No Misapprehension in Customer's Mind.

From an interview with T. G. Lyske (A. E. Rea Co.), Ottawa.

OTTAWA, June 30.—There was an appreciable run on Jap silks here this Spring that is lasting into the Summer and many believe will be quite as good in proportion this Fall. The Jap silk business, one of the outcomes of the shifting of condition of supplies resulting from the war, would appear to have been a sectional one, in so far as increased activity was concerned. Some localities report that they did not notice any stronger demand on the part of the public. Probably there was not, and quite as probably this may have been, not the "fault," but simply the result of the local stores not booming the lines that the Eastern ally started to push with greater energy.

Educating the Public.

One of those who thought he foresaw good business in Jap silks was the buyer and manager of the dress goods, silks and velvets department of the A. E. Rea Company of this city, Mr. T. G. Lyske. Like others he found his supplies from France and other sources more difficult to procure, and started to popularize several lines from Japan, particularly Habutai silks, whose delivery was unhampered. Mr. Lyske accordingly introduced the subject in his share of the newspaper ads. His aim was to hand out to the public some interesting facts about these goods: their origin, process of manufacture, their points of superiority, their very favorable position in regard to price. One line he took up in considerable detail, telling how it was stamped, looked over by the government and finally marketed. Samples of these ads. are shown in connection with this article.

This course stirred up the interest of women readers and the campaign reinforced by Mr. St. Jean's clever window trims, and department displays on ledges, counters and tables, with price tickets as constant attendants soon had its effect and sales of many thousands of yards additional were the outcome.

But protection for the public demanded one further step in the campaign—one that often is omitted—the sales clerks were given special instructions for their own advantage in selling, as well as the customers.

How They Should be Washed.

"I instructed the clerks who were selling Jap silks to inform our customers how to wash them so that they would always keep their creamy appearance. For instance they were not to use soda, but pure castile. Again, not too hot an iron should be used, as this would easily turn the silk yellow. These and other points were drilled into them. In fact, this is done with all new lines of merchandize as a protection to our customers. If, for instance it will spot with the rain, clerks should be in a position to prepare customers so that they will not come back on us afterwards."

"Will It Wash?"

A lady in the store asked a question as to a certain cotton fabric, "will it wash?"

"Perfectly," was the sales clerk's reply. "But be careful not to stretch it when it is wet."

Of a second a similar query was made by another customer.



To You This Trade-Mark Means

—Cotton Fabrics of superior quality
—in a wealth of attractive designs
—a weave and weight for every purpose
—made right here in Canada
—sold at prices which have not advanced, in spite of the heavy increase in the cost of color.

Live Lines for Your Fall Trade

Our "Ibex" and "Dragon" Blankets
and our "MAGOG"

Meleton Suiting,	8c.	Empire Twill -	10c.
Erminette -	10c.	Angora Flannel -	11c.
Lapland Robes -	11c.	Liege Flannel -	15½c.

Order them from your wholesaler

Dominion Textile Co., Limited

MONTREAL **TORONTO** **WINNIPEG**

Manufacturers of

200 Qualities of Printed Goods, with 30,000 Patterns.
1,000 Qualities Greys, Whites, Sheetings, Cambrics, etc.

Twelve Mills in Canada — with Ten Thousand Employees.

"Perfectly," was the reply—but it ended there.

The result was shrunken goods, and a complaint against the store for misrepresenting.

"Do not let a customer buy goods and go away under any misrepresentation."

In his buying Mr. Lyske has put full faith in a rising market and his staple lines were bought as early as possible. He has been marking his goods so as to get a fair profit even at present prices. "If we had to buy now we would have to pay the higher price; and will have to on any repeat orders, why not sell at a figure to strike a fair average between the old and the new cost?"

Speaking of a line that ordinarily cost 12d. a yard, or about 33 cents laid down, and sold at 50 cents, he said this now was costing him 18½d. or about 50 cents laid down. This would sell at 75 cents now, or 69c as a special inducement. Another serge that started the season at 50 cents had been advanced to 59c and was selling now at 65c, "and very cheap at the money."

"Cream serges are out of range now," he declared. "I sent a week-end cable and found there could be no delivery until October. Quotations went up from 3s. 3d. to 3s. 9d. in four weeks."

Velveteens and cord velvets he thought would be good sells for Fall, instead of woolen goods.

Shortage Growing in Woolens

Prices Sky High, and Manufacturing, Dyeing and Delivery Difficulties Increasing—Manufacturers Unwilling to Accept Orders Far Ahead—Tweeds and Homespuns in Melanges, and in Grey the Expected Spring Development.

SO far nothing but serge is in sight for the coming Spring and as far as color goes nothing but black, blue and grey and only staple fabrics in simple weaves and staple colors. The serges selling for the popular trade have cotton warps and these cotton warp goods will have to fill the place of the cheap meltons and other goods. Serges, gabardines, and other staple weaves are all that will come from England as the mills there are full of orders for France and the continent of Europe as France, Belgium and Germany are practically out of business as far as the production of woolen goods is concerned. Mills in the Colne Valley are working on war orders: though war orders are not being given out for British use at present they are rolling in for the rest of the allies. Moreover mills know they have to keep their plants in such shape that they can take care of the further orders that the British War Office is sure to place. With the mills producing light weight materials it is the spinner that counts, for on the spinner is falling the full burden of the enormous production. And his troubles are various, among the least of which is the high price of raw wool. The labor situation is difficult—many of his regular operatives have gone to the front and with those who remain wages are advancing as they have never advanced before.

Then there is the dye situation which is not improving and again here the advances are heavy which is another source of the high price of all fabrics.

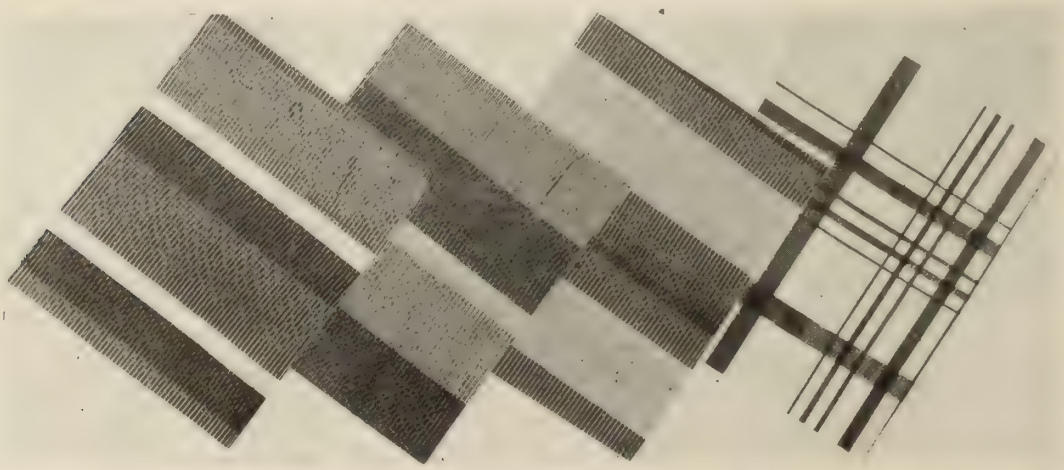
Very few novelty cloths will be seen and object as the trade will, their production is not possible under present conditions. The mills have enough business without bothering with the production of new fabrics. The possibilities are that the selling of cotton goods will begin early and that cotton fabrics will have cotton warps.

There is some talk about the Canadian mills making up tweeds and coverts, but most of these are making men's cloths. Moreover many buyers are still under the impression that the talk about shortages and high prices is to be largely discounted.

There is no question about the situation: it is real and it will strike the sceptical buyer the hardest of all for he will be all unprepared. Even at the present time there are many large buyers who are endeavoring to shade prices by offering large orders at 5c or 10c per yard under the quoted prices. The situation is such that the British manufacturer is not wishful to receive orders at the present time, and in many cases will not accept the full order placed.

Prices are jumping and there is no telling where the end will be. In less than two weeks a cloth selling at 5s 9d has advanced to 6s 5d, and another at 5s 11d has advanced to 6s 8d and even at these prices the manufacturer was only willing to book half the order.

Buyers who were willing to pay the prices asked by British manufacturers were not willing to pay in many cases more moderate advances made by the Canadian manufacturers and were holding off for better terms. In the end they would have to pay the manufacturer's prices and in all probability will be glad to pay even higher prices to get the goods.



SILK FANCIES FOR FALL 1915

No. 1 stripe in the regimental colors of the Guards; No. 2, striped silk showing the colors of the Army Medical Corps; No. 3, that of the Hussars; No. 4, fancy plaid in tartan colors. Shown by Silks Ltd.

The Novelty Coating Fabric for Autumn 1915



This is an actual photograph of a new Military Style Coat made from the khaki shade of this Fabric

AS the season comes round every merchant is looking for a novelty—something decidedly new in Coating Fabrics.

The strong tendency toward Military Styles in Coats for Autumn has created a large demand for materials suitable to this purpose. Following this demand, we have brought out, and now offer for sale, a new mixture cloth in the "Allied Colors" suitably blended.

Four splendid effects are shown and these will undoubtedly be the feature novelties for Fall 1915.

LET US SEND YOU SAMPLES OF THIS LINE.

They will interest you.

Nisbet & Auld, Limited

32-34 Wellington St. West - - TORONTO

The Shelton Looms

Sidney Blumenthal & Co., Inc.
395 Fourth Avenue, New York City, U. S. A.

Velvets, Plushes—Artificial Furs, Novelties and Staples

The most diversified line of pile fabrics for the Cloak and Suit and Millinery Trade. Samples can be seen at

Room 26, Lombard Building
LOMBARD STREET. Telephone Main 2216
TORONTO

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most salable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."



SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

VELVETEENS

Owe their richness, lustre and beauty,—and their utility too,—to the skill of the Dyer and Finisher, and the wise buyer will make sure that his costume velveteens are in the best dye and finish obtainable.

For a century and a half Messrs. J. & J. M. Worrall, Ltd.—"The Premier Velveteen Dyers of the World"—have led the way in the treatment of these beautiful pile fabrics, and their discovery of processes yielding fast-to-rubbing dyes gave to Velveteens a quite new value—and utility.

These fast-dyed Velveteens were awarded the Grand Prix at the Franco-British Exhibition in 1908 and at Turin in 1911, and the careful buyer will ask for and insist upon a guarantee that his Costume Velveteens are in

WORRALL'S FAST DYES

GRAND PRIX FRANCO-BRITISH EXHIBITION, 1908.

WORRALL'S FAST-DYED VELVETEENS

DYED AND FINISHED BY J. & J. M. WORRALL Limited MANCHESTER THE PREMIER VELVETEEN DYERS OF THE WORLD.

GRAND PRIX TURIN EXHIBITION, 1911.

For the Season *of* 1916

WE OFFER extensive lines of white and colored wash fabrics made by the Renfrew Manufacturing Company and The Hansahoe Manufacturing Company, thus doubling our facilities for service. These fabrics indicate the trend of demand for the year to come and are offered in the following lines:

Renfrew Mfg. Co.

Renfrew Devonshire Cloth
Renfrew Zephyr Madras
Renfrew Jap Crepe
Renfrew Silk Novelties
Renfrew Crinkle Seersuckers
Renfrew Standard Colored Damask
Renfrew Mercerized Damask and Napkins

RENFREW MFG. CO.
Incorporated 1867

Hansahoe Mfg. Co.

White and Woven Fancy Cotton Dress Goods; — Gabardines, Cheviots and Oxfords
36″ wide.
Woven Tissues, Voiles and Embroidered Effects
27″ to 44″ wide.
Fine Woven Shirtings
32″ wide.

HANSAHOE MFG. CO.
Incorporated 1915

F. U. Stearns & Company
Selling Agents
35 Thomas Street New York City

RENFREW-DEVONSHIRE-CLOTH

TRADE D J A MARK

Fine Shirtings *of* Egyptian Cotton

D. & J. Anderson's famous shirtings are made of the finest quality of long-fibred Egyptian cotton—hence their long-wearing qualities. The patterns are woven, not printed, and the dyes used are fadeless.

We can fill all requirements promptly

GREENSHIELDS LIMITED
Victoria Square - MONTREAL
"Everything in Dry Goods"

Why Not Open a Permanent Remnant Dept.?

Home and Colonial Drapers will find one to be a valuable adjunct to their business. If this be impracticable, buy remnants for your *sales*. At once profitable and attractive.

The Best House in the Trade for these is

JOHN STONES
Shiffnall Mills
BOLTON, ENGLAND

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World.

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Victoria, B.C.	Winnipeg, Man.
	Hamilton, Ont.	

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA

Pawsons & Leafs Ltd.

Warehousemen

5 to 14 St. Paul's Churchyard, London, Eng.

Cable Address: Pawson London **A.B.C. and W.U.T. Codes used**

DEPARTMENTS

BASEMENT
- Calicoes and Flannels
- Dyed Flannelettes
- Linens and Towels
- Velveteens
- Curtains, Scotch Muslins
- Soft Furnishing

GROUND FLOOR
- British Dress Goods
- Foreign Dress Goods
- Mantles and Costumes
- Dress Skirts

FIRST FLOOR
- Silks, Velvets and Crapes
- Ribbons
- Prints and Cotton Dress Goods
- Laces and Veilings
- Embroideries
- Fancy Neckwear
- Handkerchiefs

SECOND FLOOR
- Flowers and Feathers
- Trimmed Millinery
- Straws and Felts
- Sports Hats and Fur Hats
- Gloves
- Hosiery and Woven Underwear

THIRD FLOOR
- Furs and Fur Coats
- Umbrellas and Sunshades
- Haberdashery
- Trimmings and Buttons
- Blouses
- Ladies' and Children's Outfitting

We Carry
Full Ranges and Up-to-Date Stocks
In All Departments

A VISIT TO US WHEN IN LONDON WILL BE TO YOUR INTEREST.
PROMPT AND CAREFUL ATTENTION GIVEN TO ALL MAIL ORDERS.

KNITTED GOODS

AS the result of very conservative planning in Summer underwear early in the year, manufacturers now report a brisk sorting business even in weather that has not been altogether favorable. As usual, the demand, in almost every instance, urgently calls for immediate delivery. A repetition of this condition is likely to develop next Fall as advance buying in cold weather lines was very short. Feeling that some happy turn of events would cause a decline in wool prices and that manufacturing processes would be subject to something like normal costs again, the retailer and the jobber held off buying. Prospects are that manufacturers will have all they can do. Moreover the year developed a certain unwillingness from one end of the trade to the other to finance the prospects of each section. Thus with big war orders on his hands or in view, the manufacturer could regard with a degree of indifference the tendency toward conservative buying. Hence he did not feel inclined to speed up on his output.

Then, in the second place, the jobber has seen no urgent necessity for urgent buying—retailers were not ordering except for immediate requirements. The same retailer on his part planned to fall back on the time-honored custom of looking to manufacturer and jobber to carry stock for him. In vain he was told that millions of dollars' worth of goods had to be imported every year from Europe, but that now this was practically shut off and that Canadian mills would be taxed to fill the demand. On the other hand, the retailer replied that there was no immigration this year and that about 70,000 men had left the country to go to the war. And so the matter stood until to-day mills are expecting a busy Fall on war material and the retailer may have to take his chances on getting the assortment to meet a positive demand. Already there is evidence that the tide is turning and some mills are reporting a greatly improved demand. In the meantime the price of wool is moving upward. Manufacturers are paying about 55 cents a pound for material that brought only 21 a year or two ago, and quantities are very scarce. It is a season where quality must be the price lever, for the values of five years ago are absolutely impossible.

Cheap Price Leaders Scarce.

In spite of abnormal conditions, manufacturers report an occasional demand for very cheap stuff as price leaders. While there are mills specially equipped to handle this kind of business, it stands to reason that, with mounting costs, their production is not a very desirable part of the knitting industry. With overhead costs something like 40 per cent. higher than they were five years ago, some manufacturers are not inclined to worry about the refusal of orders for a line to sell at, for example, 10 cents the garment on the counter. The high cost of production and of material will limit the efforts of the manufacturers this year to manipulate materials down to so-called bargain prices and still maintain the good values of former years.

The indications that Canada may confidently expect a big tourist business this year, does not yet seem to have had its effect upon the sweater coat business. There has been very little sorting, but unseasonable outing weather may explain this to a certain extent. Retailers have been persistently advised that they can expect no better prices, that wool is soaring, that dyestuffs are becoming very scarce, that the time is approaching when deliveries will be somewhat of a problem, yet as one manufacturer puts it, "the general run of retailers prefer to take a chance and in the meantime the mail order houses are doing big business on sweater coats."



Two good Fall lines. The darker is a brushed wool or Scotch finished seamless glove coming in chamois color, white, and two shades of grey. The other is a plain seamless glove, plaited with fibre silk, coming in black and white and all colors. Shown by Perrin Freres et Cie.

Striking Colors in Silks.

With the arrival of warm weather, the silk coat seems to have returned to favor. In fact, some reports would indicate that they are in for a stronger run than last year, when they were first seriously introduced. Belted effects with belt, collar and cuffs in contrasting colors seemed to be favored. In fact the whole sweater range both in silk and wool seems to play upon striking effects—a matter which is difficult to understand in view of the dye situation. It may be, as one manufacturer points out, that this is only a transient fashion tendency at most, and that black and white creations in knitted garments promise to be a strong feature in the near future.

Straight Talks from Moncton

By Humphreys

NUMBER SIXTEEN

Even the feel makes the sales

No matter whether a man is experienced in the feel of pure wool or not, when he picks up a Humphreys Unshrinkable Garment there is a feeling of "well-this-is-pure-wool - and - will-wear" comes over him.

Every pure wool garment will not produce this feeling because there's a wonderful difference between the ordinary, every-day wool and that produced in the Maritime Provinces.

In the first place, Maritime wool has a natural softness caused by the salt ocean breezes and requires little or no artificial shrinking, which has a tendency to take away that natural softness, and especially in ordinary wools.

—the long, soft strand of Maritime wool means

enough difference in the feel of underwear that every man is at once susceptible to it and is immediately convinced that *"it's the underwear for him."*

Keep a Humphreys Underwear display on your counter with a display card — *"Note the feel of real wool softened by the breezes of old Atlantic."*

Watch your sales grow.

Humphreys Unshrinkable Underwear, Ltd.

MONCTON, N.B.

The Label



E. H. Walsh & Co.
Toronto

Selling Agents for Ontario, Quebec and Western Provinces

Fancy Colors in Hosiery

Late Summer Demand Likely to Go Over into 1916 —Fancies Promise to be Good for Fall Also.

SOME orders for hosiery are being placed for the coming Spring by the jobbing houses and large buyers, but it is not where to get merchandise for Spring selling that is the problem; it is how to obtain the proper stock to tide over the Winter season. Everybody by this time must be conversant with the wool situation, and how prices are advancing, the scarcity of dyestuffs and the difficulties in the way of obtaining the necessary yarns to turn out all classes of woolen goods.

For the light-weight season of 1916 silks again will be the big factor. Silk hosiery is produced so cheaply that from being the luxury of the few as it was a few years back it has become a necessity, and practically no woman is without a pair of silk stockings.

One feature that should help is that raw silk is cheap though this is offset by the dye situation at present. There are some large buyers who are optimistic enough to say that they do not fear the dye situation in the coming Spring as they are of the opinion that the main difficulties will be overcome. This opinion may not be borne out, but it has its influence nevertheless.

Call For Fancy Colors.

Fancy colors have had a big season. In the early part it was plain colors that had the call, but now the selling has developed along fancy lines. Black and white effects in stripes and dots have had a big run and are still selling, but stripes ,dots and other fancies in two-color effects are demanded at the present time. Buyers always regard one season as the key to another; they figure out that any effect that is selling strongly when the season closes will be good property another season. Colors and fancies have a firm hold, and it is felt that they have not run their course, therefore buyers are prepared to endorse them for another Spring season. As yet no orders have been placed on colors and fancies as novelties have not been shown, and the tendencies are not yet perfectly defined.

Black is staple, and white is always a Summer seller. The weather as a rule makes or mars the sale of whites, and the cold weather experienced so far has materially curtailed the sale of white hosiery. Should July and August be hot months the sale of white hosiery would be greatly increased.

Fiber silk hosiery has become a big item as it can be sold so cheaply. There has been an advance in the fiber silk recently that will be reflected in the hose for the coming Spring. But white the merchant pays a little more for his fiber silk hosiery it is not expected that there will be any change in the retail prices. There are certain fixed prices on which the bulk of the business is done, and the merchant sticks to them even if he has to sacrifice some profit in doing so. His customers are used to paying these particular prices, and they are helps to selling that he feels he cannot dispense with.

Drop Stitch Effects.

Among the late novelties for Summer wear drop stitch effects are appearing. Drop stitch hose in ladder effect both in full and boot length are familiar, but something new is the combination of drop-stitch and horizontal line stripes giving a plaid effect. Some of these new stockings are clocked as well, and then the novelty is a handsome one. Clocks are growing in favor and black and white clocks on white and colored hosiery is a decidedly new line.

Skirts are short both for street, and for more dressy and evening gowns, therefore the outlook is more promising than usual for fancy hosiery in the coming Fall. Dark colors and black will sell best save for evening wear.



Late season novelty in silk hose presenting a fetching combination of drop stitch, horizontal stripes and clocks worn with one of the latest models in sports shoes.

CHANGE IN RATES TO RETAILERS.

Hamilton, July 5—(Special).—The Knit Goods Manufacturers Association of Canada have made certain changes in terms of settlement for retailers. In future these will be on a basis of 2 per cent. at 30 days, and net, 60 days.

It was felt that, a standardization of terms and discounts was badly needed as these ran all the way from net to 5 per cent. The extra war tax on yarns, both wool and cotton, are given as the chief reason for the change.

In regard to terms in future, settlements will be figured out for Spring goods as sold on April 1, and Fall goods as on Oct. 1.

For the wholesale trade the new terms and discounts are as follows:

2 per cent., 10 days; 1 per cent. 30 days; net 60 days.

Spring goods as on March 1, and Fall goods as on Sept. 1, one month earlier in each case than the retailer. It is understood that these terms follow closely those of the United States Associations.

GETTING AFTER WAR ORDERS.

A united effort is being made by the knit goods manufacturers of Canada to secure war orders. It is hoped that through the combined effort there will be a certain standardization of samples selected and in this way business be brought to this country. One great difficulty in the past few months has been that individual mills were attempting to get orders from the War Office but naturally the quantity they had to offer was far too small.

Made-in- **Peerless** Canada

REGISTERED

REPRESENTATIVES

Ontario—
C. & A. G. Clark, 35 Wellington St. West, Toronto.
British Columbia—
J. J. Mackay, 504 Mercantile Bldg., Vancouver.
QUEBEC—
Ernest Hamel, 66 Rue de L'Eglise, Quebec, Que.
Maritime Provinces—
E. R. Woodill, 21 Roy Bldg., Halifax, N.S.
Manitoba and The West—
The Hanley & Mackay Co., 139 Albert St., Winnipeg.
Montreal—
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—the underwear that's built on the quality basis

Peerless Quality is quality in its broadest sense—quality in fabric, quality in finish and quality in fit, and when summed up in a grand total means just *Underwear Satisfaction.* Peerless Underwear is made in all sizes and styles for women and children.

To stock Peerless is to sell Peerless.

The Peerless Underwear Co., Limited

HAMILTON, CANADA

THE OUTING BRAND Knitted Wear

Order now for Fall and save money

Anticipate your Fall and Winter's requirements and provide for them from the "Outing" range.

Place your order with us now and ensure prompt delivery.

V 56 is the Outing Brand style selected for the Militia. **Send for samples.**



V-56
Made-in-Canada

Frank W. Robinson, Limited
BATHURST and WELLINGTON STS.
TORONTO

The Coats that are Tailored to Fit

"Craftana"

Registered No. 262,0[illegible]



THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP,* it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR,* and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET,* making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.



The Choicest Product of the Fields

Don't Miss This Opportunity!

We have a proposition to make to a dealer in each Canadian city that insures quick sales—big sales—repeat sales and profitable sales. We want to make it to you.

Don't miss this opportunity. At least let us send you full particulars.

Perhaps you know about the new selling records Knox-Knit Hosiery is establishing in the United States. Perhaps you know why, also; but if you don't, listen.

Knox-Knit Hosiery is entirely different from all other hosiery. It has different features. It is made different. Men with different ideas are back of it. And as to wear, Knox-Knit Hosiery is **guaranteed** to give everyone satisfaction.

But we can't begin to tell you about the Knox-Knit line in this small space. There are too many points of superiority. And what is more we don't want to. We only want to tell those who are interested.

If **you are,** simply drop us a note saying—"Send along your unique selling plan, full particulars about the Knox-Knit line and information regarding your dealer aids." Do this to-day, before it is too late. Surely you as a **business man** won't turn down a proposition before you know what it is. ***Write us now!***

Seamless KNOX KNIT REG. U.S. PAT. OFF. Hosiery

Knoxville Knitting Mills Company

Manufacturers - - **Dept. F, Knoxville, Tenn.**

New York Office: 346 Broadway, New York, U.S.A.



For Men, Women, Boys and Girls

Read This and Then Write

Glance at the itemization below of a part of the wonderful Knox-Knit line. We know you won't hesitate a moment before sending for full particulars, if you just compare what we are offering to anything ever offered by anyone before.

We slight none of your customers; for men, women, boys and girls our hosiery is equally superior.

Here are our leaders:

No. 3074. Men's finest gauze weight, made with high spliced heel, double sole and extension toe; has a snug-fitting, self-supporting ankle. Also has French Welt Top. Black, Tan, White, Steel, Navy, Pearl, Palm Beach, Natural, Red, Burgundy, Green. Sizes 9½ to 11½. Packed ½ dozen size to box.

No. 3040 is EVERYBODY'S favorite. This is an all season fine Mercerized Silk Lisle sock of medium weight, full of "snap" and wear. It is a steady seller and repeater.

No. 3444. Men's medium weight, made with double sole and high spliced heel, and is the best wearing hose manufactured. Black, Tan, Navy, Steel, Pearl, Palm Beach, Natural, Red, Burgundy, Green. Sizes 9½ to 11½. Packed ½ dozen size to box. Note: Black and Tan No. 3444 can be had in size 12 also.

No. 3032. Men's heavy weight. There isn't an easier hose to sell. Once a man sees them he buys and once he wears them he comes back for more.

No. 3464. Men's Pure Thread Silk, plaited on the best grade of mercerized yarn. Long wear is guaranteed. This hose is made with high spliced heel and double sole in all colors.

No. 3650. Pure Thread Silk, guaranteed unloaded or unadulterated. The ONE Pure Thread Silk Half Hose that wears. Every pair carries the Knox-Knit guarantee.

No. 764. Ladies' gauziest gauze, double sole, high spliced heel and garter top. Black, Tan, White, Navy, Pearl, Palm Beach. Sizes 8½ to 10. Packed ½ dozen size to box.

No. 754. Ladies' medium weight, made with high spliced heel, double sole and wide hem top, in Black, Tan and White only.

No. 638. Ladies' heavy weight with reinforced heels and toes. Black and Tan. Sizes 8½ to 10. Packed ½ dozen size to box.

No. 864 is the one ladies' silk hose that absolutely wears. This is made of the best grade of fibre, plaited on imported Japan Tram Silk and the combination insures perfect lustre and satisfactory wear under any and all circumstances.

No. 336. Misses' fine ribbed, medium weight hose. They are double stitched at transfer to insure extra strength. Good for year round wear. Made in Black, Tan, Red and White. Sizes 5 to 10.

No. 518. Boys' hose. Packed ½ dozen size to box. Sizes 6 to 10½. Rise and Fall. 5c each size.

We also pack our Nos. 3074, 3650, 3040, 3444, 3032, 638, 764 and 754 in Holiday boxes, four pairs to the box. We make no additional charge for this service.

Now, are you going to investigate?

Knoxville Knitting Mills Company

Manufacturers - - **Dept. F, Knoxville, Tenn.**

New York Office: 346 Broadway, New York, U.S.A.

Seamless KNOX KNIT Hosiery

CABLE ADDRESS "REGNIT"

Latest Craze in Paris—
Why not in Canada?

REGENT KNITTING MILLS, LIMITED
TRADE MARK

With the Time of Vacation in Full Swing

GET

THE LATEST, Neatest, Practical and Popular Silk Knit covered Sailor Hat. This Hat can be worn with any Suit or Dress. Now is the time to stock them. All shades plain and two tones.

GET

Samples of our latest Jersey Knit Silk Sweater creation. Kimono sleeves with Sash and Auto Cap of same fabric. Variety of 15 shades. Complete range of Ladies' Knitted Wool Spencers in latest designs and tender shades.

For Quality, Style and Service Try

REGENT KNITTING MILLS, LIMITED

Knitters of High-Grade Sweaters

PINE AVENUE WEST - - MONTREAL

See Page 65

for

Southam Service

The Service in Printing you can't
- - afford to be without - -

Page 65 was modeled, designed and printed by

Southam Press Limited, Montreal


WIRE FOR PRICES
THE LATEST IN HATS
READY TO WEAR
FOR OUTING OR DRESS
Regent
SILKNIT
The Hat Hit
Patented Canada 1915
ASSORTED SHAPES & COLORS
MOUNTED ON STIFF SHAPES
TWO WEIGHTS 3½ 4½OZ
COMFORT WITH STYLE
REGENT KNITTING MILLS, LIMITED MONTREAL

Sell More Hosiery

The secret of a successful revenue-producing hosiery counter is to handle only the lines that will bring repeat business—such lines as

"Little Darling"
(REGISTERED)

"Little Daisy"
(REGISTERED)

Hosiery for Infants and Children

The stores that push these lines—or one of them—for the infants' trade, can count on repeat business and build up their sales of other hosieries—for Men, Women and Children. Specialize on the lines with the "Sunshine" trade-mark.

Order From Your Wholesaler

The Chipman-Holton Knitting Co., Limited

Largest Hosiery Manufacturers in Canada

Hamilton - - - - - **Ontario**

MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Toronto

Branch Offices:
MONTREAL AND WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE-MARK

SUNSHINE HOSIERY REGISTERED

While our stock and old contract balances hold out, we can give you

KNITTED GOODS

AT OLD PRICES. Here they are:—

H. C. Shawls, white.....	$ 4.75	$ 7.50	$ 9.00
	21.00	24.00	27.00
black.....	4.50	6.75	7.50
	8.00	9.00	12.00
	13.50	15.00	
grey.....	4.75	8.00	9.00
cardinal..	4.75	6.75	7.50
	8.00	9.00 per doz.	

Per doz.

Knitted Caps, Hockey, 31 lines ....$1.75 to $4.75
Peak, 12 lines .... 4.75 to 9.00
Ladies' and Misses' Aviation—
20 lines ....$2.25 to $9.00
Children's, plain white and assorted colors—("Extra") C125
$1.75 $2.25

Knitted Mitts, Ladies', Misses' and Children's—black, white, grey and red—solid or assorted colors and sizes.

Children's knitted bootees, self white and assorted fancies, range of 21 lines, 92½c to $3.75 per doz.

Children's Knitted Polkas, self white and assorted fancies, 26 lines, $2.25 to $9.00 per doz.

These Polkas are EXTRA SPECIALS

(P30 assorted light fancies to 1 doz. $2.25)
(P31 assorted dark fancies to 1 doz. $2.25)
(P32 assorted light fancies, ½ doz. $3.50)
(P39 self white, ½ doz. $5.25)

The W. R. BROCK COMPANY (Limited)
MONTREAL

While our stock and old contract balances hold out, we can give you

HOSIERY

AT OLD PRICES. Here they are:—

698 black, plain cashmere, seamless—
8½, 9, 9½, 10 $2.25

221 black, plain cashmere, seamless—
8½, 9, 9½, 10 2.40

224 black, plain cashmere, double sole, seamless—
8½, 9, 9½, 10 3.50

708L black, plain (Red Threads), seamless—
9, 9½ only 3.50

Llama W, black, plain (White Threads), seamless—
9, 9½, 10 only $4.50

Llama S, black, plain (Red Threads), seamless—
8½, 9, 9½, 10 $4.80

710L black, plain (Red Threads), Fashioned, Summer Weight 9, 9½, 10 $4.80

BOTANY black, plain (Red Threads), seamless—
9, 9½, 10 $4.50

QUEEN black, plain, seamless—
8½, 9, 9½, 10 6.00

Still have several good lines in Ribbed

580 2/1 ribbed, 9, 9½, 10 .... $2.25

594 1/1 ribbed invisible double knee, all sizes women's, costing 3.00

587 2/1 ribbed, seamless, 8½, 9, 9½, 10... 3.50

589 2/1 ribbed, seamless, 9, 9½, 10 ..... 4.50

591 1/1 ribbed, 9, 9½ only 4.50

592 1/1 ribbed, seamless, 8½ to 10 ..... 4.50

The W. R. BROCK COMPANY (Limited)
MONTREAL

LADIES', MISSES' AND CHILDREN'S FINE UNDERWEAR

Zenith BRAND

Crescent BRAND REGISTERED

"Velva" BRAND

FOR FALL

have the full approval of the Canadian Underwear trade. Don't decide on your Fall, 1915, stock until you have considered well these three popular brands of ladies', misses' and children's underwear.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents

RICHARD L. BAKER CO., 100 Wellington St. West, Toronto, Ont.

JAEGER *Fine Pure Wool*

Jaeger Pure Undyed Camel Hair Blankets for the Front



Special Equipment for Nurses No. 3, General Hospital (McGill)

The Treasurer of the Supplementary Equipment Fund for Nurses writes:—

"I take this opportunity of thanking the "Jaeger Company for the interest and trouble "they have taken in executing the order and "expressing our satisfaction as to same."

"You may be interested in hearing that the "nurses were delighted with their rugs and "the friends who contributed to the fund "equally pleased. All agree that there is "nothing better than a good Jaeger. For "lightness and warmth, I consider, they have "no equal."

The order was for 146 blankets to be supplied in a week.

Dr. Jaeger's Sanitary Woollen System Company Limited

Head Office and Warehouse

243 Bleury Street - - Montreal

Selecting a Proper School *for Your Children*

One of the most important issues faced by parents is the choice of a private school for the children. Future careers are dependent upon the selection made. You need the most reliable guide. This you will find in the

Educational Directory of MacLean's Magazine

which carries the announcements of Canada's best and most reliable schools and colleges. You can make a dependable selection from this directory. The magazine that appeals to intelligent Canadians.

SOLD BY MOST NEWSDEALERS.

The MacLean Publishing Co., Limited

143-153 University Avenue, Toronto, Canada

"Italian Silk" Hosiery for Ladies and Misses

Leader Ribbed Hose for Boys and Girls

Two of our popular-priced—Made-in-Canada—lines, that are worth while featuring for next season.

Every stitch from the toe to the top gives perfect satisfaction, for "The Wear is There."

THOMSON KNITTING COMPANY

LONDON *Manufacturers of Quality Hosiery* ONTARIO

SELLING AGENTS:
Wm. R. Begg & Company, 20 Wellington Street West, Toronto; A. E. Montgomery, 212 Hammond Block, Winnipeg, Manitoba. J. B. Trow & Company, Old Birks Building, Montreal, Que.



FOOTWEAR DEPT.

Fall Novelties in Footwear

Colored Tops in Cloth, Kid and Buck Showing — Extreme Novelties Very High—Stitched-on Cuff the Latest—Buttons Better Than Laced.

NOVELTIES in footwear have been so well received this Spring that foot millinery is a term that has been coined in describing them. There is little doubt about the fact that the introduction of these extreme styles may be held accountable for much of the business that has been done during the past few months. Indeed fancy styles have been so well received in popular priced shoes that there is some doubt created as to the reception of novelties for Fall selling. Though there will be a more general return to black cloth top boots the reign of colors is by no means over and shoe toppings in dark shades of blue, grey, dark tan, and green are selling. Colored kid has been introduced this Spring and kid toppings will be worn as well as those of cloth. The kid is used as a glazed finish and comes in the colors described above. The shoes with cloth tops, however, are expected to outsell those of kid. Bronze leathers will also be good and there will be some tan sold in the better trades. The tans called for will not be in the brighter shades but in a soft nut color that is nearly brown.

Besides colors, combinations of black and white will sell, or rather it should be said of white and black, for the white will be applied in the form of stitchings and pipings, though the white buck top will be worn to some extent in the early Fall.

The reason why the trade has faith in these fancy effects is because the short skirt has taken such a strong hold. Skirts as worn in Paris are shorter than ever and therefore the high boot is indispensable. With these short skirts the boots worn are on the Russian order having a cuff of patent leather at the top. These cuffs are perforated and cut in fancy patterns, and colored leather is placed beneath. Tassels are also used as trimmings in the front. The tops are made of very soft kid or of cloth and the buttoning is often down the outer side so as to give a trimmer fit to the top. The Cossack boot introduced in the Spring is also worn and will doubtless make its appearance again in selling lines when the season for selling novelties opens.

Button or the Lace?

Many buyers state that there is some doubt about which will be most worn in the coming Fall; the buttoned or the laced boot, but from the orders placed now it would seem that the trade has most confidence in the selling qualities of the buttoned boot. Every dealer, however, has ordered laced boots, but has placed the larger proportion of his orders on buttoned boots.

The majority of women prefer buttoned boots because they have a smarter appearance on the foot, and give it a more dressy look, and another feature that will help the sale of buttons is the many new button-effects ranging from the side button in gaiter fashion to models that have snap fasteners placed so as to draw the cloth smoothly over the foot as well as the usual allowance of buttons.

Those who favor the lace shoe point out desirability as a fastening for high cut shoes because laces form an adjustable fastening that automatically draws the top smooth and tight over the foot. Colored tops have the eyelets to match, and usually have a band of leather or a row of braid placed as a finish a few inches back of the eyelet holes. Side lace shoes are showing but the buyers are not very enthusiastic about this style of shoe as they realize that if it should not take it is so conspicuous a model that it will be difficult to dispose of even at bargain prices.



Child's boot with grey suede top and patent leather vamp, white pearl buttons. Note the broad toes that give comfort and ample room for the foot to spread and grow naturally. Shown by the Adams Shoe Co.

The fashionable height for boots will be from eight to nine inches, but in the popular priced trade price becomes a factor and therefore manufacturers are showing the big proportion of their models in 6 inch height. Retailers who cater to the fashionable trade, and those who have stores in the more fashionable centres will buy the extreme heights while the regular heights will range about 6 to 7 inches. Gun metal, patent and kid will be used for vamps while cloth, kid, suede, and buck will be used for the upper part, and in high class trade bronze will be used to a certain extent.

Plain toes are to be the big sellers but there will be a number shown with tip, and also a sprinkling of shoes will be seen with the diamond tip. There is no particular change in heels, the Louis heels in various types and the

LOOK FOR OUR POSTER ON THE BILLBOARDS
FROM COAST TO COAST



THE SECRET OF OUR SUCCESS IN
1915

The "NUGGET" Polish Company, Limited
9, 11 and 13 Davenport Road TORONTO, ONT.

Cuban are still in favor. In better grade shoes the vamps are longer and the toes are narrower. But for general selling the short vamp and the round toe will be the sellers.

Caution in Novelties.

The question of novelty in footwear is a debatable one in the trade, and like similar questions in other departments the location of the store and the class of trade done are the factors the buyer must use to guide him in buying. There is no question that broadly speaking the introduction of millinery styles in shoes has been the means of selling more footwear during the past season, but there is no doubt also that it is easier to lose money by bad stock, as the novelty business is always risky. The retailer who is planning to increase his sales by putting in a stock of novelty shoes needs to have all the information at hand that he can obtain from trade papers, travellers, and other sources of information. He must check up this information with the tastes and ideas of his customers and then buy his stock. When buying novelty footwear, small orders first and repeats as the trade demands is the rule.

Merchants everywhere are paying more attention to children's goods than ever for the children's trade when properly developed is very profitable, and gaining the children's business is simply a matter of efficiency both in production and distribution. Children's footwear must give good service; it must be made to give the maximum wear for the minimum price. Besides giving good wear there must be smartness as well as comfort combined in the shaping of the last. Shoes for small children are shaped on natural lines following the shape of the foot, the heels are low and broad or of the Spring variety and the toes are broad.

For Misses' Wear.

For misses' wear the lasts are modeled on those for women's wear and the footwear presents the same fashion features; the black shoe with the cloth top will be the best seller but there will be a plentiful sprinkling of colored effects. The plain toe will lead and gun-metal, shiny leather and kid will sell in the order named. Buttoned boots and laced models are shown and the heels favored are on the Cuban order. Fancy foxings will also be a feature, and white stitchings and white buttons will be used to give the novelty effect. There is a feeling that tans are coming back but the tan that is selling is more of a nut brown than a real tan shade. For the early Fall at least white buckskin buttoned boots will sell for children's wear.

High Boots a Certainty the Coming Fall

New Models Have Stand-up Cuffs Often of Perforated Kid Underlaid With Color — Black Underlaid With Purple is the Latest—New Boots Must Fit as Closely as Possible, Whether Buttoned or Laced.

NEW YORK, June 30—(Special).—There is much controversy as to the continuation of the fad for color in shoes. Many authorities in the trade contend that the millinery effect in shoes has been taken up much too rapidly to last over for another season. To set against this view is the fact that the smart set is going in strongly for fancy footwear hosiery as well as shoes. Not only are the shoes selling of the novelty class but they are bought with direct reference to the hosiery that is to be worn with them. Striped and checked silk and cotton stockings are showing to be worn for outing, tennis, or golf wear. If the skirt is striped, and it often is, then the lower half of the stocking is left plain, but with a plain skirt either striped or checked stockings are worn. The shoes for tennis and outing this year are really Oxford ties, and though some are plain white the really smart outing shoe is banded either with dull black leather or with tan. These shoes are markedly striking.

The same effect is seen in pumps. White canvas or white buck pumps are banded in the same manner and have leather soles and low heels. A very smart pump has a shaped piece of perforated dull black leather across the foot giving the effect of a fancy vamp and plain toe-piece. A similar piece covers the joining of the vamp up the back. With the fancy idea so strong it is almost impossible to conceive that novelties in foot wear will die with the end of the Summer season.

Paris is still the big style centre and every idea that is coming over points to a more extended vogue for novelty effects. The smart Parisienne is wearing her skirts short, oh, so short—and her boots and shoes are just as much in evidence as her hat; with this difference, that while her hat is as simple as possible there is no limit to the elaborateness of her footwear. The new description applied to boots and shoes is "glove-fitting." The smart boot is very



Fall Model—Short skirts will mean a high boot season.

high and fits as smoothly and with as few seams as possible. Absolutely it looks as though the foot was "melted and poured in." These boots are made of glazed kid which is as soft and as supple as it is possible for the tanner to make it. Very dark blue kid is the first in



For 'cross-country tramps or for hot-pavement walks

"the Doctor"

Only the man who is on his feet from morning until night, whether in the town or in the country, can really appreciate the hardship he endures with his feet when he has on a thin pair of pointed-toe shoes or any other freakish style that does not fit the foot.

He is the man, and his type is becoming numerous, who is easily persuaded to try the *Doctor Shoe,* for he at once sees where his feet are going to benefit.

The "Doctor" is a sensible shoe for all business and professional men. It is stout, has heavy, waterproof soles and yet is smart and neat in appearance.

Why not ask your jobber for a sample pair in your size? Try them out and you'll be sure to stock them.

The Tebbutt Shoe *and* Leather Company, Limited THREE RIVERS, QUE.

favor, but dark green, nut brown and grey are also used.

The newest idea in novelty effects is the extending of the height of the top of the shoe by attaching a cuff. This cuff is a separate piece that is sewn on to the top of the high boot and instead of turning over as is the case with the Cossack boot it stands up above it fitting close to the leg.

It cannot be too strongly emphasized that the coming Fall will be a high boot season. This is the outcome of the vogue of the short skirt.

Looking After Sales of Polish

Every shoe merchant carries shoe polishes, but how many of the smaller stores give the attention to polishes and other findings that is given by the large stores year in and year out. It is true that each sale is only a small item, but in the aggregate they mount up and the profits earned count at the end of the year. Selling space comes high in the big stores but these are just the stores that never neglect a small item. They give polishes and shoe sundries the proper space and display, and the selling force give good service. It pays to push polishes, and every salesperson should be instructed to suggest a suitable polish for them when selling a pair of shoes. Certain polishes can be recommended for certain leathers and if this is done in many cases a sale would be made.

Of course a sales clerk must exercise discretion and not take up as much time selling polish as it takes to sell a pair of shoes, but every sale of polish adds 10c, 15c or 25c to his day's takings and though the single item is small it rapidly adds up.

Good shoe polishes feed the leather and make it give better service therefore from the standpoint of making satisfied customers it pays to sell polish.

Polishes are often placed on a table in the front of the department in such a position that each customer has to pass the table when entering or leaving the department. The table should be neatly arranged and price tickets should be freely used. This display will call attention to shoe polishes and remind your customers of their needs in this direction. Show cases often are used for the display of polishes, laces, etc., and kept lighted all the day. Sometimes the whole case is given up to them, or often they are located on a lower shelf with the upper one reserved for fancy lines such as evening slippers.

Push your findings, for there is a good profit for you in them.

Quadrupling Shoe Section in Four Years

Store of L. N. Poulin, Ottawa, Increased From 500 to 2,000 Square Feet, Giving up Very Valuable Space—Enlarging Again When Addition is Completed—Started Out of Requests of Customers.

Special to Dry Goods Review.

OTTAWA, July.—There are few stores in Canada which have grown as rapidly as that of L. N. Poulin, Ltd., of this city, which has become a large department store and carries everything excepting furniture and groceries. The firm has plans arranged for a large addition which will be ready early in September. Mr. Poulin opened up business in 1899 at the corner of Sparks and O'Connor Streets in modest premises with a floor space measuring 690 feet in area; to-day the store occupies 63,000 feet on four floors. There has been spent $200,000 in alterations and extensions, and another 20,000 sq. feet are being added at a price of $20,000.

One of the most recent additions to the departments carried by this growing and always enterprising firm—which now numbers amongst its directors two young men who have grown up with the store and are adding their own bright ideas to those of the shrewd proprietor, Mr. Poulin—has been the shoe department. This grew directly out of the demand of customers. Mr. Poulin told The Review that he found ladies coming in to the different departments and after purchasing goods, asking the question as to whether the store sold shoes as well, and all seemed disappointed when they found that they did not. So frequent were these requests that the proprietor decided to investigate the advisability of adding a shoe department to his already large number of sections, and decided in the affirmative.

To-day the shoe department is one of the most valued in the store and is given one of the most prominent positions, the whole of the left hand side of the store.

The term "growing" is used advisedly. The initial stock of shoes, women's and children's—for men's are not yet carried—was valued at $3,000 and the new department was allotted a floor space of 500 sq. ft. in area. It quickly began to grow and at the present time the stock has increased seven times, to $22,000, whereas the floor space covers four times what it did originally, 2,000 ft. Part of the ground floor of the new addition to the store which will be shortly completed, as has been said, will be taken over by the shoe department to enable it to keep pace with the steady increase in business which has been from the beginning. It is probable that men's shoes will be added to those of women's and children's when the additional space is available.

There is only one policy which governs sales in the shoe department, the policy which governs the sales throughout all the departments in the Poulin store and that is, giving entire satisfaction to customers or refunding their money. Experts are employed in the fitting, one of the most important features of a shoe department, and Mr. Poulin says that he "would rather lose a sale than misfit a customer."

Every day lists of the stock are made up and no reserve stock is kept, because the arrangements in the shelving are such that all is brought forward when received. The result is that it is difficult for old stock to accumulate. Special sales are held twice a year to work off this old stock and new lines and job lots are brought in to enable the store to give specially good values. A liberal policy of advertising is followed in the local newspapers.

One other feature illustrating the rapid growth of this department is seen in the larger number of chairs for customers. There were three chairs when the department was opened, now there are a round dozen.

These will be added to when the department is enlarged in the Fall, and if men's shoes are put in, several more will be required for this line of customers also.

We are specialists in Misses', Children's and Infants' Footwear



No. 3950.
Misses' Patent Button Calf Top Shoe with Nature Toe.
Advertising electros supplied with orders. Write for prices.

Have you ever considered the possibilities of a children's shoe department properly stocked with a live selling line?

When you consider that very few homes are without their junior members and that their shoe requirements must be attended to by the elders, you can see what that means to you if you draw this trade to your store. It means the fitting of perhaps the whole family in not only shoes but other wearables.

With a few hundred dollars

invested in a stock of our shoes you are in a position to command the children's shoe trade of your town. They're reliable goods, excellent style, yet have that nature-shape which allows a child's foot to develop as it should.

We guarantee delivery when promised. Invest in a stock of these shoes this Fall and win the trade of your town.

Write for samples.

ADAMS SHOE CO. LIMITED

533 COLLEGE ST. - - - - - TORONTO

Finest Quality **Largest Variety**

Whittemore's Shoe Polishes











Oldest and Largest Manufacturers of Shoe Polishes in the World

"GILT EDGE" Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retails 25c.

"QUICK WHITE" (Liquid) makes dirty Canvas shoes clean and white. A sponge in every package, so always ready to use. Retails for 10c. and 25c.

"SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Cover remover attached to each box. (See cut.) Retails 10c.

"DANDY" COMBINATION. For cleaning and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retails 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color).

"ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retails 25c. **"BABY ELITE" COMBINATION** (10c size). **"ELITE" PASTE** in 5 sizes.

"ROYAL GLOSS" self-shining dressing, for ladies' and children's black shoes. (See cut.) Retails for 10c.

Send for circulars giving full particulars of our other Polishes to WHITTEMORE BROS. CORP., Boston, Mass., U.S.A. For sale by the Wholesale Dry Goods Houses in all Canada.

FUR DEPARTMENT

AS is mentioned in the opening article in this issue, dealing with market conditions for Fall, the June fur sales put an end to the slump in the price of the skins which has been in evidence for the past six or eight months. The whole market showed unmistakeable signs of firmness and one or two lines of popular furs showed increases over the March sales of 10, 20, 25 and even a larger percentage. It is believed by buyers generally that the bottom of the market has been reached and that the tendency is now for a slight but definite advance in fur prices. However, the figures recorded in the June sales, while generally higher than in March, are yet far below those of one year ago and the result, along with the early buying at a lower figure, will be that the prices for retailers for Fall and Winter will be considerably less than they were for 1914-1915. Several examples have been given in the previous article, showing that declines in the prices of the made-up article run along from 20 to 35 per cent. This condition will be welcomed by all the dealers, except those probably who have a stock of furs on hand which they purchased at higher figures early last year, but for the retailer generally and the public, the lower price is just what is needed to tone up the fur business and bring trade back to the normal figures of two and three years ago.

Calling for Staple Lines This Year.

There is little indication that Canada will follow New York in the fads of the moment. White fox is not only selling in New York at the present time, but is being worn there and at Atlantic City and other Summer resorts as an ordinary article of dress. This has raised the price and did so at the June sales in London, as the popularity of this fur extends to London and Paris as well. Generally speaking, the call this year will be for staple lines of good value and those that are likely to remain in fashion for several years to come. This is the course that economy dictates and the wise dealers are following this sentiment. It is the long-haired fur that will have the strongest vogue for Fall, one of them being black fox, which is proving very popular for sets. Hudson Seal, or dyed muskrat, to give it its real name, is as strong as ever. There is a big difference of opinion as to Persian lamb. Some manufacturers declare it is very weak, while a few others who have made specialties of it for years, say that the indications so far are that this will be almost as strong as ever. The price is considerably lower, and they argue that this will be a favorable factor for its gaining its old place with the public.

Against Contrast Furs in Trimming.

One of the strongest features of the season is the absence of contrast furs for trimming. All buyers and makers agree that in Canada at all events coats will not have a separate fur for trimming as was the case in so many last year. This will to a certain extent remove fitch, civet and even ermine from the list of furs that are widely used.

The general style of coat runs from 30, 40 and 45 inches with square fronts and full skirts. A novelty type of coat has a square front and the back about six inches longer, but this has been generally disapproved of by the members of the retail trade in Canada who have been seen so far. They are sticking to the staple lines. The cutaway coat has little call this year.

Large Pillow Muffs.

In muffs the main call is for the large pillow-shape which was so popular last year. The barrel and melon shapes which were brought out rather late in the season of 1914 have not taken well and are being carried chiefly in single lots for novelty purposes, where they are taken at all. The difference in cost, once the making is taken into account, between the small muff and the large amounts to very little—only a few dollars as a rule, because the trimmings on the small muff, owing to the nature of its construction, are much more costly than on the larger one, and for the difference in cost there is no comparison between the value given by the larger muff in the opinion of the ordinary consumer.

The shawl collar is a favorite again and nearly all the cuffs are wide. Many coats show wide pockets. The raglan coat is also seen with belted effect, although the plain coat is proving the better seller.

Little Scarcity of Furs.

There is some talk of scarcity of furs, particularly those which are treated and dressed in Europe. There has been more made of this in some trade papers than the situation warrants. As a matter of fact, the furs which are used mainly in Canada and will be this Winter are chiefly muskrat, dyed lynx, mink, fox, wolf and skunk. All of these are supplied in this country and the majority of them or a large proportion at least are treated here. Baltic seal is turned out in Canada, for example, and Alaska sable. There has been some fear that there would be a scarcity of wolf, because England has bought a large quantity, both American and Canadian wolf, for mourning purposes, as this takes the black dye very readily, but there is still a considerable quantity on hand.

THE LONDON SALES.

London, June 21.—Lampson & Co.'s report of the June sales declared that they were more favorable than had been expected, due chiefly to French and Russian orders and the offering of reasonable quantities. As a rule prices were firm, and equal to or higher than March.

Compared with the March sale:—

Fox, red, Australian, realized old prices.

Marten, stone, declined 15 per cent.

Sable, Russian, old prices.

Mink, declined 60 per cent. on June sale, 1914. In March this fur mas unsalable, and at the present sale



Furs Will Go Higher

—and if predictions of experts are to be relied on will go much higher in price than they have been for some time, owing to the great shortage of imported furs.

Furs are now at the low ebb and if you wish to take advantage of big profit-making prices we advise buying your stock right now before the tide turns.

We ask your special attention to our Hudson Seal, to which the finger of popularity points, being made as it is by our new and special process which eliminates the showing of seams and doubles its strength.

Laberge, Chevalier small furs offer values that cannot be overestimated. They're sales-getters and satisfaction-producers. The styles leave no room for argument.

And in fur coats, well we're prepared to offer the trade a range that will beat all records.

We only ask you to allow us the opportunity—to present our samples at an early date. They'll speak for themselves. Drop a card to-day.



Laberge, Chevalier & Co.

457 St. Paul Street, Montreal, Que.
204 Phoenix Block, Winnipeg, Man.



Canadian Mink Set



Black Dyed Wolf Set



Canadian Mink Set

could only be disposed of at very low prices; the pale kinds were especially difficult to sell.

Ermine, Russian, declined 15 per cent.

Fitch, nearly all withdrawn.

Cat, civet, advanced 20 per cent. Offering was small.

Beaver, advanced 15 per cent. In limited supply.

Otter, Lynx, Fisher, Chinchilla, Fox, silver, cross, blue, white and gray, old prices.

Fox, kitt, declined 10 per cent.

Fox, red, old prices. The offering, which consisted principally of United States and Canadian skins, sold at full March values, the demand being specially good for the best colors.

MILITARY MODEL FOR FALL.



This Fall model is half fitted at waist with belt; finished at front with fancy braided ornaments; wide flaring skirt falling in pleats; set-in sleeve, neat stand military collar. Chinchilla squirrel back collar and strip on cuff. Length 46 inches. Shown by Boulter-Waugh, Limited.

Fall Fashions in Furs

Coats Longer for Fall, and Novelty Coats Show Flaring and Rippling Skirts—Fox Leads in Sets, But Mink and Skunk Will Sell Well.

MORE definite information as to style features is coming to hand, and furriers are expressing great satisfaction over the attractiveness of the new models. The novelty models designed for the higher-priced trade are more fitted and follow the lines of the body, while the very smartly cut skirts have a decided ripple and flare. The only difficulty about the acceptance of these styles is the quantity of fur taken to make a coat, for to get the full grace of line the coat must be full length or nearly so. This means that models of this class are not available in the production of a cheap coat though the fact that all fur prices are lower than last year is some help in this direction.

Popular-priced coat models are built upon straighter lines, and the ripple effect is present in a modified form. One big change from last year is the total disappearance of cutaway effects, and the cutting of all models straight across the front. There is more ripple to the shorter coats than to longer models. Many models have bands or flounces of contrasting furs matching the collar and cuffs. Hudson seal will be the big seller in coats as this fur and musquash are the only suitable furs readily available. This fur will be combined with beaver, raccoon, skunk, ermine, and other furs. The outlook is for a big season in fur sets as the kind of furs that can be made up into the most attractive sets come from this continent and therefore are readily available. Women are expecting that prices will be favorable to the buyer in the coming Fall.

Manufacturers are showing a big variety of styles in fur neckpieces this season. Animal effects are very fashionable but there are many other novelty styles in the form of scarfs, ties and collarettes showing. Among the new ideas are scarfs that wind around the figure producing the effect of a short coatee or wrap.

The majority of furriers place fox in the lead for the coming season. Fox has been worn all the Summer by the smart set, and foxaline, Iceland fox and other substitutes for white fox are showing at the present time. For Fall selling fox in all varieties will be prominently featured, and all kinds of fox will sell. Cross fox will be very fashionable, and the smart trade will take blue fox to a certain extent while the popular trade will give greater preference to black and the common red fox. White will sell freely for evening and dressy wear.

Cheaper prices should bring about a big season in mink, as this fur is a particular favorite with the Canadian trade. Mink also is one of the most durable of furs which makes a good set quite a profitable investment when it can be procured at prices as reasonable as promise to be offered during the coming Fall and Winter.

Skunk or Alaska sable is to be in great favor and is made up into very handsome models. This also is a most durable fur and will be cheaper than usual in the coming Fall. Beaver promises to be a very fashionable fur next Fall.

In muffs as well as in the neckpieces the variety of styles is so large that no one style can be said to predominate. There are the pouch, the pillow, the oblong, and various fancy forms that are showing. Buyers are preparing for good business in muffs alone as well as in sets. This is because so many suits and separate coats are shown with fur collars and cuffs so that a neckpiece is rendered unnecessary.

"Moose Head"



FURS FURS

Established 1852

L. Gnaedinger, Son & Company

90-92-94 St. Peter St. - - MONTREAL

Manufacturers of Canada's guaranteed line of high-grade Furs. Before the public for over sixty years.

Our specialty is goods that possess the highest degree of durability. Our designs comprise the latest creations.

Our Catalogue for season 1915-1916 is nearing completion and will be sent to any enquiry from merchants carrying furs.

Write for a copy



MONARCH HATS

About the largest range of Men's Hats shown in Canada

FELT HATS—STRAW HATS

Our travellers will be early after your orders. We solicit your inspection of our range of samples.

L. Gnaedinger, Son & Co.

90-92-94 St. Peter St. - - - MONTREAL



FALL ASSORTING– We carry a complete and well-assorted stock of Handkerchiefs for Men's, Women's and Children's use.

NOVELTIES–Fancy Boxes, Attractive Folders, and Children's Handkerchiefs. We picture above a few embroidered numbers in fancy packages, boxed singly, 1/6 doz. to box, and 1/4 doz. to box, ranging from $1.80 to $8.50 the dozen boxes.

KEWPIE HANKIES—We are the sole distributors in Canada, for the dry goods trade, of this unique novelty for children. Assorted designs, 3 Hankies to box; retails 25c the box. Have you seen it? If you have you've bought it.

A. T. Reid Company, Limited
TORONTO

DRESS ACCESSORIES

Veils for Late Summer

One Novelty Has "Votes for Women" Woven into the Border—Handsome Woven Borders, and Borders of Chantilly Lace are Practical Sellers.

FASHION still continues to favor the draped veil, and the white veil is selling for Summer wear. With the first days of late Summer there always comes a demand for veils, and the trade is prepared with novelties to strike the attention of the buying public. Selling veilings, as is well known, is usually done by introduction, therefore there is special value in any novelty that attracts attention. Such a novelty is the "Votes for Women" veil that has already proved a winner in the New York market. This veil has a closely woven border about three inches wide with "votes for women" woven into it about two inches high, and the body of the veil is of plain hexagon or filet mesh. Some of these veils are all white, others white with the border in navy or black, and the lettering comes right across the front of the veil.



NOVELTY IN VEILS.

This veil has "Votes for Women" woven into the border. Shown by the Thompson Lace and Veiling Co.

Handsome borders are the feature of the new veils. Hexagon, filet, and other meshes are bordered with woven-in patterned borders or have borders of Chantilly lace. Interest is also increasing in yard veilings that are drawn close to the face.

All dress accessory lines are late this year and as in other lines the novelties are yet to come to hand, but fine meshes and patterns that leave the centre of the face free will be shown. This is because so many doctors voice the opinion that a pattern over the eyes is detrimental to the eyesight.

Paris is still interested in veilings as is proved by the advance Fall model shown on another page. The veil, however, is used more as a graceful trimming than as a veil. The model has great possibilities, particularly for motor wear.

Novelty Handkerchiefs

Wide Borders the Latest—Many Novelties in Colored Handkerchiefs—Prices Advancing Owing to Shortage of Fine Yarns and Flax.

MERCHANTS who are handling handkerchiefs in the same manner in which they treat other departments are finding their reward in increased sales and profitable business.

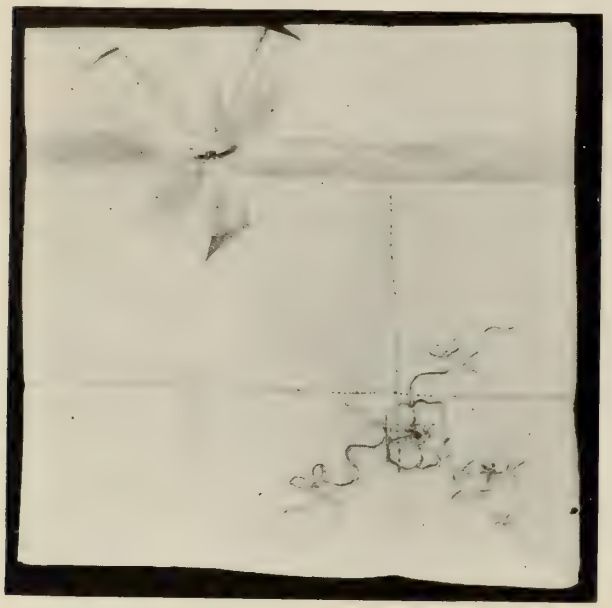
The up-to-date department has gotten out of the rut and is treating handkerchiefs as everyday merchandise. Handkerchiefs are shown and pushed like other seasonable goods, for on the face of it it is absurd to treat handkerchiefs as a selling article for just the few weeks before Christmas, and to regard them as a dead one for the other ten months, when every man, woman, and child carries a handkerchief every three-hundred and sixty-five days of the year. Why business should be crowded into a big selling splurge just before Christmas, and then neglected for the rest of the year is one of the mysteries of the dry goods trade, when logically there is no time of the year when handkerchiefs are not saleable.

Quite a few merchants are seeing light on the subject, and instead of a box or two on the counter, and the stock left over from Christmas selling in more boxes on the shelves, they are buying novelties, and are inviting trade by good counter displays. This business can be done with a very small increase of stock as novelties can be bought from time to time as sales warrant. Stocks, moreover, can be turned over and more profit made for the department. Another beauty of this method is that it increases the sale of 25c and 50c handkerchiefs, over the three for 25c, and 10c lines, as the tendency is to produce novelties to sell at these prices.

Manufacturers are helping along the good work by putting out attractive lines as they have been quick to realize that by doing so they were materially adding to their business. Women also like the innovation, for a dainty handkerchief makes an irresistible appeal, and they are learning to look over the counter display in search of

something pretty and new, and to invest stray quarters in handkerchiefs.

The introduction of color is the chief novelty. This is managed in many ways. Often there is a narrow hem of color wtih touches of color in the embroidery, or hand embroidery is the standby of this line. Overlocked edges



WIDE HEMS THE LATEST.

Irish linen handkerchief with spoke-stitched hem two inches wide, with the embroidered corner worked on the hem. Shown by A. T. Reid Co., Ltd.

come in color, and narrow lace edges in color are shown. Colored centres have white borders, and white centres have colored borders.

Crepe de chine handkerchiefs come in lovely shades of rose, helio, Copenhagen and yellow, with the centres in color and hems in white or with the white centres and colored hems. Those handkerchiefs are particularly dainty and are selling well.

In linen handkerchiefs the wide hem, that is the hem two inches wide is the feature for Fall and holiday selling. Of course these wide hems will by no means supersede the narrow ones, but the smart woman—the one who knows handkerchief fashions will buy the handkerchief with the wide hem. The beautifully fine Armenian lace edge handkerchiefs are always in favor but they are scarce goods now, and as in many other lines the war is the cause. All Armenian goods come through Turkish ports, and nothing that is Turkish can come on to the Canadian market. To take the place of Armenian goods, which to a great extent are placed in Canada by Belfast houses, handkerchiefs edged with fine Irish crochet are showing. These are very pretty but do not altogether take the place of the Armenian.

Handkerchiefs with medallions of Irish crochet in the corner are prominent in the lace line. Lace bordered handkerchiefs come from Switzerland. Swiss laces are always classed as better in both design and execution than those made in Plauen, but they are always higher priced. Beautiful guipure edges and a number of dainty and delicate net and guipure effects are shown.

But, after all, it is the hand embroidered handkerchiefs that form the backbone of the fancy line, and to sell from 10c up there is a wide variety of hand embroidered effects to choose from. When the hem is wide the embroidery is placed on the hem; when the narrow hem is used the design often takes up the whole of the corner. The patterns are worked out chiefly in blind work, and with French knots and drawn work to give emphasis to the design.

Christmas handkerchiefs are not only dainty in themselves but are most attractively boxed. The usual Christmas devices introducing holly and poinsettia and landscape effects are shown. Boxes in envelope shape contain three embroidered handkerchiefs so folded as to show the embroidered corners. Better priced handkerchiefs come two in a handsome box and as a general rule each shows a different pattern.

Children are more and more catered for since special children's departments became the rule. Among the sure sellers may be mentioned the Kewpie handkerchief showing Kewpies at play in all kinds of droll attitudes. The children know and love Kewpies, and the house that is putting out these handkerchiefs is looking for big business. These handkerchiefs come in boxes showing a Kewpie design on the cover and there are three handkerchiefs in a box.

Fine yarns come chiefly from Belgium, and both the yarns and the high grade flax that they are made from are becoming scarce, therefore prices are rising in handkerchief lines. Armenian lace handkerchiefs are off the market save for stocks on hand, and higher prices are sure, and should present conditions continue there promises to be an actual shortage. Those merchants who have placed early orders, and have stocks on hand are in decidedly the best position as they will find that they have got their stock cheap, and that each week will see an improvement in its value.

Few Lace Indications

Nets Selling Freely—Recent Inquiries for Valenciennes, And This Lace and Cluny are Expected to do Better Next Year.

THE situation is developing slowly in dress accessory lines. The usual confirmation and development from Paris is absent this year, and as soon as New York releases an idea it is copied in goods for the million. Therefore, at the present time there is very little advance news coming from that centre.

Indications, however, point to a more general use of lace in the coming Fall. Lace will be used as a trimming for the neck and sleeves and for many other purposes. There are some indications favoring lace pleatings for finishing dress sleeves and the neckwear manufacturers are preparing to use laces much more freely. There is a feeling developing for nets and net presupposes lace trimmings in combination. Fine net tops will be used very extensively and though Nottingham will supply the net the United States will compete with Nottingham in supplying the Oriental or net top laces.

The new note is the freer use of fine Valenciennes laces both in the form of insertions and edgings, and it is pretty certain that neckwear so trimmed will make its appearance during the Autumn. There is a feeling for Valenciennes trimmings in other lines in the cutting-up trade such as infants' and childrens' dresses and for trimming Summer dresses and waists. This has been a late Summer development, and one that is looked upon as capable of further development in the coming Spring season.

Another trimming lace that is selling is Cluny and in keeping with the sheer materials used now the laces have

(Continued on page 88)



Novelties *for* Autumn



We carry a complete stock of the season's Newest

Veilings
Laces
And Collars

The season's latest styles call for

Bordered Veils
Pompadour Flounces
Net Top Laces
Swiss Novelties

Call at our Warehouse when in Toronto

MAIL ORDERS OUR SPECIALTY

The Thompson Lace & Veiling Company
LIMITED
59 Wellington St. West, Toronto, Ont

Fichu Effects the Latest in Neckwear

Simple Styles in Fichu Effects Look Good For Late Summer and Early Fall — Demand For Mourning Styles—Cretonne Neckwear The Fad of the Moment—Later Fall Developments Still in the Air.

JUST at the present moment there is a lull in neckwear selling and though there is a general interest taken in the new Puritan shapes, and in the fad for cretonne effects, they are regarded as helps to Summer business more than serious style developments. These models are designed to fill in the season when neckwear sales are at their lowest ebb, and when the neckwear department is in need of something to show. The flat cape collar is purely a Summer development for wear during the heated season, when some such model is required to stir up buying and even as it is these flat collars cannot entirely drive the high effects off the market, for smart semi stocks running off to nothing in front and having a pleated turnover behind of net top lace, or of net trimmed with Valenciennes edging and insertions, are selling. These little effects are particularly liked as they cover the bare spot at the back of the neck, and more important still they point to the inherent strength of the high collar.

Cretonne to Relieve Plainness.

The introduction of cretonne is evidently due to a search for some suitable trimming that would take the plainness of the Puritan collar without altering its typical effect. The usual pleatings and rufflings of lace were out of keeping and therefore could not be used, and the pipings and bands of colored voile were not striking or different enough to secure attention — hence the use of cretonne. While the craze will not go beyond the Summer, if it lasts that long, it certainly cannot be overlooked. It requires great care and judgment in the selection of the cretonne or the whole effect is cheapened and lost. The pattern has to be a good one with the colors pleasing, cheerful and distinct—and it has to have style to be just a little out of the ordinary. The designs also have to be small so that the pattern can be followed. On the right choice here it is not too much to say that the whole effect hinges.

There is a decided tendency to put cretonne neckwear out in sets, not just sets consisting of collar and cuffs alone but of other articles besides. These sets consist of parasol, hat trimmed with cretonne or a tam of the same, as well as bag, belt and cuffs and collar.

Some collars are of cretonne veiled with organdie, laid in points and scallops coming half-way down the collar; other collars are of organdie with the scalloped and pointed part of cretonne. Other collars are bound round with cretonne and are of organdie or organdie voile. Many of these collars are accompanied by a Windsor tie of the cretonne or a bow effect of the same.

Demand for Mourning Neckwear.

A new development in Canada, doubtless due to the war, is a demand for mourning neckwear. The styles shown come in round collars and in other not too striking styles. Modified Puritan types are the best liked. Silk, liesse, chiffon, and English crepe in both black and white are the materials used in making up these collars. When the collar is of silk the sheen is dulled by placing a layer of chiffon over the silk. Collars of white liesse are overlaid with black chiffon and at the edge is used a fold of crepe either black or white. Neckwear of this kind is obviously expensive, as from the nature of the materials used it is hard to make up and slow progress is made. The demand, too, is limited and this fact makes the prices rule above the kinds that are better sellers. The call is there and is largely attributable to the fact that so many people are in mourning because of the war.

Square Effects From Paris.

Looking towards Fall manufacturers are introducing neckwear that is either square cut or that gives a square effect. The original idea comes from Paris, and it is expected that when the Fall arrives there will be developments along that line featured. One collar seen has a pleated collar that is moderately high at the back, with the turnover effect formed of the pleats flying loose. The square effect is given by a pleated jabot fastening down the front. Another model is more on the order of a fichu trimmed with pleated frills. Both these neckpieces are made of organdie voile and are trimmed with rows of hemstitching.

The fact that the high choker collar is to be worn on separate and suit coats promises to influence neckwear, and it looks at present as though high collars would be numerous, and this fact will be the strongest influence that will determine neckwear fashions for the coming Fall

Novelties are quickly worked out on the New York market, and the fichu is the latest there—later than cretonne which is practically worked out over there. New York women are wearing dresses of navy or black taffeta with short high-waisted skirts, topped with sleeveless coatees, cut straight and short, and fastening with one or two buttons on the bust. These fichus are intended primarily to fill in the front of these coatees but they form a graceful finish to any waist. They are on entirely different lines to the draped Marie Antoinette affairs, and are more in keeping with the simpler, more demure, Quaker styles. These new fichus require no draping as they fall naturally into place when placed around the neck. They come in lace and lace and net, and are made of embroidered organdie. Embroidery or lace five or six inches wide is knife pleated all around the back in collar form, extending to a point well below the shoulder, and the ends are pleated in at the waist forming a fichu that is simple in line and very becoming when worn. Net is treated the same way, and gives a daintier softer effect. Net fichus are made in handkerchief style doubled across the centre and with the corners rounded at the back. A pleating of lace goes all round and the ends fasten in front with a pin or bow. All these fichus it will be noted give the V effect.

Another pretty fichu is formed out of a five or six inch wide lace which has the ends cut on the bias and which is shirred into shape so as to form a ruffling on the upper edge. There are some indications that point to the vogue of the square neck opening but the neckwear houses are very reticent about these styles as they believe that it is too early to discuss this development.



What Your Trade Demands of a Glove

FIRST—it must fit *PERFECTLY*—at all points—no unsightly projections at the finger tips—no ugly welts or bulges, due to a surplus of material at the seams.

SECOND—it must be dressy—possessing all those little refinements which proclaim the woman of taste and discrimination.

THIRD—it must be durable—well made from the best of material—with double finger tips, and sewn with serviceable silk thread.

Queen Quality

Silk Gloves

meet all these requirements, and meet them best. The dies from which these gloves are cut are as perfect as human skill and experience can make them. Machinery of the latest improved type, in the hands of expert operators, amply provides for the maintenance of a high standard of fit and excellence.

Only the finest grade of Japanese Silk is used. This silk, known as "Extra Classical," is imported from Japan in the raw, and woven right here in our own mills in St. Catharines. Every pair double-tipped—each grade represents unexcelled value at the Retail Prices, 50c to $1.50 the pair.

Get in touch with us NOW.

ST. CATHARINES SILK MILLS, LIMITED
ST. CATHARINES, ONTARIO

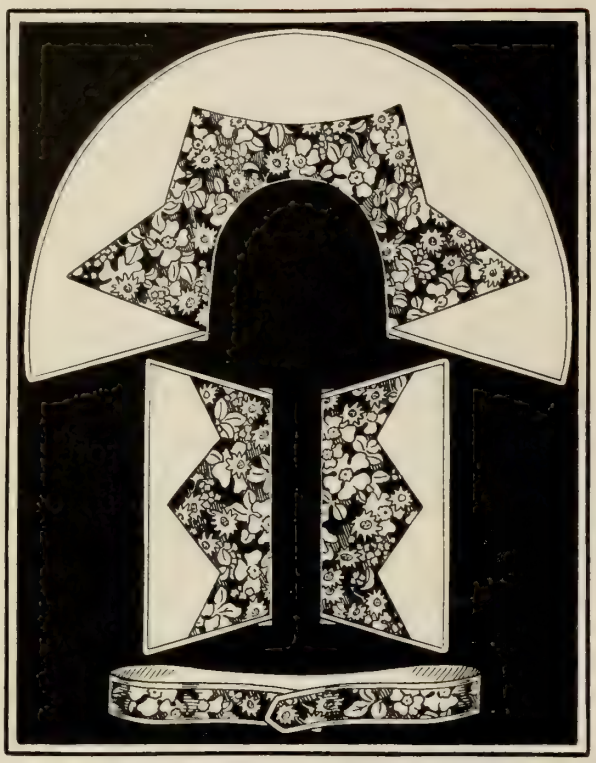
Richard L. Baker & Co.

SOLE SELLING AGENTS

100 Wellington St. West TORONTO



Latest Novelties in Neckwear



CRETONNE, THE FAD OF THE MOMENT.

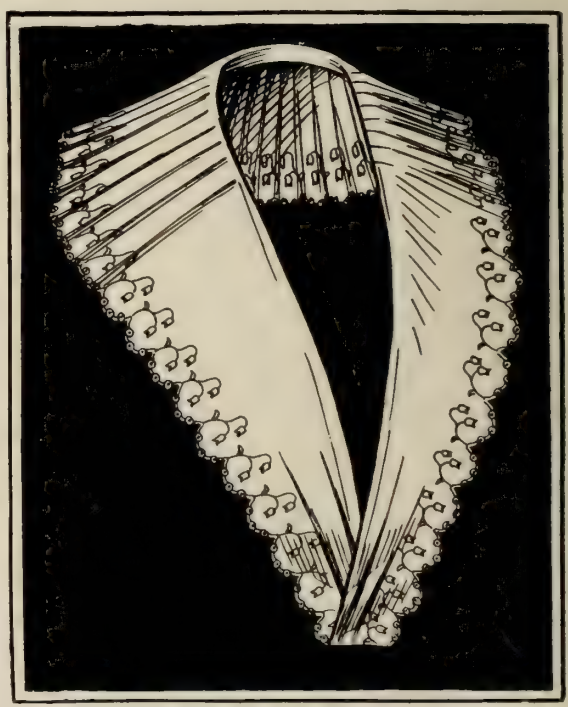
Attractive set consisting of Puritan collar, cuffs and belt developed in cretonne and organdie voile. Shown by Phoenix Novelty Co.



Puritan collar of organdie voile and cretonne with the edge finished in picot effect. Shown by Ladies' Wear, Ltd.



Cretonne trimmed novelty collar. Shown by Williams, Greene & Rome.



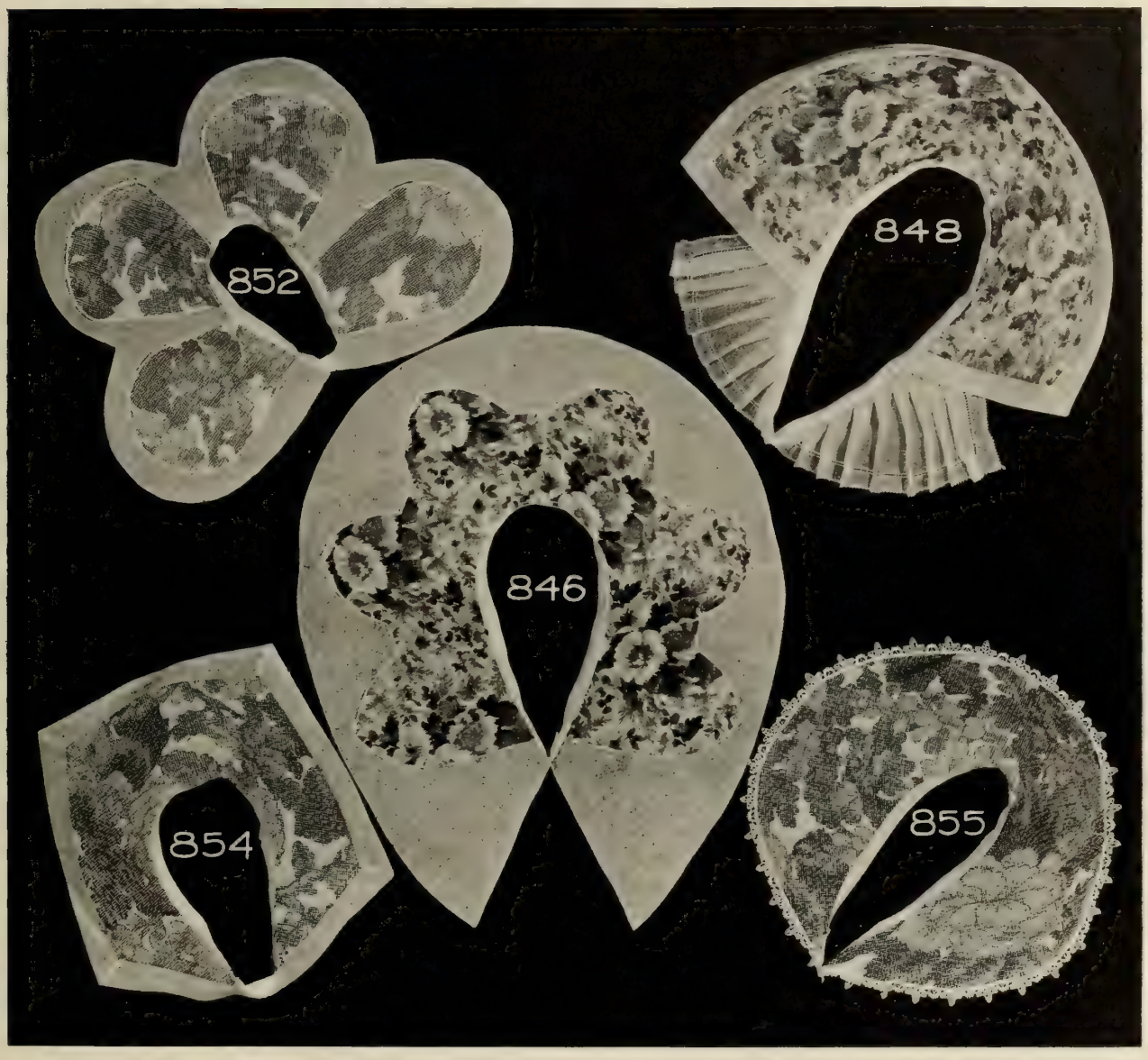
FICHU AN EARLY FALL NOVELTY.

This new fichu effect is made of fine organdie embroidery. The back is knife-pleated in collar form and the ends are draped to form the fichu effect. Shown by R. D. Fairbairn Co.

TRADE W.G.R. MARK

"Dolly Varden" Neckwear

FOR IMMEDIATE DELIVERY



No. 854 — Cretonne, one-inch border of double fine Organdie. **$2.75 the dozen.**

No. 855 — Cretonne patterns and colorings, as in 854. **$2.75 the dozen.**

No. 852 — Cretonne over Voile; Cretonne edged with white; Voile edged with pink. **$4.00 the dozen.**

No. 846 — Cretonne over Voile; Cretonne edged with white; Voile edged with pink. **$4.00 the dozen.**

No. 848 — Cretonne, one-inch border double fine Organdie, small double jabot of fine Organdie, pleated and hemstitched. **$4.00 the dozen.**

SEND US YOUR OPEN ORDERS. WE GUARANTEE SATISFACTION.

The Williams, Greene and Rome Co., Limited

Berlin, Ontario

TRADE W.G.R. MARK

Makers of Ladies' Neckwear that is essentially stylish, distinctive and original.

Ribbons of the Allies

Novelty Following Out Many Other Lines—Velvets Very Strong—Busy on Holly Cartons.

By Resident Staff Correspondent.

MONTREAL, July 2—(Special)—Canadian manufacturers of ribbon are devoting considerable attention to the black and white craze, turning out designs of every conceivable kind. Blacks, with white edge, and whites with black edge, are being used extensively for hats. Manufacturers cannot turn out enough of it, and they declare it is good for the whole Summer.

One of the biggest demands is for velvet ribbons, and there is nothing so hard to get. Prices are high; as velvet ribbons are made mostly in France. The Canadian trade are buying all widths from ¼ in. to 3 in., but the best selling sizes are: 1, 1½, 2, 3, 4, 5, 7 and 9.

Narrow wash ribbons have had a big sale. They are put up in bolts of three to eight yards, depending upon the width, which is a very convenient form for handling. Mills are working now upon holly cartons for Christmas, in bolts of 5 yards. There is little new in the designs.

Military stripes are evident in ribbons, and are seen in narrow girdles and hat bands, representing various regiments. It is expected that girdles will be worn more next Fall, for which Bayadere stripes will be good. Black and white moires are in good demand, the wide widths particularly.

A Canadian manufacturer is putting a Dresden effect on the market for the first time, for which there is likely to be a big demand all the year round, especially at Christmas, for fancy bags, etc. These will retail from 30c to 50c per yard.

All sorts of patriotic ribbons should be carried in stock this year, and there is plenty to choose from. A novelty put on the market by a Montreal manufacturer is a stripe ribbon containing the colors of all the Allies.

FEW LACE INDICATIONS.

(Continued from page 82)

to be of the fine variety. It used to be that English Valenciennes laces were always heavier in body than those made in France, that they were woven from heavier thread and with a larger, looser mesh. This rule is by no means so absolute now-a-days, but as a general rule it may be stated that the finer Vals, are of French make and are so classed in the majority of stores, but now-a-days these fine laces may be of Nottingham make.

The popularity of silk lingeries is having an influence upon lace sales, as the laces used for trimming these garments must be suitable. Fine Vals and novelty laces, and some shadows will be used as well as fine net tops.

Of late years lace has become more of a Winter article than for Summer wear. Last Fall the selling season was a failure as there was no social season to speak of. This year the outlook is better—we are becoming used to the war, and though the entertainments will be for charitable purposes they will be held with fashion as the determining factor, but it will not be until after the Paris openings that the final verdict will be given.

The outlook for nets is most promising—the demand for cotton nets for the Spring has been a good one, and nets in various meshes, in silk and cottons in black, white, and in all the leading colors will be used in combination with foundations of satin for dressy gowns and for evening wear.

Counter Cards for Buttons

One of the Best Ways for Selling These Goods — Sample Book, Kept Up-to-Date, Another Good Method.

THOUGH there is a steady improvement, which gives a promise of better things for Fall, the public is still buying as the need develops. Therefore, the attractive displaying of goods so as to create the desire to buy, is one of the most important problems now on hand. There is a shortage in many lines of merchandise, and hence it is of importance that the goods that can be obtained be shown and well handled as the merchant will have to look to their sale to make up the lost profits upon those that are in short supply.

One line that promises well for Fall is buttons. Styles are such as to encourage their use, and the very fact that so much home sewing is being done means a larger counter demand for this line. There will be no shortage but prices rule high. The manufacturers are full of orders and there are various war-time charges that force the price up above the usual level.

Take One of the Fixtures.

All kinds of buttons are selling-buttons for coats and suits, and small fancy buttons for trimming purposes. And the sale depends largely upon the manner in which they are displayed. The department that keeps its stock in boxes in the fixtures will make little progress. It will not even sell to every customer who comes in specially to buy buttons for it does not allow the customer to see the goods in stock and make choice and comparison. Practically the goods shown will be just what the clerk thinks she is asking for which often is very different from what the customer's idea is of her needs. A much better way is to have a sample book that the customer can look through and from which she can make her selection.

This is perhaps the best method for the small store, but where the stock carried is a fairly large one and sales are frequent there is a better plan. The buttons in stock are mounted on a card, the different sizes of each button being shown together with the price marked opposite each button. A light wood frame like a picture frame is used. The samples must be kept right up to date and lines must be taken off as they are sold out, and as the novelties come in the sample buttons must be added. If this is not methodically done the cards are worse than useless—the customer chooses a button only to find that there is none in stock and is antagonized instead of made a friend.

A Leak to Avoid.

While talking about button sales there is one stock-keeping item that needs watching to prevent what will develop into a rather important leak. In many departments it is looked upon as a small matter, but in six months or a year the loss occasioned means a decided loss of profit. This point is the watching of the stock and the sewing of all loose buttons on to the card. Take the average price of each dozen buttons in the department at 45 cents, this means that each button lost costs the department over three cents each, and that every button lost means a loss of over three cents to the gross sales.

It is not necessary to carry a large stock in order to do a satisfactory amount of business. Frequent ordering so that stock may be often turned over, will make the button-stock show a high average profit. The buyer must know the button business, and must keep in touch with all the fashion changes so that he can buy the goods that will sell.

"The Embroidery House of Canada"

EMBROIDERIES

FOR A ROUSING SUMMER EMBROIDERY SALE

1. **STOCK ORDERS.**
Counteract the hot weather by putting on a big embroidery sale.
We have a large stock of special value odds and ends which will make close buying and enable you to give real bargains.
WRITE FOR SAMPLES AND PRICES.
Delivery on shortest notice.

2. **IMPORT ORDERS.**
Owing to the uncertainties of ocean freight deliveries we advise merchants to place their orders early, as present stock cannot last long and there is no certainty of deliveries of import orders next Spring.
It is advisable to place your orders right now as prices are going up daily.

G. THOMA & COMPANY
Manufacturers of Swiss Embroideries
ST. FIDEN, ST. GALL, (Switzerland)
Agent: J. H. Gagnon, Unity Building, Montreal



CLOTH-COVERED BUTTONS

are the most stylish and the cheapest buttons you can use. You can convert your scraps and remnants of cloth, silk, etc., into Covered Buttons with the

"HANDY" BUTTON MACHINE.

It is the most **rapid, durable** and **easily operated** button machine on the market. Any boy or girl can operate it and make **perfect** buttons of **any style.** We carry a large stock of dies and moulds for making the most extensive line of covered buttons offered by any manufacturer.

"HANDY" Machines (patented), Dies and Moulds are manufactured only by

INDEPENDENT BUTTON & MACHINE CO., Chicago, U.S.A.

When writing for particulars please give us the name of your jobber.

Attention, Manufacturers' Agents!

We are being continually approached by manufacturers in Great Britain and United States who require representatives in this country, asking us if we can recommend suitable representatives.

We would appreciate it if you would drop us a line and state whether you can handle another good line in Canada, giving full particulars so we can refer these enquiries to you.

The Dry Goods Review

Publication Office, 143 University Ave., Toronto, Ontario



New Quaker Collar with Roll Top

Ladies' Dainty NECKWEAR

An All-Canada Service

We are now ready with our complete Fall line of ladies' neckwear — exclusive styles, unusual values.

Our new and larger premises enables us to give a service which means much to the retailer who buys as he needs, to avoid carrying an overstock. Goods ordered to-day will be shipped to-night by express and will be at their destination in the morning.

HOUSE APRONS

Something new. Our "Coverall Apron" is all its name implies—cut on very liberal lines, big and roomy, covering the dress completely; the very thing the housewife desires. Made in neat Patterns in Prints, Ginghams, etc. Liberal profit.

Samples or trial orders shipped on request

Write to-day

BRUCE FINNIE &,CO.

Cor. Craig and Gosford Sts.
MONTREAL, QUE.

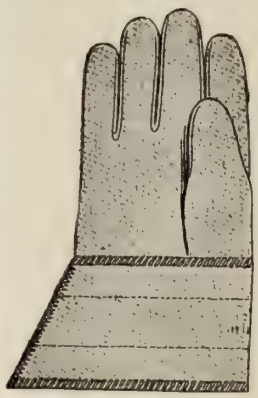
DOMINION BUTTON MANUFACTURERS, Limited

57 WATER ST. NORTH, BERLIN, ONT.

MANUFACTURERS OF

Fine Lines of Buttons— Ivory, Horn, Pearl and Pearlette

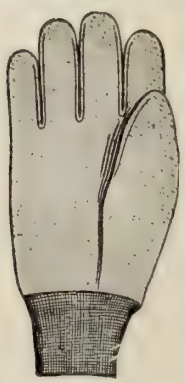




TAPATCO
REGISTERED TRADE MARK

COTTON GLOVES

Do you know that you can save money by buying Tapatco Brand Cotton Gloves?



They are made in Canada, of the highest quality Canadian materials, and by expert Canadian workmen.

"Tapatco Brand" Gloves are sold exclusively to the wholesale trade. Insist upon your jobber furnishing only Tapatco Gloves. If he cannot supply you, write to us, and we will assist you in securing them.



The American Pad & Textile Co.

CHATHAM, ONT.

Veilings, Laces, Malines, Chiffons, Nettings, Scarfs, Neckwear and Millinery Novelties

bearing this trade-mark



are head of their class

See Our Fall Showing

of the above lines before placing your order.

The "Canadian Maid" line represents the acme of style and value. They have an individuality which spells brisk business for the merchant who handles them this Fall. Every number is selected or designed to meet the popular demand.

Send for samples to-day and request a representative to call with the full range.

Novelty Lace & Veiling Co.

MILTON J. TELLER MAURICE A. TELLER

64 Wellington Street West, Toronto

Registered 

Trade-Mark

To Glove Retailers:

GLOVE POINTS

You do not speculate to-day, neither do your customers;

A POINT TO REMEMBER.

You desire merchandise of established reputation, so also do your customers;

A POINT BEYOND QUESTION.

You prefer to sell lines supported by steady advertising, because your customers request them;

A POINT OF FACT.

You wish to handle only goods made in the British Empire and allied countries, your customers demand them;

A POINT OF PATRIOTISM.

Points upon gloves are many and varied, but none so essential as these. All are embodied in

DENT'S GLOVES

THAT'S THE POINT

DENT, ALLCROFT & CO.

MONTREAL

We have the Ribbons

—the facilities for getting them and at right prices; and carry the actual stock of latest goods right here in Canada for your benefit



DO YOU REALIZE what we are doing these war times?

DO YOU REALIZE that it takes eight to ten weeks to get goods shipped from Switzerland, or three to six weeks longer than usual?

DO YOU REALIZE that every piece of goods has to be manufactured after it is ordered, taking frequently five months before we get them?

DO YOU REALIZE that every piece of ribbon is made partly from Italian silk?

DO YOU REALIZE that the most serious question of the world to-day, so far as manufacturing is concerned, is dyes?

DO YOU REALIZE that it costs us 4% more to land goods than before the war?

DO YOU REALIZE the difficulty we have in keeping our stock assorted under these conditions?

TO OUR CUSTOMERS—You have probably been so well served by us in the past that you have not realized our difficulties. We are proud of the way we have served our customers under the circumstances, bringing the best ribbon markets of the world right to your door.

Mail or telegraph your orders.

Nothing But Ribbons

WALTER H. BARRY & CO.

6 St. Helen St.
MONTREAL

Winnipeg Branch :
222 McDermott Ave.

"The Specialty Ribbon House of Canada"

BUTTONS

Notwithstanding the war

and resultant conditions we are in a position to place before our customers a range of BUTTONS unsurpassed for value and beauty of style.

We stock all the lines we show and (WILL MAKE DELIVERY).

Wait for our travellers.

FORSYTH KIMMEL CO., LIMITED
BERLIN, ONTARIO

Always Something New *in* Buttons

In our constant endeavor to supply the trade with the very newest in buttons, we are now offering a high-grade line of celluloid and metal buttons in a wide variety of original and attractive styles. Fill your requirements from our up-to-the-minute stock—and be sure of ready sales.

Write for samples.

A. Weyerstall & Co.

Button Manufacturers

Head Office

TORONTO **145 Wellington St. W.**

Annual Knitted Goods Number

will make its appearance August 4th. Watch for it. Forms close for this Knit Goods Special July 28th.

DRY GOODS REVIEW

Accompanying illustration shows one number each selected from our range of Boudoir Caps, Aprons and Neckwear

Boudoir Cap

Wired effect that can be shaped to conform to desired style.

Collar and Cuff Set

Fine pleated Organdy edged with colored Cretonne of a very neat pattern and dainty coloring.

Apron

Made of striped Voile with medallions of filet lace edged with fine French val.



Each of these articles come nicely packed in the distinctive BUFF BOXES which have become identified with the Phœnix Novelry service.

Send a Trial Order to-day.

PHOENIX NOVELRY CO. Drygoods Novelties

Phoenix Novelry Company

TORONTO, ONT.

PHOENIX NOVELRY CO. Drygoods Novelties

READY-TO-WEAR

Silk Dresses for Fall

Scarcity and High Prices of Woolen Goods Will Strengthen Silks—Models So Far on Simple Lines.

AS in all other ready-to-wear lines it is difficult to write of Fall dresses because the manufacturer is still in the midst of his Summer business, and no sample line is in any way complete. Moreover as in the season now passing there will be novelties appearing to interest the buyers right on through the selling season. Buyers only here and there are placing Fall orders and, there will be very few large orders placed much in advance, but the assorting season will be a big one—if and the "if" is important—the manufacturers can obtain the materials. The position of serges, and the cheaper and popular priced dress fabrics ought to be plain now, for enough has been written about it, and its seriousness can hardly be exaggerated. To put it plainly, serges which are the standby of the Fall dress season are to all intents and purposes just double the price that they were when the Spring season opened, and should the war continue over the Winter, wool will become scarcer and all fabrics harder to obtain. For this reason everything points to silk dresses, for silk materials are cheap, and will look cheaper still as the season advances when prices are compared with those of woolen goods. For the same reason many models are being shown that are made up of silk combined with some woolen material. In making up these dresses taffeta or some satin finished silk is often combined with both serge or gabardine. The waist will be of silk and often some portion of the skirt also. Many styles in Dutch Boy and suspender effects are made in this manner.

All models shown so far are very simple in style, and feature the normal waistline. The skirt too is conservative in width, and no models as yet with the very wide skirts have been shown. These may come later when novelties appear. Panels and pleatings are used, and some dresses of crepe de chine are shirred around the hips. Pleatings in the form of panels are very much liked, but even when either pleatings or shirrings are used the skirt does not measure more than 2½ or 3 yards around the bottom edge. There is little doubt that fuller skirts will be introduced in higher priced lines, but the question of price will play an important part in restricting the widths of dresses that have to be sold at a popular price.



ADVANCE MODEL FOR FALL.

Combinations of plain and fancy silks are favored for Fall. This Dutch Boy suspender dress is made of plain satin-finished silk with the waist of plaid. The plain silk is grey and the plaid has a grey ground. Shown by Standard Ladies' Wear.

Many manufacturers are putting out new lines of silk dresses and are taking orders from them for present delivery. In a normal season they would be part of the Fall line but buyers are taking them now as late Summer goods. The same applies to simple models made up in serge and trimmed with faille or taffeta. These dresses are chiefly navy or black. Navy trimmed with sand shade is selling freely and so is black livened up with black and white striped.

FALL SUITS PLAIN TAILORED.

The showing of the Fall line of suits has been delayed to an unprecedentedly late period, and there certainly will be trouble about deliveries later. Buyers are evidently determined to follow the policy of buying close and would rather take chances of getting the goods when wanted than run the risk of having models on hand that they cannot sell. Buyers contend that by delaying the placing of orders styles are assured, and when the first lot is sold they can fill in with novelty numbers. Then also stock is turned over, and there is less selling at reduced prices. This policy is a money-making one under normal conditions, but it remains to be seen how it will work out in such a season as the present one. The market is very bare of desirable cloths at anything like a reasonable price.

The new suits come in simple tailor-made styles, the main feature being the showing of suit coats on more fitted lines. Buyers like a suggestion of this effect, but do not look kindly upon suit coats that define the figure. One reason is that such suits

(Continued on page 108.)

COLOR IN ADVERTISING



Miniature reproduction of a Hanger produced by Southam Press, Limited, for the Canada Cloak Company. Printed in four colors.

WHEN, AND WHEN NOT, color can and should be used in advertising is a matter on which the PRINTER should be consulted.

But the PRINTER must have a practical knowledge of Color Work, and such knowledge can be acquired only after a long (and expensive) experience *with* Color Work.

The PRINTER must understand advertising values. We have long recognized this fact and consider that our Equipment in Men excels even our Equipment in Plant.

When in trouble consult with

SOUTHAM PRESS, LIMITED
Canada's Leading Printing House
TORONTO MONTREAL



An illustration from the "Direct from the Goods" catalogue produced by Southam Press, Limited, for the Monarch Knitting Company. The illustrations are interesting from the fact that some forty models were used for the various groupings. The plates are what are called "Turned Screen." Four negatives of equal value are made, one of which is manipulated for yellow, one for red, one for blue and one for black. The work requires a great deal of care and expert workmanship.

The Monarch Catalogue has been pronounced by a prominent advertising expert to be "the most ambitious and effective yet produced for woollen wear."

As Seen in Paris

All Ready for Openings Earlier Than Last Year — Metallic Effects From Leading Novelty—Gay Costumes for Outsiders Only —Blue Serge Chiefly Worn.

PARIS, June 19.—The leading Parisian dressmaking houses are busy with preparations for Fall openings which will be held at dates varying from early in July to the beginning of August. Practically all the important model houses will hold openings as usual save, perhaps that of Paul Poiret which has been closed since the beginning of the war. Just what surprises the openings will have for us is not, of course, known as the model houses guard their sartorial secrets very jealously at this time of the year. There will be no scarcity of new fabrics, it is said, as the various houses have made extensive purchases from the makers of high class lines. In spite of the war, the dye situation, and the fact that so many of the best work people are at the front the Lyons manufacturers have provided the Paris model houses with silken fabrics of great beauty. These goods are expensive and every care is taken to keep the designs exclusive. Therefore they are not being generally shown until after the August openings. This means that only a general idea can be given of the weave and effect of these silks at the present time.

Metallic Effects.

This much can, however, be said and that is that metallic effects form the leading novelty. Printed silks are shown and in keeping with the introduction of pastels they are in Pompadour patterns and colorings. In plain weaves the manufacturers have gone back to the days of our grandmothers and are producing silk which, as they used to say in their day, stands alone. Moires and satin moires are presented in most beautiful colorings. The faille weaves are also showing the novelty here being the weaving of velvet designs on a faille ground. Tinsel effects are prominent and the most dazzling gauzes interwoven with metal threads are showing.

Not only is metal applied to gauze but Rodier is producing both silk and wool fabrics with metallic patterns and metal threads interwoven The weaves thus treated include crepes, and etamines, and the new cachemire des Indes. Metal is also applied to serge, and one of the most striking Rodier novelties is a serge with an Egyptian motif of black velvet outlined with threads of gold and silver. Novelty serges are shown by this house having ribbed silk stripes or coin dots in lustrous satin effect on the dull serge ground. Large embroidered coin dots are applied to serge and to other fabrics.

Most striking of all are the astrachan effects produced by appliqueing fine soutache braid to serge or other material. This comes in the form of borders, groups of stripes, or it is used to outline large patterns giving the appearance of a fur border.

Launching Fashions With Mannequins.

Now that the Summer is here the Pavillon d' Armenonville is being well patronized, and the smart crowd gathers here every day. Mannequins from the various model houses mingle with the crowd and thus fashions are being launched in the usual way. One of these girls the other day was seen wearing a Jenny creation of embroidered pink organdie. With this dress was worn a canotier hat made of black silk and faced with pink crepe. These gay costumes are for the delectation of the buyers who are visiting Paris, for the true Parisian is dressing as simply and as quietly as possible. The suits and frocks are severely plain whether they are made of serge, taffeta or organdie; for Paris has taken to organdie for Summer wear. Madame Paquin is showing a number of frocks of organdie or tulle made with wide full skirts and long sleeves—this house which has as its patrons nearly all the Queens of Europe, is putting long sleeves into evening gowns. Here organdie is shown bordered with fur and all the little silk wraps have fur borders also.

Blue serge is universally worn and if the suit or frock is not of serge it is of taffeta. Lauvin is, however, departing from this rule and is making smart little coats of grey blue cloth; just the shade that is worn by the French soldiers. These coats are circular in cut with the side seams hidden under a wide plait. The coat buttons up to the neck and the collar is just like those used to finish a cloth. The waists are often sleeveless, the transparent sleeve being of chiffon or crepe and the guimpe and collar of organdie or linon.

French women have adopted the slender little cane of bamboo which "Tommy Atkins" always carries. And continuing this military note is the lavish use that is made of braid and buttons, belts and buckles. White organdie is still the favored neckwear and a pretty new idea is to use a lace-like edge to collars and cuffs made of organdie rolled into a narrow fold or cord and connected by lace stitches.

military top coat. The armholes are wide and roomy, making the sleeves rather wide and they are finished with narrow turnback cuffs. The pockets are inserted in the fronts, and there is also a small breast pocket. The flap of this pocket and the straps covering the openings of the inserted pockets are embroidered with gold thread. Lauvin is also showing simple frocks of serge belted with patent leather and with narrow patent leather straps to finish the wrists. This dressmaker in common with many of the leading model houses often uses a narrower petticoat under the wide full one that flares so far.

Another idea that is smart and practical is the way in which plaid silk is combined with cloth. Many little dresses are shown with the waist and skirt empiecements of the silk while the rest of the dress is of serge or broad-

EARLY PARIS OPENINGS.

The Parisian model houses are announcing not only that they will show larger collections than usual at their Fall Openings but that the usual date in many cases will be advanced and instead of the Fall Openings being held in August many of them will show Fall models early in July. The explanation they give for this change in the date is that it is made in order to allow more time for filling orders that are placed, and also to allow for the increased difficulties for transportation.

Big Repeats on Middies

Crepe de Chine Leading Waist Fabric for Fall—Will be Developed in Sheer Fabrics and Match Skirt or Suit.

SUMMER business is humming and the demand is centering chiefly on middies, and new ideas have not ceased to appear. The smock middy is the latest, with the fullness confined below the yoke, with lines of smocking done either in white, red, blue or pink cotton,



AWAY FROM SEVERE TAILORED STYLES.

Simi-tailored waist of crepe de chine with convertible collar cut square at the back. The long sleeves are cut in one with the shoulder and are finished with narrow, knife-pleated cuffs, and a graduated pleating outlines the vest effect in front. Ball buttons in color add a relieving touch. Shown by the Winsome Waist Co.

while the collar and cuffs are piped or banded to match. Another middy shows three tucks on each side running from the point of the yoke to pockets placed 5 or 6 inches above the hem of the middy and the material falling free below the pocket. Both these middies are belted styles with the belt going all the way round or buttoning on to the blouse so as to leave a panel effect in front.

Though the striped waists of voile, linen and other cotton fabrics are still big sellers, there is more activity in lingerie waists, particularly in popular-priced lines. The lingerie waist is the practical waist for Summer wear and every woman counts upon buying a supply of them for the Summer season.

Early Fall Lines.

Fall lines are only in process of formation and the majority seen so far are of crepe de chine or some kind of silk or silk and cotton crepe. They are built along tailored lines, and hemstitching is used along the lines of the seams. Sleeves are full length and many models are finished with a pleating at the wrist, or at the most there are a few lines of shirring along the back of the sleeve. Collars are along convertible lines, though there are strong indications that straight, high collars will be worn later.

A slight breaking away from the plain tailored models is indicated by the fact that knife-pleated jabot effects are being added in front.

Many waists have the color note added by the use of colored glass buttons, but this will sooner or later be a thing of the past for these buttons are of Austrian make. Already prices have gone up enormously, but they are so effective that the advances are willingly paid. These buttons of course were imported before the war, and at present there is no idea as to what will be used in their place.

For Fall indications favor waists of very sheer materials with crepe de chine as the heavy weight. Chiffon, crepe, Georgette, lace and other sheer fabrics will be used extensively made up with chiffon or net linings. These waists will match the color of the suit or skirt they are to be worn with, but will be simple in style and have long sleeves.

Slow in Misses' Samples

Manufacturers Still Busy on Summer Lines—Serges Scarce and High—Peasant, Dutch Boy and Russian Stlyes.

CANADIAN manufacturers of children's dresses so far have made little preparation for the Fall season save to make a few serge dresses. For one thing they are still busy with Summer orders, and not only busy, but are making new samples for Summer wear. The trade is still buying from hand to mouth and are taking no interest at all in what is to be shown for Fall. Just as far as buyers have gone in preparing for Fall is to make a half-hearted request for a few advance samples to be sent to them. As a general rule, the answer has been an intimation that if they would undertake to buy the samples they would be sent, as serges were too scarce and too high-priced to experiment with.

The serge situation is serious now and promises to be more serious as the season advances. In normal seasons the serge dress is always the standby for misses and children's wear and the greater portion of the business in this department is done in dresses and other garments of serge. As the situation is developing the consideration of price alone would tend largely to restrict the business in serge dresses. To illustrate: the same serge that could be bought a few months ago at 37c now costs 60c, and even at what is nearly double the price manufacturers are not willing to accept large-sized orders. No manufacturer's agent will accept an order without first submitting it to the firm he represents, and prices are not stable from day to day.

It is difficult to size up the situation from the merchants' viewpoint unless it is that he thinks that he can get the merchandise he wants when he is prepared to buy. This view is colored no doubt by the very low prices at which serge dresses sold during the late Winter and early Spring.

Merchants who cannot stock serge as usual because of the advances in that fabric will doubtless turn to black and white checks and paids, in which cotton is the preponderating textile. Also the heavier cotton suitings, such as galateas, repps and other heavy weaves will have a good season.

Silk fabrics are cheap and doubtless manufacturers will turn to this fabric to produce their better-priced models. Habutai and other Jap silks are very moderately priced and wear and wash almost as well as a cotton fabric.

The new tendency is towards peasant, Dutch boy, and Russian styles. Jumper and suspender effects worn with a guimpe promise well, but there are too few sample lines prepared enough to give definiteness to what will be put out for Fall.


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Shorter Skirt, New Feature in Fall Corsets

Waistline is a Little More Defined, as Trouble Has Developed With all Well-Rounded Figures—Higher Busts and Incurve More Prominent — Suiting the Princess Gown—Stout Figure Models.



NEW MODEL FOR FALL, 1915.

The curve at the waist is now an accepted style feature, and with the higher bust effect introduced last season the newest models for Fall combine the shorter skirt. Shown by the Crompton Corset Co.

STYLES of 1830 and waists that are more fitting and define the figure have led to a corres ponding change in the lines of the corset. These changes are reflected in the new corset models for Fall which are about to go out to the trade. They are of great importance and should be carefully noted by the merchant and corset buyer. The department that would do good business must be authoritative on the matter of changes, and should have sufficient weight to be listened to when the new models are introduced and shown. All the leading manufacturers of women's wear base their patterns upon the latest corset model and it makes less work for the alteration department when its customers are wearing the latest models in corsets.

While the changes in type are far-reaching they are not very radical as yet, but are important enough to form the basis of a "tendency" talk on the part of the buyer to the salespeople under him in the department, for there are sure to be many points raised and discussed when the selling period opens in the store. For some time now the corset has been chiefly concerned with the body below the waist; the hips had to be small and the flesh controlled when skirts were worn skin tight. The waist was of no importance and the large waist was even encouraged because with the waist large the hips looked small. Corsets became also straight in line and shapeless and the boning was reduced almost to a minimum. Though these corsets were ideal for the woman with a slight or undeveloped figure, where there was any tendency towards stoutness, and even when the figure was only comfortably rounded, there developed trouble with this type of corset. Flesh began to accumulate above the waist and as soon as there was any tendency towards garments that defined the upper part of the figure women were asking for a different type of corset.

Last year corset models with the high bust and with a slight incurve at the waist were introduced and were well received, and this year further changes come in this direction and in addition the corset models following the outline of the skirt is shortened below the waist, and more boning is added.

There is nothing radical, however, in the changes introduced and they are made necessary by the fact that dresses and suits are now semi-fitting and show that the figure has curves, and that garments that are straighter in line also give indications of more shaping in the figure. Princess models are the latest style indication and the figure must be very perfectly corseted to wear the princess gown.

Some very radical models are shown in short corsets which approach very nearly to the old girdle type; others are of the hipless type with the hip cut away so that they leave the hips perfectly free and the support comes only at back and front. Other models are practically the same, only they conform more to accepted type by having a piece of



Graceful kimona of patterned eiderdown fabric. The trimmings of satin bands, on the collar, cuffs and pocket, as well as the cord girdle match the ground colors of the fabric. Shown by Home & Watts.



MADE-IN-CANADA

—to introduce a new line of

LADIES' WINTER COATS

Yes, it's "something new"—an innovation, but the logical sequel to the waterproof business. It's a complete line of Ladies' Winter Coats for Fall sorting and for Spring, 1916, placing business.

The "Scottish Rubber" coats are indeed handsome garments, made in the most approved styles and of the most favored cloths, and all with that smart style which always distinguishes "Scottish Rubber" garments.

Oh, no, we haven't discontinued the manufacture of Rain Coats, but quite the reverse. Our Fall, 1915, and Spring, 1916, range is by far the best we have shown. It's well worth an early call at our show rooms or a request for a representative to call to see you.

We make everything in Coats, Plushes, Sealettes, Pony Skins, Corduroy—Outing, Auto, Rain, Tourist—and not the least, a full line of Ladies' Winter Coats in the newest cloths—Don't miss them.

SAMPLES ON REQUEST.

The Scottish Rubber Co.

316 Notre Dame Street West, TORONTO

cloth inserted over the hip in place of the cut-out section.

The idea must not be gathered that there is any real compression at the waistline, and nothing of the laced-in waist effect is in contemplation; the new corset follows the natural curves of the figure and shows that curves and not straight lines are natural at the waistline. In short there are no extremes in the new models, the waist is not unduly high, just about 3½ to 5 inches, the skirt is shorter but not unduly so, and the waist is indicated by gentle, natural curves. Not only is the curve indicated by a nip in at the sides but it comes also in the front gores. The skirts are certainly shorter, but they are long enough to extend well down over the fleshy part of the hips and to keep this portion of the body in good control. The straight back is favored and there is no change in this respect in the new models.

Front Laced Stronger.

The front-laced corset continues to grow in favor and nearly every prominent manufacturer has models of this class in his line. Models are showing that lace in front and also lace at the back from the waist down, forming a complete and adjustable control of the flesh below the waist.

There are many models on the market designed for the stout figure, for as is well known the stout figure corseting forms the problem in nearly every department. Various belt and reducing and supporting devices are shown, as well as the inserting of elastic gores and the use of elastic bands to confine the garment edges to the figure. Generally speaking, the stout woman is expected to pay more for her corset, but one firm at least is putting out corsets for stout figures at the same price as models, believing that by doing so, they are furnishing the stores carrying their models with an attractive means of drawing business into the department.

Pleated Models in Skirts

Skirts Pleated All Round or Showing Pleated Panels Latest Models are Finished with a Fabric Belt.

SEPARATE skirt lines always come out early, but the same condition that has just been outlined in dresses exists and orders are being taken right along from the lines that are being brought out for Fall. Widths are most conservative, as the majority of skirts do not measure more than 2¼ yards and even when they are pleated all round do not run much over three yards round. Some models are laid in pleats all round, and others show a deep yoke with machine pleating below. The majority of models have pleated panels introduced at the side either at the belt or at the hipline. The most are gored and some of them have pockets, but pockets have been so widely used on the sports skirt that the majority of buyers prefer the models that do not show this feature. Circular or moire properly speaking modified circular skirts are also favored, and there are some models that are laid in box pleats all the way round with wide spaces between the box pleats.

Fashion says short skirts, but there are many women who modify this idea, and as a rule the hem is only basted up, so that the length may be easily altered to conform with the wishes of the woman who is to wear the skirt. More short skirts than in the Spring will sell according to present ideas, as the short skirt is now well established. This applies more to the large centres, but in the country districts and in the West where the cold is more extreme it is expected that longer skirts will prevail.

The high waist is still worn, but more models show a belt of the material than just the fitted top. Serge, gabardine, tweeds and novelty mixtures are the cloths now selling, but later models in velvet and in silks are expected. New York is showing the voile skirt and should it take voiles will also sell on this market.



Separate skirt models shown at the meeting of the Dress and Skirt Designers' Association, New York. Reproduced by courtesy of "Women's Wear." 1. Walking skirt of grey wool poplin, buttoned down the front and with yoke sections at the back ending in pleats at the side of the front. 2. Skirt of voile trimmed with black embroidery. 3. Walking skirt of grey wool poplin, trimmed with stitching and pleats. 4. Walking skirt of mixture plaid with five pleats on each side. 5. Walking skirt trimmed with cord and buttons.

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ready for your inspection. ¶ The prices run from $36 to $72 per dozen. ¶ We also have the *Galtfleece Carriage Rug and Infants' Robes and Sleepers.* ¶ If interested, better write now to

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Mixing "Stickers" and Job Lots in Sales

Special Purchases at Lower Prices Advisable To Wipe Out Losses in "Clearing" Sales—Keeping Old Tag On—And Adding New—Cabinet For Partially Paid-For Garments.

Special to The Review by a traveling staff writer.

HAMILTON, July 5—(Special).—What the manager of the ready-to-wear department characterized as a "surprisingly good season so far" has been the experience of the G. W. Robinson Co. When The Review visited the store in search of ideas for the Annual Fall Number there were two special lines which were being featured in connection with the general "July Clearance Sale,"—"$4.50 Tub Dresses at $2.95," and "Summer Blouses at 98c."

"Stickers and Job Lots."

In both lots there were represented two lines of merchandise: the "stickers," and those bought especially for this sale, and of the two the latter were greatly in the majority. These sales also represented two divisions so far as profits were concerned: the "job lot" earned a fair profit, the "stickers" were cleared at a loss. This is as it should be, or at least, as it usually is in well conducted sales.

As the buyer, Mr. J. Robinson explained, the job lot was probably as good value or better than the stickers: they were bought up late in the season when the manufacturer was ready to sacrifice. The "stickers" had to be disposed of, and if the price marked did not prove a sufficient inducement, the "knife" must be wielded again.

This is where some of the larger stores make their special sales not only clean out slow stock, but bring them in a good profit. So many merchants mark down goods for a sale but have nothing else to reimburse them for the loss. They are timid about "job," purchases, lest they may have a large proportion of these on hand afterwards as well as slow stock. But these special lots are a good drawing card as well as profit makers, and where an experienced buyer can pick good selling lots in advance, loss is turned into a very fair profit. For instance, one merchant bought late, a line that regularly sold for $22 retail, and secured a reduction of one-third, costing him less than $1.25 each. The lot sold at $2 each, regularly $3," and were excellent value to the customer as well as profitable.

In this case the waists, marked 59c, regularly $1 and $1.25, were good value also, but cost less than 59 cents—a special purchase.

Using An Extra Tag.

On each dress that was reduced were two tags: one the regular, marked 30.91, the stock number, and the original selling price, $3.50. This was a dress selling at $2.45. A special paper, with "July Clearance Sale," printed in red, and the new price was attached above.

"The idea of the double Tag," explained the department manager, Mr. J. Robinson, is so that the public will understand that the reduction is really genuine. They will see not only the old figure, $3.50, but the old stock number as a proof of the truth of what it sets out to announce. If we had simply crossed out the $3.50 and marked $2.45 beside it, people might say the two prices were put there the same time that we raised the price so as to pull it down again."

The department carries its dresses, skirts, etc., on racks, with the waists usually on tables. Prices usually determine the location of a dress. For instance in misses', prices run on one rack from $3.50 to $5, and another from $5 up to $8.50."



This smart coat model for Fall is of baby lamb fabric and shows many original style features. Collar, large cuffs and buttons are of seal plush and a handsome braid and velvet ornament finishes waist in front. Shown by Princess Mfg. Co.

Paying in Instalments.

A special cabinet with a variety of contents, dresses, suits, etc., caught the eye of The Review.

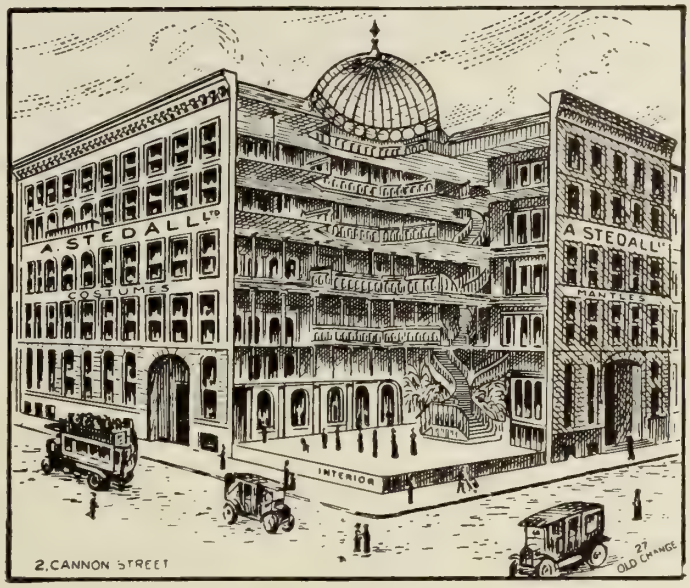
These, Mr. Robinson explained, are lingerers in the

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department, but in a different sense from a "sticker." They are garments that are "in the process of being paid for."

"Suppose a girl comes in who is in a factory and wants a certain dress," explained Mr. Robinson. "She has only a few dollars but does not want to let it go. She makes a deposit, the dress is set aside with her name and address, and the girl may come in half a dozen times to make payments before she has it all wiped out. I remember one case where a working girl bought a $52 coat, and she was exactly two years paying it off."

This is not a system of monthly payments; there are no specified times for lessening the bill.

FALL SUITS PLAIN TAILORED.

(Continued from page 96.)

mean a great addition to the cost of selling suits as they greatly increase the number of alterations that have to be made. The alteration department forms one of the chief expenses in conducting the ready-to-wear department. Garments showing a little curve at the waistline are meeting with a favorable reception.

There is some controversy about lengths but the trade is being educated into the acceptance of the fact that the length of the suit coat must depend upon the height of the prospective wearer and the general style of the garment, and that it is detrimental to the interests of both merchant and manufacturer to set an arbitrary length to which all suit coats must conform, without considering that they are designed for either a short or tall figure or in a certain style. Designers are beginning to see that they are only hampering themselves in the production of models, and making it harder to sell goods in the retail departments. Therefore the fixing of an arbitrary length for the suit coat is going into the discard. The majority of models seen so far have coats that measure from 28 to 34 inches.

FRENCH AND AMERICAN COLOR CARDS.

BOTH the Claude Freres and the Syndicate cards show the influence of the dye situation for the number of colors is more restricted than usual and there is a marked absence of high colors on both cards. The dark or silent colors have been endorsed everywhere and both cards are strong in this respect. But in marked contrast to these dark tones the Claude Freres card places 12 pastel tints in the leading place on the card.

These colors as yet have had no influence, but their presence as the leading novelty colors on the card is a sign that Paris is preparing to push them, and most probably after the Fall openings we shall hear more about pastel shades. These colors would be beautiful in broadcloths and are also exquisite in taffetas, crepes and silks for evening wear. These pastels consist of a delicate tint of forget-me-not blue, then a clear sky, which is succeeded by a very pale mauve. The next tint is an orchid shade and after that is placed pale cyclamen pink followed by a soft violet tint. The second row begins with cream followed by peach, then light terra cotta, and a delicate yellow green and a bluish shade of the same color, and last on the list an exquisite pale turquoise shade; in all 12 tones.

The second series comes in beautiful metal greys with a pearl that is nearly white, leading and shading down to "75," named after the French guns. Nickel, helmet, sword and steel are the other colors in this series, but they are on the battleship order—that is, cloud greys with no hint of blue. Three greenish yellows come next, and then follows a series of warm reds beginning with an exquisite raspberry shade and ending in three very dark wine reds. Next come three mushroom greys that should be prominent as they blend so well with other colors. These are succeeded by a group of tans and browns in fur tones bearing the names of Dardanelles, filbert, otter, with mocha as the darkest shade. All the colors in this series are certain to be successful, and to be much worn.

Alsace, Vosges, and Laurel which come next are three greens; the first being an emerald, and the last a deep myrtle. A beautiful series of military blues come next, the palest one named Bosphore, with tunique, capote, fusilliers, marsonins, and poilu following in sequence until a shade that is almost black is reached.

The next three greys are sure to be important as they are on the taupe order. They are named raton (young rat), souris (field mouse), and cat. Beginning the next range is an exquisite pink named Elizabeth in honor of the Belgian Queen; the next shade is Belqique—a beautiful orchid shade and the third is a voilet tone with the succeeding three well indicated by the names plum, prune and blackberry. Dunes, champignon, and cepe are two dull brassey tones and a bronze shade. Then follow six blues, the first two being two nationals, then two navies, and lastly two deep crow shades. Last on the card come three full violets, pensee, violet and regrets.

The Syndicate Card.

The millinery or Syndicate card does not show the pastel series but the first place is taken by a series of sand shades named "allies," and evidently based on the khaki worn by the British soldiers. Next follows a series of reds beginning with cherry red and ending in a deep chocolate shade. Following comes the popular blue-horizon or soldat blue, and then three soft gold tones named San Francisco. Then comes a series beginning with three emerald greens and deepening into three myrtles the last two of which are very dark shades. Cathedrale is the name given to three full violet shades, and then a series of reddish violets beginning with two orchid tones and ending in dark prune. Then come three useful tans, and a series of national blues the last of which is a crow shade, followed by three yellow greens on the moss order. Two beautiful rose pinks, two raspberry shades, and two dahlia shades comprise the next set, and then come three dark taupes, followed by a series of six cloud greys ending in two shades that are nearly black. Then come three bronze shades named Scotland. After these come a set of three tobacco browns, followed by a vivid cerise and two wine shades. Three myrtles are named Adriatique, and last is placed three castor shades to which the name of Canadienne is given.

The American Card.

This year will be issued for the first time an American color card. This card will be a permanent one and is intended to be a standard card for the whole trade. It contains over 100 shades, and by its use buyers will be enabled to match all materials when bought from certain firms. All the leading silk and millinery houses and a very large number of manufacturers in other lines are using this card, and its appearance should do much to simplify the matching problem. By giving a number buyers are sure of obtaining the same shade of color in silks, ribbons, chiffons, flowers, plumes and other materials.

The colors on this card are named from fruits, flowers and familiar objects, and very great care has been taken in compiling these shades. A very large number of manufacturers, importers and buyers who have to do with colors, were provided with a list of colors and asked to send in samples of the shades named.



Business as Usual

We wish to correct any erroneous impression that may have been created by the report of the fire in our premises at 170 McGill St.

The damage done was chiefly to stock, and has in no way interfered with our manufacturing new goods, which we are doing as rapidly as possible, and are now in a position to supply our customers and friends with

All New Goods in Latest Styles and Materials

in plenty of time for Fall and immediate deliveries.

Though the prices of raw material are rapidly advancing, we will protect our customers in this regard as long as possible.

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The largest and oldest Waterproof Clothing House in Canada

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LARGER Gossard Corset sales are recorded month by month in Canada, proving that the wearing-service, comfort and style of our corsets is distinctive and of sufficient importance to cause thousands of women to pay regular prices, plus a heavy import—just to have the best.

Profits are of the greatest importance to every retailer, but they are a hindrance if the merchandise does not give the fullest satisfaction and bring the customer back to *your store.*

Gossard Corsets anchor more corset business to a department than you have any idea of. They sell quickly and re-sell quicker.

Our Canadian representative will count it a privilege to model our corsets in your store. When shall she call, or shall we send you samples? Remember, no store is too large or too small to sell Gossard Corsets.

The H. W. GOSSARD CO.

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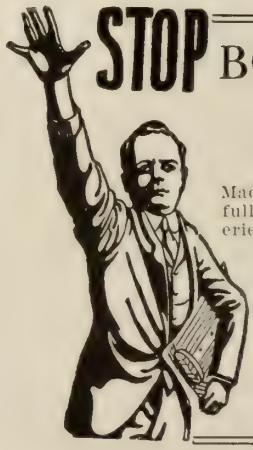
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Our line of Fall and Winter coats is ready and is now being shown in the Dominion by Mr. P. B. Hart. A card will assure you of a call.

If in New York this Summer, we will be pleased to have you call and inspect the line at our showrooms.

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160 5th Ave., at 21st St.

NEW YORK



Canadian Representative:

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1 Hudson Ave., Westmount

MONTREAL - CANADA



MILLINERY

Big Black Velvet Season

Millinery Trade Buying Crepe de Chine and Georgette—Ostrich and Wings Lead for Trimming—Tams for Misses' Wear.

VELVET is to be the leading material for Fall, and there is little cause to doubt that the black velvet hat is to be supreme. Where colors are shown they are rich and dark, with such shades as crow blues, deep Russian green, and nigger brown in the new 75 in highest favor. The large orders so far have been placed on black velvet; so much so, that these orders with many firms have constituted the bulk of the advance selling. The fact that black piece velvet has made its appearance as a favored trimming for mid-Summer hats, and that black velvet pressed shapes are now in stock in the retail stores points to where velvet is for the coming season. There is no question about black velvet for Fall, and it is the erect-pile velvet rather than the pressed and panne varieties.

Next to velvets, milliners are interested in crepes—crepe de chine and Georgettes. The best-selling color is pink, with flesh and rose shades as the big sellers. Though no models are yet seen save for children's wear, the inference is that crepe will be used for underfacings, etc.

Besides velvet the new fur fabrics that are light and supple as velvet, and which drape just as gracefully will also be very much used. To give variety, plushes and novelty velvets will be in evidence and will be used in combination with the plain materials. Heavy Ottoman and cord fabrics with a brilliant lustre are one of the novelty fabrics shown. There will be much combining of fabrics—the brim being of one material and the crown of another, and vice versa.

Though velvet flowers and fruits are showing, this class of trimming will be of minor importance, as ostrich and wings take the premier place.

Frosted grapes and foliage in gold and silver should be mentioned, but ostrich in plume effects and in fancies—natural, curled, stripped and tied, and in floral tassel, band and fringe motifs will have first place. Wings come in varied shapes and in all sizes, but the large, narrow pointed wings are the newest and most in keeping with the latest trimming effects. In ornament lines there are many fancy effects on the buckle and cabochon order in jet, steel and dull gold as well as composition, as well as tassels, fringes and drop ornaments.

Tailored and mid-season hats will be trimmed with motifs made from heavy cord ribbons, and wide ribbons in satin, faille and moire are expected to sell later. Hats are either on the toque or the sailor and capeline order, and the tan and the beretta shapes are again making their appearance.

Very few millinery workrooms now spend time over the production of children's millinery save when a special order is given from which a special price can be obtained. Very few milliners care to take up the time necessary to produce a good children's model—it takes a designer with special qualifications to do that. Therefore, houses have gone into business and have specially equipped themselves to make these goods. These hats are designed for children's wear, and are produced in the shapes that are found to be most becoming, such as cloche and bell shapes; sailors with rounded crowns and rolling brims, and similar models.

This year there promises to be a great run on tam shapes, and tams are showing in plain and cord velvets decorated in various tasteful ways. Cords and tassels, the tassel hanging down to the shoulder, are one form of trimming that is favored, while other models are decorated with braid in contrasting color or tinsel.

Many models are made in triangular sections which are joined together under a cord and a large flat button decorates the top of the crown. Frequently the tam is of black or dark blue or brown velvet and the brim is of plaid silk or ribbon. Black and white is very much to the fore, and models in white corduroy are very much in evidence.



TAMS POPULAR FOR MISSES' WEAR.

Upper tam of white corduroy velvet with the crown made in sections; large flat-covered button on top from which hangs a white silk cord and tassel on to the shoulder. Lower tam of black erect pile velvet, each section outlined with white soutache braid. Shown by R. D. Fairbairn & Co., Ltd.



Fall Millinery Novelties

On and after August 9th you will find our stock of

European and American Novelties

most complete, as our buyers have succeeded in picking up some attractive foreign goods despite the war. Be sure and see us when in the city.

Remember the new address
(Debenhams' Old Stand)

Vyse, Sons & Co., Limited
18 ST. HELEN STREET - MONTREAL



LATE PARIS MODEL.

This mid-season hat is on the capeline order, and is of beige taffeta with the low crown encircled with blue ribbon, on which pleated ornaments centred with a button are placed at set intervals.

Fall Styles in Shapes

Bowl and dome-shaped crowns predominate.

Novelty line—the flat-topped or collapsible-topped crown.

In brims, sailor will lead, with shepherdess capelines very popular.

Latest is broad brim with flat crown, falling in soft, irregular ripples to suit full ripple skirts.

Bersaglieri, Italian model coming through Paris, is a much-discussed novelty.

Tricornes in for another good season.

MILLINERY MATERIALS.

Velvet shown in 80 per cent. of advance models.

Fall Millinery on the

Broad-Brimmed Style of Sailor With Flat Crown Made its Debut From Paris—Velvet the Material Replace Fruit

Written for Dry Goods Review by

NEW YORK, July 2.—(Special).—Simplicity is the predominating note in the millinery designed for between-season and early Fall wear. Not the slightest suggestion of freakishness has so far been noticed in the advance models displayed, neither in their lines nor in their garniture. This applies to hats of all types, from street hat to evening chapeau. The crowns have not changed perceptibly in aspect, but continue to be what they have been for the last three months—moderately large and of a height to correspond. Bowl and dome shapes predominate, though in some ultra-new designs the flat-topped crown or the collapsible-topped one with rigid side is featured.

The Sailor Leads Again.

In brims there is greater variety than ever. The sailor brim in all its variations—perfectly flat, rolled up throughout, broken in a sharp crease, and either turned up or down—is certain of being one of the features of the season, appearing in all the many materials slated for popularity in the course of the coming season. Shepherdess capelines, drooping at the front and back, have had such a marked run of popularity throughout the Spring and Summer season that a continued vogue for them is positively expected.

Quite the latest thing in hat shapes is the broad-brimmed style with flat crown and wide brim, the latter worked over a flexible foundation, or, as is frequently the case, entirely without foundation, simply lined and finished with a slightly stiffened flange. Brims of this type fall in soft, irregular ripples, and hats supplied with them are just the thing to be worn with one of the new full ripple skirts, carrying out the same idea of accentuated breadth.

The Bersaglieri From Paris.

The "dernier cri" from Paris, the Bersaglieri hat, has already made its debut in New York, and at this writing is a much-discussed novelty. Of course, the introduction, or rather the revival in Paris of the Bersaglieri hat (which is an old acquaintance of the milliner) is a direct consequence of Italy's joining the war on the Allies' side. Marguerite & Leonie's atelier was the first in Paris to feature this style of millinery, displaying it to American buyers who promptly purchased it and introduced it this side of the Atlantic. A stunning Bersaglieri hat in deep green velvet, which was in all probability the very first consignment of French millinery imported this season, shows only a very slight deviation from the original Italian model in that the crown is covered with overlapping folds of the material instead of being smoothly draped. The garniture is a faithful reproduction of that used in the original—a drooping, very full touffe of metallic coque feathers, fastened near the base of the crown at the back. A large buckle motif, decorating the centre front of the crown, diminishes the somewhat rigid effect of this latest addition to military hat styles, which, by the way, have become rather too generally worn to appear desirable to smart dressers.

Another Season for Tricornes.

Tricornes are in for another season of success. Two recently imported Maison Lewis models show the jaunty outlines of this ever-popular and uncommonly becoming type of hat. One is a "lampion de chasse" of pure Louis XV lines, and is made of black velvet, trimmed with a brim band of curled ostrich in chinchilla coloring, a crown wreath to match, and boasts a graceful, fantastically-shaped Louis XV bowknot of silver galloon, coquettishly attached to the left side brim revers, and, incidentally, to the top of the crown. The other model is a close-fitting toque with ample, semi-collapsible crown of amethyst velvet, and a brim which is formed by three triangular pieces arranged flatly over the front and sides of the crown. These brim sections are made of ottoman silk in a dull platinum grey, and are outlined with narrow bands of ostrich. Each section is caught to the crown by means of a cravat bow of steel paillettes with centre knot of velvet.

Imitations of furs carried out in plush in contrast with lightweight velvet.

Vogue for felt hat not materializing.

TRIMMING FAVORITES.

Feathers welcomed after floral and fruit season.

Wings very popular, some simply huge.

A legion of ostrich novelties.

Inch-wide fancy ribbons sometimes covering entire crowns and brims.

Fancy braid in bright colors with black velvet brims.

Large shield or wing-shaped lace motifs for dressy wear.

New York Market

for New Full Ripple Skirts—Bersagliere Hat Has of the Season—Feather Garnitures are Going to and Flowers.

a New York Millinery Expert.

MILLINERY MATERIALS.

That velvet is going to be the millinery material of the season is conclusively proven by the unusually great number of velvet hats among the advance models shown to date. At least eight of every ten hats shown are developed of this favorite fabric, and five of these eight are made of black velvet, but usually are brightened by a contrasting garniture. White and black combinations are exceedingly well thought of, and are equally frequently met with in dressy hats as in simple trotteur and tailleur styles. Erect pile fabrics are very often used in conjunction with flat-pile panne or other fancy velvets, while imitations of furs carried out remarkably realistically in plush are usually contrasted with light-weight velvets or with heavy faille or taffeta silk.

Felt Hat Not Serious Rival to Velvet.

The anticipated great vogue for the felt hat is not materializing in the expected measure. The only felt hats seen at present are those actually worn (with the sport coat or the beach frock)—mid-Summer styles pure and simple. In our opinion the felt hat will never be a serious competitor to that made of velvet, or even that of silk, for the reason that it is never as elegant, not even when a superior grade of felt is selected. And cheap felts are incomparably inferior to cheap velvets where appearance and wear are concerned.

After a season of floral and fruit trimmings we are once more welcoming feather garnitures, which, from all appearances, are destined to become leaders in the millinery of late 1915 and early 1916. Wings seem to be the great fad in Paris, as every designer of note is featuring them on his or her early Fall designs. Reboux favors immensely large effects, arranging them flatly over her wonderfully picturesque new capelines and portrait hats A stunning model of dull terra cotta-colored faille, trimmed with a pair of wings of simply huge dimensions was much admired among the first imported Fall designs, while another Reboux creation, a flat oval toque of dull beige panne velvet was trimmed with a triple wing band in variegated tones of jade green, arranged in Pocohontas styles about the soft beretta crown.

There is a legion of ostrich novelties to select from,



ONE OF THE LATEST TAMS.

New tam, or beretta model, showing the small head size, and the latest mode in hair-dressing. The hat is of black velvet and the ostrich fancy is pale rose pink.

graceful butterfly and floral motifs, pompons (single, double and triple) finding most ready sales at the present. Ostrich bands in all widths, ostrich fringe and long, single ostrich plumes are likewise in demand.

Ribbon is very strong, indeed, and is used not only in an unlimited variety of trimming effects, but sometimes even for covering entire crowns and brims. Inch-wide fancy ribbon is a particularly great favorite, and, in the shape of evenly spaced flat tiers is oftimes employed for a brim finish.

Crowns covered with rows of fancy fringe or fancy braid in bright tones are frequently shown in conjunction with black velvet brims, especially on hats of the tailored variety.

Fancy buckle and cabochon motifs are new when developed of steel, of light buffalo horn or of pierced silver, set with colored stones

For dressy millinery Fashion favors large shield, or wing-shaped lace motifs richly embroidered with colored silk and gold thread and strewn with paillettes. Bead fringe, bead tassels and countless ornamental motifs made of beads or bead embroidery among the characteristic innovations introduced.

Summer Hints from Chicago

Pink is the Color of the Moment—White Wings Popular With White Flowers and Foliage Next—Tams Good.

CHICAGO, July 2.—The manager of a big Chicago wholesale house remarked: "People do not stop wearing hats because the hot weather is coming, you have to wear something even when on vacation. Therefore the best chance for the enterprising milliner to make an extra profit, and to get a fresh hold on her trade, is to get busy when the majority of her competitors have

pulled down the blinds. The live wholesale houses are behind every milliner who is wideawake. New ideas are constantly being developed and are being put on the market at a time when in former years it would have been thought a folly to think of business. And it is piling up as a result. Although it is three weeks later than it came last year the demand for all white and light colored materials is larger than ever before.

"All these materials in different crepe weaves are big sellers. Though production is lessened and these goods are extremely scarce our firm," continued this buyer, "is prepared to meet the demand. Grosgrain, taffeta and satin and moire ribbons in white and colors and in a big range of qualities are Summer sellers, but pink is the color of the moment, and pink flowers, particularly pink roses in all kinds and shapes are selling. La France and crushed roses are favorite styles. Wings come in many diverse shapes, and white wings are being used and called for; with white flowers and foliage as the next best sellers. Among high novelties there is quite a demand for those made of white beads and ostrich ruffs and those of Iceland fox continue to sell.

"Tams are strong for the Summer season and are becoming the most popular outing hats, especially for younger people. The newest tams are of corduroy or black velvet trimmed with white kid."

Suggestions on Conducting Department

Economy in the Workroom as Essential as Tact and Management in Selling—Recording Time Spent in Each Hat—Avoiding Waste in Workroom — Reducing Annoyance From Duplicates.

Written for The Review by a Business Woman.

THERE are two ways of handling your trade; you can either drive or drift, and while in the prosperous days the drifters may make some headway, when conditions are as they are at present the drifters do not drift far before they find that they are hard and fast aground, and left high and dry by the rapidly receding tide of business. These days you have to plan and plan strenuously for business, and not just be content to accept the share of trade that may come your way. Women want smart stylish and becoming millinery just as much as ever they did; they are just as ready to buy it but the trouble is that they have not the same amount of money to spend. Therefore they are seeking out the milliner that can give them the smartest hat at the most reasonable price.



A NOVELTY IN SAILORS.

The new sailor shape known as "The Movement Off the Face." Shown by Gage Brothers & Co.

It is here that the big opportunity opens up. The milliner who wants to do a satisfactory business must study how she can give the best value for the least money. To do this she must study how to cut down expenses without impairing the service she gives, and how to buy so that she gets the best dollars' worth that is on the market. But above all she must study how to turn her stocks, and how to avoid having big overstocks at the end of the season.

A Good Combination.

The chief item of expense undoubtedly is the workroom, and the milliner who has a careful, efficient head in her workroom has one of the chief elements of success. The ideal arrangement of course is a partnership between a good milliner and a good saleswoman. Then the milliner takes charge of the workroom and the trimming staff, and the saleswoman takes charge of the store and the selling end, and the buying is done jointly. There are many partnerships of this kind and the majority of them have made money. When they have not done so it has been from other causes outside the conducting of the business.

A clever workroom manager sees to it that there is no waste. She has a scrap box into which ends of silk, velvet, ribbons, and other pieces are put and this store is drawn upon for all possible uses. Just a binding or piping is wanted or a piece of material to cover a button or make a buckle or other ornament. Instead of cutting into piece goods the scrap box is searched and a suitable piece is taken out. Of course the high salaried help is not allowed to waste valuable time searching for scraps but this work can be done by the youngest apprentice.

In the same way the trimmings are picked off unsaleable hats at the end of the season and are steamed,

(Continued on page 149.)



ONE OF THE NEW FLAT SAILORS.

The crown and brim of this model are covered plainly with gull grey crepe and the flange, underfacing and velvet motifs on the crown are of velvet in the new "75" shade. Tassel of silk matching the crepe.

What Paris Shows and Wears

Plain Turbans or Sailors With No Real Summer Hats—Black Velvet Featured Again for Fall.

PARIS, June 21.—There is very little frivolity in Paris now and the true Parisian is wearing millinery strictly in keeping with simple dresses and suits of taffeta. Poilaire was seen at the opening of the Theatre Comedie Marigny and she was wearing a simple black silk toque pulled down over her hair with an equally simple frock of dark blue serge. All the hats seen are as simple as possible and many of them are in either black or white for nearly everybody is in mourning nowadays. Hats are either small and close-fitting or they are large and flat. Many of these turbans are very small and one of the smallest of them was of navy blue satin made very little larger by the wreath of oilcloth fruit and flowers with which it was trimmed.

Another of these small turbans was worn by Madame Joire who brought the Paquin collection to New York a few seasons ago. The sole trimming this turban had was a buckle and there was nothing small about its size. When turbans are not worn it is sailors and they are large and flat. Many of these sailors have the brim wider on the left side, and many have the paillette-shaped brim. Blue flowers are the fad of the moment, corn-flower blue, and these are used to adorn many fetching sailors and small hats. The baton made of black and white beads is another trimming that is much worn on military turbans. And this trimming effect is being copied in ribbon, feathers, flower plats, frilled taffeta and white lace.

From this it will be seen that Paris has not yet begun to wear Summer hats and it may be that no Summer millinery will be worn, but that the Parisienne will discard her present headgear only when Autumn modes come in.

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what this year's record-breaking harvest means to Canadian Merchants?

Increased Sales and a demand for Quality Merchandise.

Fiskhats

will give your Millinery Department a distinctive tone that will mark it as the place where

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FISK FALL DISPLAYS
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D. B. FISK & CO.
Creators of Correct Millinery
CHICAGO

Children's Dress Hats For Fall



B295—Girl's School Hat, of shepherd's check material, trimmed with patent leather band, stitched brim, colors black and white only. Made in sizes 20-21-22-23. **Price, per dozen, $8.00.**

B245—Girl's Velveteen Hat, band of same material with fancy stitched pattern. Colors, white, green, navy, brown, rose, grey, copen, black. Sizes 20-21-22. **Price, per dozen, $10.50.**

B247—Girl's Velveteen Hat, with Tam crown, brim edged with silk braid, satin ribbon and bow trimming. Colors, white, green, navy, rose, brown, grey, copen, black. Sizes 20-21-22-23. **Price, per dozen, $12.00.**

B288—Girl's Velveteen Hat, velvet band, fancy corded Turkish knots form trimming around band, a good hat, in black, and also can be made in white, green, navy, rose, brown, grey, copen. Sizes 20-21-22-23. **Price, per dozen, $12.00.**

B262—Girl's Hat, of crystal cord silk, trimmed with satin ribbon band and bow in white, sky or pink; also small flowers. Sizes 20-21-22. **Price, per dozen, $13.50.**

B244—Girl's Hat, of velveteen, satin ribbon band and streamers, silk cord on edge and crown. Colors, white, green, navy, rose, brown, grey, copen, black. Sizes 20-21-22-23. **Price, per dozen, $13.50.**

B283—Girl's Velveteen Hat, satin ribbon and flower trimming, Jap silk under-facing. Colors, white, green, navy, rose, brown, grey, copen, black. Sizes 20-21-22. **Price, per dozen, $15.00.**

B294—Child's Hat, of silk faille, small fruit and foliage trimming. Colors, brown, navy, sky, pink, cardinal, ivory. Sizes 21-22-23. **Price, per dozen, $15.00.**

B290—Girl's Velveteen Hat, trimmed with satin ribbon bows and streamers, fancy stitched corded edge, and also braided pattern on crown. Made in white, green, navy, rose, brown, grey, copen, black. Sizes 20-21-22-23. **Price, per dozen, $21.00.**

B274—Girl's Hat, of faille, shirred in crown and shirred trimming of same material, finished with satin ribbon streamers and small flowers, with foliage. Colors, brown, navy, sky, pink, cardinal, ivory. Sizes 20-21-22. **Price, per dozen, $21.00.**

B271—Girl's Hat, of extra good quality corded silk, trimmed with shirred satin ribbon and val. lace, under brim of same material; colors, pink, sky, and ivory. Sizes 20-21-22. **Price, per dozen, $24.00.**

R. D. Fairbairn Company, Limited

107 Simcoe Street, Toronto

Children's Dress Hats For Fall



B282—Child's Hat, with brim of velvet and crown of corded silk, small velvet band around crown, four rosettes of silk ribbon. Colors, navy, brown, green, black, cardinal, tan, sky, pink, white, saxe. Made in sizes 20-21-22-23. **Price, per dozen, $15.00.**

B287—Child's Plush Hat, with self band with three rows of gold stitching and finished with small flowers. Colors, ivory, copen, green, sky, navy, grey, black, tan, brown, royal, old rose red. Sizes 20-21-22-23. **Price, $16.50.**

B289—Child's Hat of velvet with shirred band of messaline piped with velvet, large rosette at side, brim faced with shirred messaline. Colors, navy, brown, green, black, cardinal, tan, sky, pink, white, saxe. Made in sizes 20-21-22-23. **Price, per dozen, $18.00.**

B280—Child's Plush and Messaline Hat, brim trimmed with silk ribbon and finished with large bow at side, large crush crown. Colors, ivory, copen, green, sky, navy, grey, black, tan, brown, royal, old rose, red. Made in sizes 20-21-22-23. **Price, per dozen, $18.00.**

B249—Child's Hat, brim lined with messaline silk and shirred on edge with silk ribbon, daintily trimmed with bows on side and back. Colors, ivory, copen, green, sky, navy, grey, black, tan, brown, royal, old rose, red. Made in sizes 20-21-22-23. **Price, per dozen, $19.50.**

B286—Child's Plush Hat with shirred ribbon band, brim faced with shirred silk, finished with bow at back. Colors, ivory, copen, green, sky, navy, grey, black, tan, brown, royal, old rose, red. Made in sizes 20-21-22-23. **Price, per dozen, $21.00.**

B261—Child's Corded Silk Hat, with crushed crown, brim of self material, finished with large rosettes and band around crown of silk with small spray of flowers. Colors, green, white, sky, pink. Made in sizes 20-21-22-23. **Price, per dozen, $21.00.**

B252—Child's Corded Silk Hat, silk ribbon band around crown, small flower ornament in front, finished with bow at side, brim of self material. Colors, green, white, sky, pink. Made in sizes 20-21-22-23. **Price, per dozen, $21.00.**

B255—Child's Plush Hat, with silk ribbon around band, with roseite on side and streamers on back. Colors, ivory, copen, green, sky, navy, grey, black, tan, brown, royal, old rose, red. Made in sizes 20-21-22-23. **Price, $30.00 per dozen.**

B259—Child's Plush Hat, with brim and crown trimmed with shirred satin ribbon, crown fancy square shape, finished with large bow at back and band around crown, brim lined with silk. Colors, ivory, copen, green, sky, navy, grey, black, tan, brown, royal, old rose, red. Made in sizes 20-21-22-23. **Price, per dozen, $33.00.**

R. D. Fairbairn Company, Limited

107 Simcoe Street, Toronto



No. 716—Black, White and Colors, size 16" x 8".
Price $9.00 per dozen.

Ostrich Our Specialty

An attractive line of untrimmed Velvet Hats at from $9.00 to $18.00 per dozen. *Sample orders solicited.*

A cordial invitation extended *Canadian Milliners and Buyers* to inspect our establishment.

Located on Chicago's most beautiful throughfare, occupying two immense floors.

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Peggy—$12.00 per dozen.

MARABOUT Will be Popular this Fall

Trimming Muffs and Boas

Marabout is assured of a successful run this Fall, it being shown extensively in Paris and New York. Specializing on Marabout, we are in a splendid position to supply your every need in this line—for Marabout boas; French Marabout muffs in black and natural color; or for trimmings.

We have an extensive range of Fall millinery which we invite you to inspect at the openings. White felt hats, wings and fancies.

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Gage Brothers & Co. Chicago

HOUSEFURNISHINGS

Fall Cretonnes and Chintzes

Novelties Appearing in White and Black—English Patterns in Floral Effects in Bright Shapes—Stripes are Prominent.

DRAPERIES have been a good line all through the Summer season, and now that business shows signs of improvement this section is expecting a Fall that is more like a normal one. There is a growing use of chintz and cretonne, and now nearly every room in the house is furnished in cretonne. Cretonne slip covers are very much used, as this takes the place of having the furniture recovered with tapestry and other shapery fabrics, which are becoming unprocurable as the majority of the mills making them are in the war zone in Belgium and the north of France. Some of the most beautiful of the printed linens and cretonnes are off the market also for the same cause, but chintzes, cretonnes and other printed fabrics are procurable from British and American centres. Until the war is over it looks as though we should have to depend upon Great Britain for cretonnes and chintzes and other drapery materials. The manufacturers there are having troubles with dyes, but though some colors are scarce they are still able to put out attractive patterns.

For the popular trade chintzes and cretonnes showing brilliant flowered patterns are the first choice. Many of these patterns show a riot of color, and masses of roses, dahlias, clematis, peonies, lilac and other flowers as well as foliage in natural and vivid colors form the basis of the designs.

Stripes are interesting the drapery as well as other departments and many of these floral patterns have striped backgrounds. Black and white is prominent, black and grey is very much used, and, white and green, white and brown, and other colors come as backgrounds. Striped materials in even stripes one inch wide and wider are among the new things shown. These striped effects are very smartly used in combination with chintz, and a new use is for the shades when the window is curtained and draped with cretonne.

There are signs that the more discriminating trade is looking for something besides the floral effects above described, and the manufacturers are putting out what are practically reproductions of eighteenth century toile de Jouy, and old Georgian patterns. Not only, are they copying the designs but they are reproducing the mellow old-time color harmonies.

These designs are well covered, simpler and more set and severe than those now fashionable. Flowers, and flower baskets, floral stripes, and set patterns composed of semi-conventional floral effects, form the class of designs that are coming into vogue.

The favor in which black and white is regarded will not down, and is cropping up in decorative schemes in a new effect. Instead of the gloomy black ground with white patterns the white ground is used with the pattern in black. These cretonnes are used with touches of pure color or combined with cretonnes in bright shades.

RUGS AND CARPETS.

THERE have been two advances in price on rugs and carpets in a very short period, the last being an advance of about 15 per cent. making with the previous advance a rise of more than 25 per cent. recently, and the end is not yet for the trade knows that still higher prices are almost inevitable. Scarcity of raw materials is the cause of the advances, and as the scarcity is due to the fact that the raw material is wanted for war purposes so



SOME OF THE LATEST DESIGNS.

First to the left is a new floral English design; the middle a verdure pattern in wood shades, and the last, one of the much-talked-of black and white striped designs. Shown by Daly & Morin, Ltd.

The LACE GOODS CO., Limited

Manufacturers' Agents and Importers

64 Wellington Street West - - TORONTO, CANADA

We specialize

Laces, Embroideries, Handkerchiefs, Curtain Nets, Etc.

We give our whole attention to the above lines and the merchants who buy these goods through us find they sell—and sell at a profit too. It is therefore to your interest to see our range, and when our representative calls on you, take a little time and look through—it will pay you.

LACES—All the new net top Embroidered Laces and an immense variety of novelty flounces, 12, 18 and 27″, in Ivory, Paris or Black. Point Venise edges, shadow allovers and flounces; in a word, everything in laces. If you need anything for immediate requirement a line from you will bring a little range on approval.

EMBROIDERIES—We are selling agents in Canada for Oppenheimer & Alder, St. Gall. We are showing a most attractive range for January 1916 delivery. The prices are lower now than they will be later on. Buy now to secure good delivery.

HANDKERCHIEFS—We sell all lines of Handkerchiefs in Ladies', Children's and Gents'. All staple lines in stock. Men's Khaki Handkerchiefs for delivery at once. Send us a sample order.

CURTAIN NETS—Our showing of these most popular goods is the most complete in the trade—from the low-priced goods to the better grades. Our nets sell. Curtain Scrims in the New Marquisettes and ordinary lace border effects, also Novelties in Lace Curtains.

When you come to the city look us up
Phone Adel. 2934

The Lace Goods Co.
LIMITED
64 Wellington St. West, TORONTO

Empire Building
Fourth Floor

long as the war continues the supply for ordinary uses will be short.

Wool suitable for carpet purposes is being used for the manufacture of army blankets, and military cloths. Jute also is in short supply. Jute is used as a filler, and though other materials can be used the cost is higher. In all probability before the war is over heavy cotton yarns will have to be substituted for both jute and linen yarns in the production of carpets.

As is usual when prices are advancing the advance is taken out of the quality, and though the standard price is maintained the quality of the article will not be the same.

Supply Good But Delivery Slow.

There is no particular shortage. Scotch and English mills are able to fill all orders entrusted to them, but deliveries are slow. Stocks in Canada are fairly large as the goods ordered for last Fall were in hand when the war started, and as the demand during the past year has been light, goods are still on hand. It is hardly likely though that those holding stocks who have been paying interest on investment since last year will consent to sacrifice under present conditions therefore the advances will go into effect immediately.

Another trouble is in the matter of dye stuffs, and some colors are becoming very scarce, and prices of dyeing are on the upgrade also. Under the circumstances no new patterns are either asked for or expected as this would add greatly to the cost of manufacture.

The war has put an end to the exportation of Oriental rugs as practically all the ports that they are shipped from are closed now. There is no immediate shortage expected as stocks held in London are known to be immense, and these stocks will have to be cleared out before any actual shortage occurs.

The same conditions as outlined in carpets are affecting linoleums. Burlap is practically the foundation of this floor covering, and all but a negligible quantity of this fabric is woven in the Scotch jute mills. These mills have been taken over by the Government and are making bags, etc., for the army. Linseed oil is higher priced but there is no scarcity, and the same applies to cork. Cork comes from Spain and Northern Africa but transportation is the trouble as shipping is not available. Then there is the dye shortage that has to be faced as well. This is causing many patterns to be dropped particularly those having blue in them as this color is almost unobtainable now.

Good Fall in Piece Goods

Madras More Favored Than Nets and This Vogue is Growing—Yard Goods in Nets, Scrims, Etc., the Best Sellers.

WITH the Spring season just closing, a brief review of conditions reveals the fact that piece goods of all kinds have been well to the front, and indications are that they will sell even better for Fall business. It used to be that the Fall season was almost a negligible factor, but of late years it has come about, that while the Spring season is, and always will be, the one when curtain fabrics and draperies sell best, the Fall season is growing more important, and when business is properly gone after, by showing novelties, and livening up the department the results are by no means to be despised. It is the man who just does his business in the old way who fails to find the Fall season a profitable one.

For the coming Spring very handsome ranges of scrims, marquisettes, voiles, nets, and madras muslins are showing. Indications point to a larger use of madras in the future. For quite a long period nets have had the call, but now it would seem as though the more discriminating section of the public are getting tired of nets, and it looks as though madras was going to fill the leading place. The new patterns are very beautiful many of the designs being in the extremely popular striped effects. Neat small pat-



BLACK AND WHITE STILL IN FAVOR.

New cretonne with the ground white and the pattern and stripe black.

terns in allovers, as well as the ever popular leaded glass patterns are always strong. These designs come in combination with handsome borders.

Many of the patterns show touches of color in the form of a flower or motif in soft pastel shades of rose, blue, yellow and sometimes with touches of green. These colors are guaranteed perfectly fast, and this class of madras is in great request for curtaining bed rooms and other rooms done in chintzes or cretonnes as they repeat the colors of the pretty flowered materials.

Indications are very favorable to a largely increased sale from the self-colored madras, so widely used for overdrapes in handsome rooms. These come in many good shades such as brown, green and old rose, and are shown extensively in every progressive department. These madras fabrics are absolutely sunfast, and this fact is a big item in making sales.

Bungalow nets are shown in a big line of new and neat designs, and are finding a good sale, and scrims, voiles, and marquisettes with plain, hemstitched or fancy borders, have lost none of their popularity, and are having a large sale in every centre in white, ivory and beige shades.

Windsor scrim curtains appear to be steadily occupying a larger place, and, are having their full share of attention as there is nothing on the market that is more handsome and practical when a finished curtain is required.

SELF-REDUCING BARGAINS.

A Boston store has opened up what they call a self-reducing bargain basement. The plan of this is that the prices reduce themselves, one-third being cut out after six selling days, two-thirds after 12 selling days, and then they are given away free after 18 selling days. The firm guarantee that the first price marked on all merchandise offered in their basement is the lowest in Boston. This is done in order that the public may not feel that the reduction implies that the goods are high-priced in the first place.

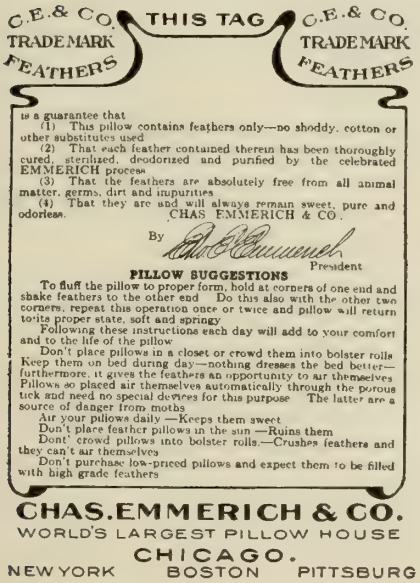
The Better Pillows for Canada

ENLIST WITH LIVE CANADIAN DEALERS



"We will gladly insert in this space the name of Canadian dealers selling our pillows—same to go on face of cloth tag sewed on our pillows."

Face of cloth tag sewed on our pillows with dealer's name printed.


C.E.& CO. TRADE MARK FEATHERS THIS TAG C.E.& CO. TRADE MARK FEATHERS

is a guarantee that
(1) This pillow contains feathers only—no shoddy, cotton or other substitutes used
(2) That each feather contained therein has been thoroughly cured, sterilized, deodorized and purified by the celebrated EMMERICH process
(3) That the feathers are absolutely free from all animal matter, germs, dirt and impurities
(4) That they are and will always remain sweet, pure and odorless.

CHAS. EMMERICH & CO.

By _____ President

PILLOW SUGGESTIONS

To fluff the pillow to proper form, hold at corners of one end and shake feathers to the other end Do this also with the other two corners, repeat this operation once or twice and pillow will return to its proper state, soft and springy

Following these instructions each day will add to your comfort and to the life of the pillow

Don't place pillows in a closet or crowd them into bolster rolls Keep them on bed during day—nothing dresses the bed better—furthermore, it gives the feathers an opportunity to air themselves Pillows so placed air themselves automatically through the porous tick and need no special devices for this purpose The latter are a source of danger from moths

Air your pillows daily —Keeps them sweet

Don't place feather pillows in the sun —Ruins them

Dont' crowd pillows into bolster rolls.—Crushes feathers and they can't air themselves

Don't purchase low-priced pillows and expect them to be filled with high grade feathers

CHAS.EMMERICH & CO.
WORLD'S LARGEST PILLOW HOUSE
CHICAGO.
NEW YORK BOSTON PITTSBURG

Back of tag. Note guarantee.

THERE are numerous excellent reasons why *ALL* live Canadian dealers should join the army of dealers who are profiting by handling and bringing to the front by display

Emmerich Guaranteed Feather Pillows

but the following reasons should be given special and immediate consideration:

First—EMMERICH pillows are the best because the EMMERICH organization devotes its brains and capital exclusively to the treatment of feathers and the making of pillows.

Second—Because, all innovations and improvements in feathers and pillows originated or were made first in the EMMERICH factory.

Third—Because, the EMMERICH factory is located in the central market of the country to which and through which more feathers are shipped than all the other markets put together.

Fourth—Even with these arguments in favor of EMMERICH feather pillows we do not ask you to buy them without comparison. But these arguments should entitle us to the opportunity of showing our goods in comparison with those of other manufactures. We know our goods are the best and we, therefore, offer to *send samples at our expense wherever wanted, giving you the privilege of returning same at our expense if our claims are not fulfilled.*

With the *June Brides* starting in the housekeeping business you should introduce to them the best pillows money can buy—*Emmerich All-Feather Pillows.*

They mean pillow satisfaction and more business for you. Enlist with the live Canadian retailers and sell Emmerich guaranteed all-feather pillows.

Send for samples to-day at our expense.

CHAS. EMMERICH & COMPANY

WORLD'S LARGEST EXCLUSIVE PILLOW HOUSE

CHICAGO

BRANCHES: NEW YORK PITTSBURG BOSTON

Small Patterns in Wallpapers for 1916

Black and Whites Will Continue in Favor—Battleship Grey Will Be Strong—Generally Shades Will Be Unconspicuous—Special Embossed Effects.

IF there is any outstanding design in colors of wallpapers which is going to be fashionable for 1916, it is battleship grey. This obviously is the influence of the war on drapery and decorative styles and grey probably will have a very good run in this country. Manufacturers are banking on this color to a very large extent. Many pretty designs may be seen; grey is the same as putty cloth in color and is produced in a sort of overprint style or shadow cloth effect. It is a particularly good color for parlor use.

So far as styles are concerned there is little new except that the small pattern rather than the big one is coming into vogue for next year. This is a small pattern, chiefly flowerets, or some little ornamentation which completely covers the wallpaper. The colorings are all very light and with the exception of black and white will have a fairly good run, as in all periods of war, the colors for next year will not be pronounced; thus pale blues, pale greens and pinks, anything inconspicuous and quiet will be the thing for wallpaper during 1916.



This is a view of a dainty-looking corner made up from the new Staunton line of wallpapers for 1916, *consisting of upper hanging, ready-cut border and lower hanging.*

With regard to black and white wallpaper these are already fashionable and a greater vogue is promised for next year. Several styles of these new specialties are shown; some of them have an attractive colored border of flowers which gives a somewhat bizarre effect. The colors in the case of the black and white body are rather more pronounced. What we have said with regard to quiet colors does not apply to the border but they are about the only exception.

A paper of quite moderate cost will consist of an array of floral and foliage designs, tapestries conventional pattern, with a border or ribbon effect. It will have considerable vogue in all sorts of widths and thicknesses. As for gilt papers these are quite as attractive as usual. There is a plethora of conventional and floral patterns and this is specially designed for the inclusion of gold in the colors. There are striped wallpapers which have "ready-cut" borders dealing with fruit and flowers and one very nice design consists of rosebuds amidst a cluster of foliage, which is shown over a stripe having a beading of gold. There are some quaint designs on fancy background which would be suitable for halls, and large rooms—bedrooms and dining rooms, for instance. One of the cuts which we reproduce here will corroborate more plainly possibly, what we have to say in this regard.

Embossed Papers.

So far as embossed papers are concerned there are a good many high-class stripes and monotone designs in lighter tones. These have the "ready-cut" border and trimmer. In fact quite a lot of them are made by the "intaglio" rotogravure process which retains the impression of the embossing rollers after the goods have been hung. Some silk embossed papers are featured, too, in all fashionable shades—and in this connection we urge the importance of light colored papers—some of which have an outline of gold in the pattern, while others have floral borders in contrasting but not loud tones.

For a quiet but effective line the oatmeal paper is still going to be fashionable. Conforming at last to the idea of people who want something fairly plain yet something better than the ordinary kalsomine decoration are some wallpapers arranged in textile effects. Suede and other fabrics are designed and an array of artistic shades is shown. A handsome woodgrain effect on this oatmeal paper will suit the quiet and conservative taste. Surmounting it is a ready-cut frieze suitable for panelling treatment.

Greens Next to Greys.

To go back for one minute to the question of colors, if there is one more than another which will have vogue, apart from the battleship grey it is dark green and some very effective designs in this and in small flowerets and fruit arrangements are displayed. These are suitable for morning rooms or intended for bedrooms, particularly if the pattern—in the latter case—is fairly small.

At a meeting of the board of the Regina branch of the Canadian Credit Men's Trust Association, Ltd., Mr. E. B. Stevens, of Messrs. Cameron & Heap, was appointed president, and Mr. J. L. Hilton, of the Robin Hood Mills, Moose Jaw, was appointed vice-president.

Serious damage was done by bombs to the Peabody's Co., Limited, Walkerville. The factory was turning out war orders and the explosion is believed to be the result of a conspiracy worked up in Detroit.

CANADIAN LINOLEUMS AND OIL CLOTHS

Linoleums, Floor Oil Cloths, Table Oil Cloths, Stair Oil Cloths, Enamelled Oil Cloths.

Designs, Quality and Prices

Our goods are made to suit the requirements of the Canadian climate and trade, and their ever-increasing popularity is proof that they give satisfaction.

are Right

SEE OUR SAMPLES

SAMPLES of our Goods are in the hands of all Wholesale Dry Goods Jobbers

MANUFACTURED BY

The Dominion Oil Cloth Company, Limited

Montreal



View of draperies department of Charles Austin Co.'s store. Note plentiful display of goods and carpet department.

Wall Paper One of Three United Sections

The Charles Austin Co. of Chatham, Finds That Wall Paper Fits in Successfully With Draperies, Rugs, Carpets and Linoleums—Large Trade With Farmers in All Three Departments With Same Customer.

CHATHAM, July 2.—For many years the store of the Charles Austin Co. of Chatham, has been well known for the slogan which appears on all advertisements and other announcements, "The Store with the Stock." It is quite fitting then that a wall paper department should have been added between two and three years ago to the number of departments that have been carried on so successfully by this firm previously. It is a proud boast of Mr. Austin's that no department has ever been taken up and dropped, all have been run so successfully as to pay good profits and warrant retention in the store. The wall paper department is no exception to this general rule.

Three Departments Connected.

Anyone who has visited the store has probably remarked that they were surprised at the large amount of floor space that is available in the three stories that are occupied. The store runs back further than one would suppose from the front view and takes in the space used originally by three separate stores. About a year ago, when Mr. A. E. Goodman was put in charge of the house furnishing department, a re-arrangement was made that combined the wall paper, drapery and rugs and carpets in a manner that is very complete and makes it very easy to shop in any of the three departments and pass on to the other. A plan showing the arrangement is given in connection with this article and it will be recognized at a glance that the connection between the three has been worked out in an admirable manner.

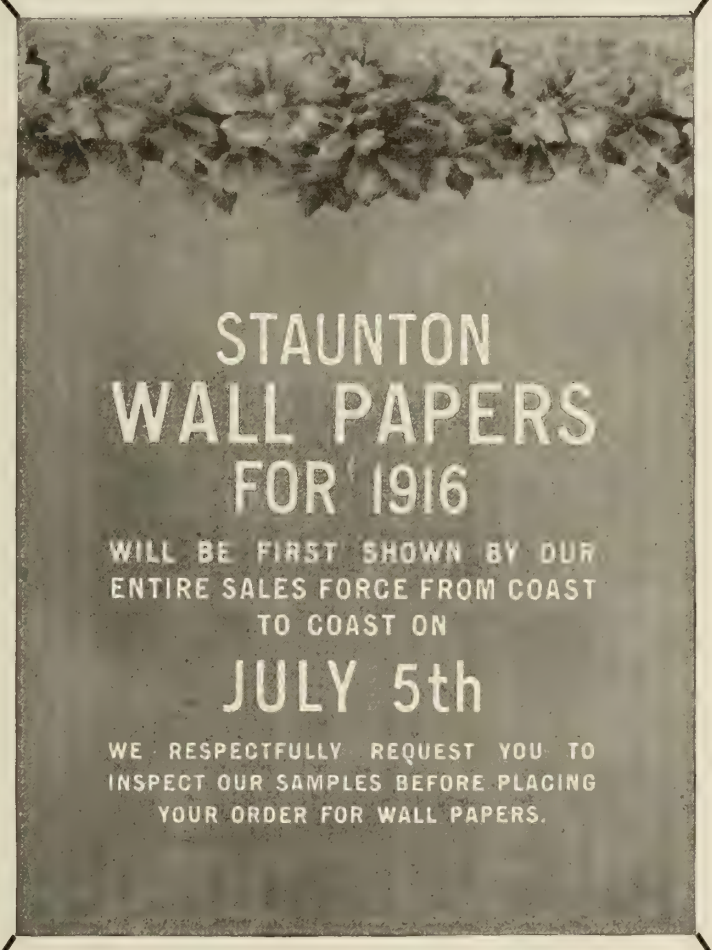
As will be seen, the wall paper is the first to meet the customer on coming from the front of the store. This is given good space both for the display of paper and for holding stock in shelves along the wall. Connected with this directly at the right end is a drapery department which also overlaps the china section. Doors lead both from the wall paper department and drapery departments to that of rugs and carpets which occupies the whole of the width at the back of the store.

Sales Up to $150 to One Customer.

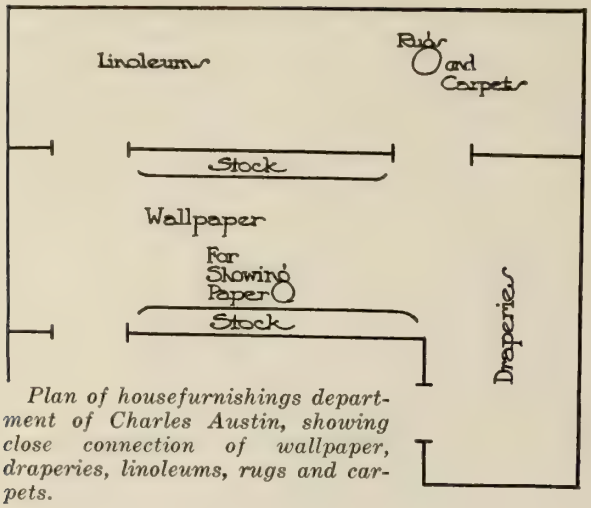
Mr. Goodman has found that a sale in one department very often results in a sale in most of the others and orders have been taken by one clerk for $150 by going through with the customer from one to another. The business with farmers particularly, is reported to be good, and when they have bought a rug a slight suggestion very often brings them back into the wall paper department to furnish one or more rooms, and from there they are taken on to secure draperies for further beautification of their homes. It is seldom that three house furnishing departments so closely allied are connected up in so handy a manner in a store.

Making Every Use of Display.

The equipment of this department which will also undergo improvements shortly in order to keep pace with the business and make it as attractive as possible, consists of fixtures of white enamel with paper on the walls and curtains and draperies on the windows. The art of display is employed as fully as possible here as in the other two sections and samples are made up showing a combination of wall paper with border and cretonne or chintz hangings that match. These are set up on stands in a space in the front of the department given up to showing goods to customers and also on the ledges on the top of the wall paper stock. Mr. Goodman considers that the



STAUNTONS Limited, TORONTO



Plan of housefurnishings department of Charles Austin, showing close connection of wallpaper, draperies, linoleums, rugs and carpets.

stock of wall paper is fairly staple from one season to the other and that he does not need to do much price cutting. When The Review visited him, there was a sale, however, in order to induce buying at a special price of 12½c. A member of the staff takes charge of the paper hanging, hanging of draperies, making of bedroom boxes, window shades, laying of linoleum and so forth, which service also assists in getting orders for articles from all three sections.

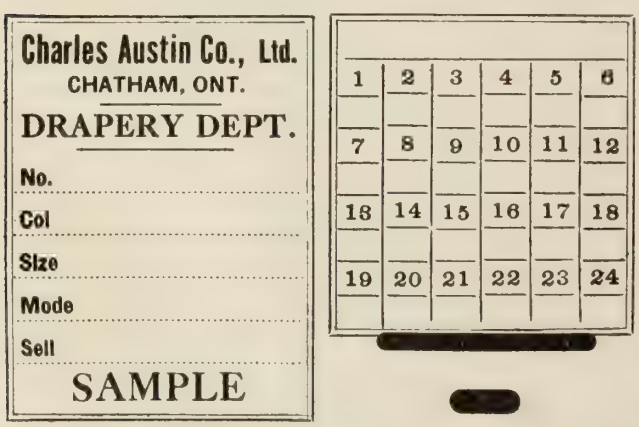
In the drapery department, every available box is used for the display of goods, the walls, tables, ledges and so forth. Even some washable draperies were set up on top of a rug on the floor.

Price Tickets on Everything.

The manager believes thoroughly in the use of price tickets and almost every article that is shown has the price per yard on a neat card either on the table or attached to the goods or very often, where he has a selection of general articles, the ticket is attached to the ceiling and hangs down on the table.

Special tables are used for the sale of remnants. One card suspended from the ceiling, for instance, had this inscription: "Curtains, edgings and bandings, 7½c per yard—Remnants at greatly reduced prices."

In the remaining departments the linoleums are at one end and the carpets at the other. Prices for all linoleums are placed on the top of the six-foot rolls, and general tickets indicating the nature of the linoleums, oilcloths or rugs are suspended from the ceiling.



Form used for keeping track of quantity on hand. If there were 24 yards at first and 6 were sold, the figures from 19 to 24 would be crossed out.

Special Forms Used.

One of the forms used in this department is reproduced here. It is attached to samples of curtains which are kept in shelf compartments to show customers and avoid soiling the regular stock.

There are blanks for the firm's stock number, the color, size, cost price and selling price. The pin ticket is doubled up and on the inside part is a form with the numerals up to 24. This represents yards or pairs, or whatever it may be. When a stock is bought the numbers are checked off from 24 down, until the exact figure is reached representing the purchase. When goods are sold to customers the lower numbers are checked off so that the largest figure remaining represents at the time the amount of stock on hand.

"Made Expressly For."

Another feature is a ticket, in blue and gold, attached to each curtain, reading, "Made expressly for Charles Austin Co., Ltd., Chatham, Ontario, The Store with the Stock." The store stock-number is added, the number of inches wide and the number of yards.

On passing out of the store one notices on the main floor, on a ledge, samples of wall paper with suitable borders and prices. It is a splendid ad. for the new stock: thus closely does this store link up all its departments.

THE LATE A. R. CLARKE.

Widespread regret was felt in Toronto when the death was announced of Mr. A. R. Clarke, president of A. R. Clarke & Co. Ltd., tanners, etc., which took place on June 20th in London, Eng., following a long illness resulting from the Lusitania disaster. Mr. Clarke had been rescued after being exposed for 2½ hours. It was found that one of his ribs had been broken and further examination later showed that the rib had penetrated one of his lungs. Pleurisy started in and pneumonia followed which resulted in his death. While in London he was under the care of a distinguished Canadian doctor, Sir William Osler.

The late Mr. Clarke was born in Peterboro' 56 years ago and moved to Toronto in 1882 where he commenced the business which has since grown to such large proportions. It is stated that he was the largest producer of patent leather in the British Empire. He was one of the most public spirited men in the City of Toronto. He was very prominently connected with the Board of Trade and chairman of the Tanners' section for many years. He was also a member of the executive committee of the Manufacturers' Association, a director of the Toronto Housing Committee, a member of the Board of Industry, of the Harbor Board and engaged in many other activities. For many years he was treasurer of the Metropolitan Methodist Church. He was an enthusiastic golfer and motorist. He leaves a wife, one son, Griffith Clarke, who is in charge of his father's business, and one daughter. The body was brought home to Toronto for burial.

The People's Store, Limited, Lumsden, Sask., has been incorporated.

The American Skirt & Cloak Mfg. Co., Montreal, has been registered.

The Empire Silk Waist Manufacturing Co., Montreal, has been registered.

Pte. Cyril Dugan, a former employee of Murray-Kay, Limited, Toronto, Ont., has written from Gottingen, Germany, where he is a prisoner.

PRIME & RANKIN, Limited

Manufacturers of

Windsor Brand Marquisette and Voille Curtains

It may be said that no other make or style of Curtains has attained such a marked degree of popularity as **"WINDSOR BRAND" Marquisette** and Voille Curtains.

THERE MUST BE REASONS FOR THIS

Certainly they are most attractive, and there is nothing to equal their splendid wearing and good laundering qualities. And there are none so satisfactory and profitable for the department.

Beautiful designs, properly made, on well-mercerized marquisette or voille, they represent the most attractive and durable draperies at popular prices. Our range never before so large and varied—our values never before so good.

IS YOUR DEPARTMENT GETTING ITS SHARE OF THIS BUSINESS?

Our showing of curtain piece goods is very complete, including Hemstitched, Fancy and Plain Scrims and Marquisettes, in all shades; Madras in Fancy and Plain Colors, Ecru and White; Bungalow Nets, Sash Muslins, etc., etc.

PRIME & RANKIN, Limited

Toronto Factory and Warehouse:
74 YORK STREET
Nottingham Factory: 18 Castle Gate

Selling agents in Canada and Newfoundland for John Brown & Son, Limited, Glasgow, Scotland, Manufacturers of Scotch Madras Muslins.

Hundreds of styles and patterns are now ready in our fall and winter range of

Hygeia Comfortables

The range consists of cotton, wool and down filled with coverings of plain and fancy silks, satins, sateens, exquisite brocades and silk mulls, beautiful and serviceable cambrics and silkolines, etc.

No filling but the finest, cleanest quality is used, no shoddy employed in any way and by our special method of carding and handling the filling is made extremely light, which means warmth without weight.

We invite the inspection of Canadian merchants and ask you to compare our values with those you have been buying.

Prepared to fill the demand for these light, fluffy, but warm comfortables.

Samples will be forwarded upon request.

Huston Manufacturing Company

CHESTER, PA.

Gathering Infants' Wear Into One Section



This is a view of the very attractive infants' department of Smallman & Ingram, London, of which Mr. Atcheson is manager.

Stork Department Success in London Store

Saving of Time and Effort Appreciated by Shopper in Smallman and Ingram's Store—Not Only Babies' Clothes, but Toys and Other Adjuncts of the Nursery—Special Displays One of Chief Causes of Success—Two-fold Idea in Buying.

Special to The Review by a traveling staff writer.

LONDON, July 2.—Every facility for careful, comfortable and satisfactory shopping would appear to have been provided in the infants' department on the second floor of the Smallman, Ingram store, London. All of those dainty little garments and nursery accessories so frequently sought by mothers of tiny tots have here been assembled. Thus has been simplified what otherwise would be a very arduous duty, for the department has done away with the necessity of the mother visiting various floors and sections of a big store in order to examine goods or make purchases. Her shopping for baby is in this instance confined to a space about twenty-five feet square, while on the same large floor is carried the store's complete line of ready-to-wear garments — graded, as it were, from infancy to womanhood.

Thus the plan of this floor has behind it the selling principle of suggestion in the co-relation of departments. While the infants' section carries lines up to three years of age only, adjacent sections comprise clothing for older children, then misses, and so on as far as it is possible to adhere to definite age radius.

Shoppers Appreciate It.

But the Stork Department, though small, is one of the most interesting on the floor, partly because of the variety of lines which seldom find their way into a store where there is no attempt at specialization in baby's requirements, and partly because it strikingly indicates the saving of time and effort to the shopper and the salespeople made possible by this concentration. The department is equipped on two sides with six-foot shelving, the sections running at right angles.

Clothes, Toys, Nursery Needs.

Large, daintily-attired dolls are used, together with palms, as a ledge decoration. There are three nine-foot display cases in which are shown numerous little adjuncts of the nursery. Here are toilet goods, birthday books, announcement cards, bathtub toys, soft-sole and first-step shoes, bonnets, dresses and many other appealing articles. Throughout the department are displayed bassinettes, basket scales for weighing baby, wardrobe boxes and carriages from the furniture department—only one or two of these from the furniture section by way of suggestion.

There is a long table in the centre of the section to facilitate display of little dresses, while other smaller tables serve the same useful purpose. In fact, as the manager pointed out, there is not a section of the entire stock which is not represented in effective display, for in this section this is found to be one of the strongest sell-

THE Richardson BRAND

DRESSES

FOR CHILDREN 6 Months to 8 Years of Age

If you want a line that will put life into your children's department and vim into your selling, you should have good showing of Richardson's dresses for children. They're neat, distinctive little garments for kiddies from 6 months to eight years of age.

The styles are widely varied and very effective. The values leave no room for improvement.

Boom up your children's dress sales with a few of our best selling lines.

Write for samples.

Dainty Tea Aprons

We also make a splendid range of tea aprons in a large range of styles—dainty, pretty and neat.

Drop a card to-day asking for samples.

Jas. Richardson Company

14 Breadalbane Street, Toronto, Ont.

ing factors. In large cases near the entrance to the section are displays of children's millinery, while other cases are occupied by large cutely-appareled model dolls.

A Certain Quietude.

The location of the section and its arrangement recognizes the necessity of as much quietude as it is possible to secure in the heart of a large store. Thus the shelving obscures it from open departments on two sides, while the section on a third side is fitted up as a cosy rest-room. This is equipped with phone booth, writing table and accessories. There is also a large platform scale upon which the shopper may obtain first-hand information as to her avoirdupois. Needless to say, the infants' department is near the elevators and stairways.

Care in Buying.

The buying for such a department calls for considerable care, since it must have the patronage of every class. This is positively the only place in the store where requirements for children up to three years may be obtained and while the buyer can have no very definite rule to go by, he must exercise careful judgment in the matter of quantity as well as of quality. He ignores no line which might appeal to the mother, yet must establish a standard to avoid indiscriminate accumulation. Experience is a valuable guide. Little dresses ranging in price up to $50 are sometimes featured, but more generally an average of $10 or $15 is adhered to. Some of these include the very fine French hand-made lines, and are representative of the policy of catering to the better-class trade. On the other hand, this is not the class of trade which always demands high-priced articles, for the great fact must be borne in mind that the vast majority seriously recognize that the growing child's wardrobe is ever-changing and that purchases should be considered accordingly. This, then, is the fact which more than any other makes for a common level in much of the buying and which tends to make the infants' department common ground for every-day requirements at least.

How Department is Advertised.

The advertising of the department has its place in the regular newspaper and display window schedules. Once a week it is featured in a section of the store advertisement, and at similar intervals a window is trimmed with new goods, or emphasizing some attractive feature, for specials are quite as effective in the stork department as in any of the other larger sections. And then it must be remembered that the suggestion which brings a customer to one section very often co-operates with the suggestion displayed in an adjoining section. Herein is seen the wisdom of having a distinct infant department on the ready-to-wear floor. For example, a mother enters a store to buy a pair of tiny hose or underwear. In the average store she goes to the underwear section on the ground floor, and has no occasion to go to the garment floor, where naturally her greatest interest centers.

No special policy has been adopted with regard to the salespeople in the Smallman-Ingram department. It is in charge of two sales-ladies who, when not engaged, give their services to other departments. The section is subject to the same system of stock-keeping adopted throughout the store. Goods are checked off in the stock-book as they are transferred to the shelves from the stock-room, but the limited extent of the department is the best safeguard against accumulation.

Improved Melon Shape for Fall

Dull Pin Seal and Fancy Calf the Leathers Selected for Fall—Fittings Eliminated and Replaced By the Inner Frame.

THE bag is as indispensable an article of women's wear as ever, but the cry is for something new. The black and white, and white and black idea is taking well for Summer, but in its present form at least it will not outlast the warm weather. Novelties are being produced for Fall and as an outcome of the combining of black and white are shown bags of black with touches of colored leather. The leather is cut out in fancy patterns and sewn onto the leather forming the bag. This idea is extreme and limited in application, and for popular selling it looks as though the melon shaped bag would hold the position it has attained, only the shape is improved and the bag made of more practical use by the addition of a strip of leather between the side pieces giving more room in the bag and allowing it to keep its shape better. The many fittings of last year have disappeared, all save the mirror which is oval and attached to the side of the bag. Even the coin purse has gone and in place is the inner frame enclosing a kid lined pocket. The new bags open wide so that it is easy to get at the contents. The outer or main frame is leather covered with a large nob of pearl. Dull pin grain seal, and fancy calf leathers are most popular. Though black is the big seller various colors such as "soldat," fawn, grey and brown are also selling. Many of the new bags have gay flowered linings while others are lined in rich shades of apricot, ruby, or military blue heavy cord silk.

The pocket-book shape is shown in Fall lines, and the large pocket-book with the strap on the back is selling to the high-class trade. Many of these pocket-books are made of pin seal or morocco combined with plain or striped moire.



KEWPIES AT WORK AND AT PLAY.
As introduced into handkerchief lines for Christmas trade. Shown by A. T. Reid Co., Ltd.



INNER FRAMES AND FEWER FITTINGS.

Melon-shaped bag with extension piece forming the bottom of the bag to give increased space. The outer frame is covered, and the nob is formed of a large pearl. The bag is lined with rich, corded silk, and there is an inner frame. This inner compartment is kid lined and there is an oval mirror attached to the side. The leather is dull-finished pin seal. Shown by Julian Sale Leather Goods Co.

BEAUTIFUL ARTICLES OF MERCERIZED COTTON.

Mercerized cottons in white, cream and fancy colors promise to have a big run and many beautiful articles will be made of this class of cottons. In a recent issue of The Review was given an illustration showing a matinee boudoir cap and mule crocheted in one of these mercerized silk-finished cottons which is typical of the range of articles of its class. Crochet edgings are taking the place of lace to a very large extent, and doileys, centrepieces, runners and articles of this kind are very generally edged with crochet.


You Need This Wonderful Catalogue of
Krueger's Dainty Novelties
It illustrates over a thousand such articles as are pictured on this page.
All These Novelties SELL and pay real retail profits.
These goods are not shown "on the road."
Canadian Buyers are invited to call when in New York
Write for This Book of a Thousand Profit Opportunities
RICHARD G. KRUEGER
Originator and Manufacturer of Dainty Novelties
Show Rooms and Studios: 395 4th Avenue, New York
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Wonderful Development in Toy Industry

Many Nations Now Engaged in Substitutes For German Trade — Mechanical and Electrical Toys a Big Line—Novelties in Stuffed Goods — Army and Navy Play Prominent Part.

IT is unthinkable that the kiddies should miss their toys, even if the nations are at war. Last year the time was too short in which to prepare many new lines, and toys were in short supply. This year there will be no shortage for it would seem as though every nation had started up a toy industry, or was busy developing the business they had in this line, though there will be gaps in some lines—notably in dolls, for the German's are pastmasters in the art of doll making. There will be dolls aplenty but the beautiful wax babies will be high in price, and perhaps not quite so attractive as they have been. Taken all in all the progress made in toy-making in the last few months has been nothing short of wonderful, and the shortage in a few lines is amply compensated for by the variety and originality inother directions.



A group of new lines of toys. The playhouse in the upper left-hand corner opens, making a room. The furniture is on sheets, hand colored, and has to be cut out and set up. Nos. 2 and 3 are sail boats; 4 is a new war game, the siege of Berlin. On the bottom row is a loom in which rag carpets for the doll's house can be woven; 2 is box of metal soldiers; 3, box of mechanical building toys; 4, large Association football in two bright colors. The large battleship has a spring gun, and the smaller one is built of blocks. All these, are types of Canadian-made toys. Shown by L. G. Beebe.

Because toy making in the past had been largely a home industry, and one that provided remunerative employment for labor that could not be used in other industries, it was chosen as a means of providing for the many women thrown out of employment when the war started. The aim was not to give just temporary help, but to train workers so that the product would take a permanent place, and to do this both the workmanship and designs had to be worthy.

Kings and Queens of England.

Artists of reputation have become interested and have helped by giving designs. In carved wooden toys there is a series of Kings and Queens of England that will go further to teach history than any book, and which should be a continual source of pleasure and profit to the youngsters lucky enough to become possessors of a set. There are delightful dolls' houses also, that are a lesson in period styles as they are copies of Tudor and Georgian mansions with terraces, pigeons, peacocks, and sundials in the gardens. There are Belgian houses as well that are exact copies of many that are no more.

Another fascinating line consists of carved wooden animals with limbs that move. Metal soldiers are sure to be a big line, and the child that has many relations can be sure of an army, for every branch of the service is represented; the Guards, the Highlanders, the Hussars, the Lancer regiments, Indian troops, men in Khaki, Artillery, batteries, marines, sailors, and last but not least boy scouts, and scout encampments—all the units that the papers of the day are full of, so that the small boy can work out his own plan of battle. Boxes of metal soldiers come in all prices from 15c and 25c up, and the more expensive are beautifully molded and colored. Boxes also come with forts, tents, trees, etc., and all the wherewithal for mimic warfare.

Naval Toys.

Next to the army comes the navy. There are dreadnoughts, cruisers and battleships of all kinds, sizes and classes painted in the regulation shade of battleship grey. Some of them are made of wood and carry spring guns, and no end of flags and pennants, while others are of blocks that are formed into a battleship by eager little fingers. Then there are ships of tin that go by clockwork, and in this class besides battleships there are submarines and small craft.

Japanese Tin Toys.

Though before the war started Germany had a practical monoply of tin toys, there will be no lack of the familiar carts, fire reels, automobiles, push toys in the shape of butterflies, etc., and the numerous working toys that are made of tin. Japan has entered into the lists as makers of the cheaper grade of tin toys, and is offering very close reproductions of made in Germany tin toys.

America is in the field extensively with mechanical and electric toys as well as many other lines. Many of these toys make a directly educative appeal as well as furnish amusement. On this side of the water the toy that does something is always a favorite. Construction toys are even in greater favor than ever, and the engineering builder or construction outfits are finding a ready sale. Boys can

(Continued on page 149)



MADE - IN - CANADA

We have a mighty interesting range of Fall samples to show you

and it's interesting to the buying point, not for the styles alone, but for the exceptional values offered.

Scores upon scores of smart leather bags are shown in our Fall stock and every one of them is up to the very moment in style, original and clever, distinctive with the Julian Sale Fall, 1915, showing.

The popularity of the leather hand bag never wanes and is to-day very much in vogue.

Write for our samples so that you may select the finest of the line to keep your stock up-to-date and bring your sales above normal.

Our new 1915 catalogue is now under way. Send us your name so you will be sure to receive it.

Julian Sale Leather Goods Company

105 KING ST. W. TORONTO

FOR THE BETTER TRADE

Some Likely Novelties in Notions

Many Small Items That Promise to Help Sales—Washable Cording Showing in Various Sizes—Safety Pockets Appeal to Travelers and the Tourist Trade—Button Forms in Numerous New Shapes—Rubber Grip to Prevent Heel Slipping.

Novelties in Notions

Featherbone in form of cord for edging flounces, etc.
Drawstring for any size of waist.
Pin cubes in fragrant grass baskets.
Pin with triangular jog in shank.
Safety pockets of chamois.
Inside heel grip of rubber.
New styles in hair wavers.
Button mold of three pieces.

THIS is the day of small things, and the buyer who wishes to make a showing will keep in touch with the many small articles of small cost separately that total up into a large amount collectively. The buyer who studies the changing fashions is always stocking new articles that are put on the market to help to adjust women's dress to the prevailing fashions. Just now one of these articles is feather-bone in the form of a cord of several sizes. This cording has quite a few uses but the chief one is to edge flounces and to run into slots or tucks in the skirt to give the modified crinoline effect. Another use is for forming the rufflings that give a yoke-like effect to the tops of the skirt, and the heading of flounces. This cord can be used with equal facility in making up washing dresses, as those of silk or wood fabric, for washing makes absolutely no change in the cord. This cord comes in four sizes, varying from very coarse to fine.

Another article that should have a good sale is a patent drawstring. Part of the drawstring is elastic and so the string fits any sized waist and adjusts itself without trouble. The fastening consists of a metal loop similar to that which fastens over the button on hose supporters, while there is a button to engage on the other end of the drawstring. This drawstring is drawn through a slot made in the top of the garment, and when once in place no further fastenings in the form of strings, buttons or eyes are needed.

Pin Cubes in Baskets.

The dropping out of German lines has brought many little novelties, some of them of a clever nature, to the notice of the buyer. Quite a simple one, but one that sells on sight is the placing of pin cubes in little baskets made of fragrant sweet grass. The pins so treated are glass-headed pins that come in black, white, and many colors. These pins are put up in the familiar berry or pyramid form, while the dainty grass basket makes a fragrant adjunct to the dressing table. When all the pins are used out of the basket there are many charming uses to which it can be put.

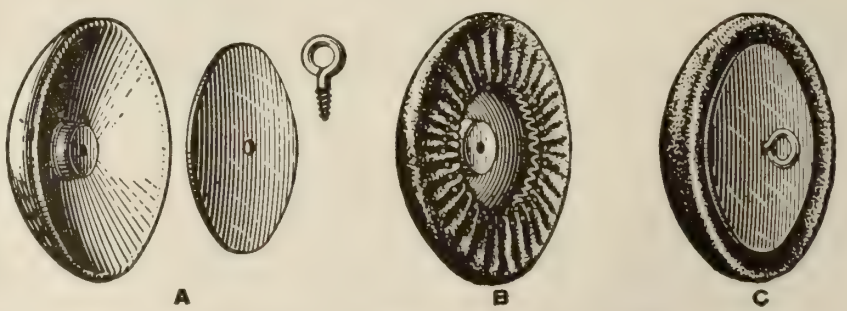
A patented idea is a pin with a triangular jog in the shank that is warranted to stay in the materials and never fall out. Both ordinary pins and safety pins appear with this jog and they are said to do all that is claimed for them.

Safety Pockets.

Among the seasonable lines now on the market are the numerous safety pockets. These pockets are made of chamois in various sizes and are used to contain money, rings and other valuables, when traveling. The smaller ones are made attached to a garter, while those of larger size have a belt of webbing going round the waist from which is suspended a pocket of chamois leather fastened securely with clasp fasteners. Many of these safety bags are just of chamois, but some of the more dainty bags have a case of flowered silk or printed cotton goods. These covers are taken off when soiled and can be washed and put back again. For the tourist trade also there are Pullman cases, Pullman aprons, etc. These cases are made of fancy silk, of flowered chintz, lined with rubberized silk and have pockets and compartments for various toilet articles. The Pullman apron is really a Pullman case in apron form which is suspended from the waist so that all the toilet articles are handy.

Rubber Heel Grip to Stop Slipping.

Another small item that should be a good seller is an inside heel grip made of rubber. These heel grips are to fix inside pumps to prevent them slipping as they have an ugly trick of doing. When either pump or shoe slips up and down at the heel the result is much discomfort to the wearer. The constant chafing forms blisters, and also wears out the heel of the stocking. Sometimes this slipping is due to the faulty cutting of the shoe, but more often it is owing to the shape of the foot. Therefore, any article that will mitigate or prevent this trouble should enjoy a ready sale.



IMPROVED COVERED BUTTON FORM.

New button form with nickel plate that tightens the cloth and makes a perfect covered button. The screw used for this purpose forms a shank and eliminates one of the worst features of the home-covered button. Shown by Will P. White, importer.

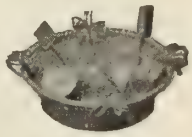
Hair Wavers.

Now that a new season is commencing and one that is favorable for a change, as women are always favorable to elaborate hair dressing for evening wear, attempts are being made to introduce hair fashions that are a little more elaborate. There

"RITE"


No. 994


No. 415


No. 2617

The Word That Gives New Meaning to Baby Novelties

Wherever Baby Novelties are sold, "RITE" stands for leadership, for originality, for "pioneership."

The fact that foreign manufacturing markets practically closed made no difference to "RITE" retailers. "Rite" ideas have not been surpassed in Europe—have not been equalled in this country.


No. 1711

Incomparable daintiness, exquisite nicety of detail and absolute novelty in idea are decisively characteristic of "RITE" goods.

They are instantly distinguished anywhere.

Yet "Rite" prices average lower than those for equal grade generally.

Retailing Baby Novelties is made 90% easier for stores selling "RITE" goods.

Splendidly convenient for you to try "RITE" goods—

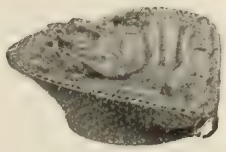

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Special Assortments at $25, $50 and $100 of Best Sellers on the Market


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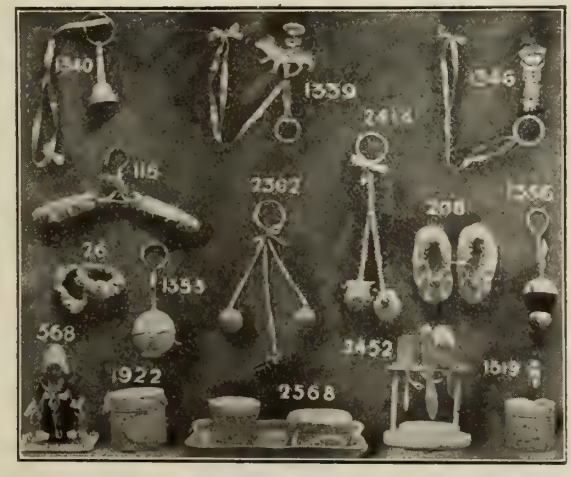
Above all—we make quick shipments. We have the goods as well as the ideas—an adequate manufacturing plant on the premises. Be sure to

Come and see our new "RITE" Babyland, filled with over 1,000 new and original "RITE" ideas, on your next New York visit.

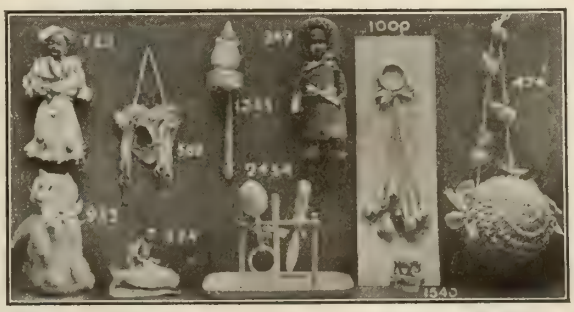

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"Rite" Specialty Co.

35-37-39 West 36th Street New York



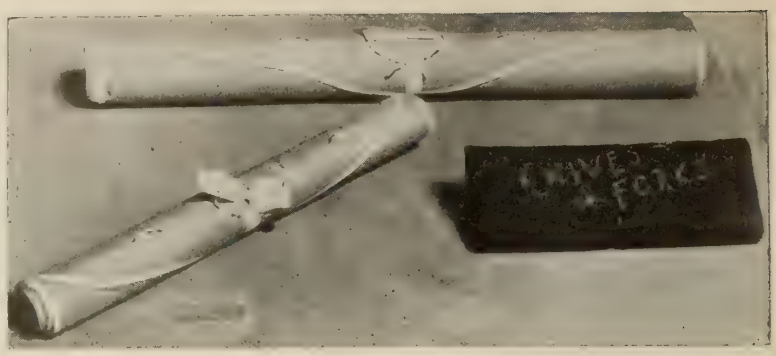




is not much hope for styles that would bring puffs and curls into general vogue, for the style most favored is the one that imitates the so-called Castle bob.

Button Molds.

Covered buttons are very extensively used, and the makers of the wooden molds are putting out various shapes in wood molds as well as the round button forms they have run so long. There are balls and half-balls, as well as olives and these molds come in all the usual sizes. A new button mold that is on the market makes covering buttons an easy job, and not only are these molds easy to cover and take up little time in the doing, but the buttons, when covered, are equal to those covered by machine.



Made up articles ready to embroider, shown for the Fall and holiday trade, and requiring only a little simple embroidery with colored threads. Nos. 1 and 2, doiley and centrepiece rolls, fitted with tissue paper. Material, an attractive shade of delft blue linen, with white binding and ribbons. Knife and fork set made from repp, lined with anti-tarnish plush. Shown by Belding, Paul, Corticelli, Limited.



BUTTON NOVELTIES FOR FALL.

Celluloid buttons come in pyramid, bomb, ball and and other novelty shapes in two-colored, mottled and plaid markings, and also with metal inlays. Metal buttons are shown in nickel, gilt, silver and copper in ball, bomb, torpedo and other shapes. Shown by Alfred Weyerstall & Co.

Novelties in Art Needlework

Black and White the New Idea—Preparing For Big Sale of Knitting Yarns—Crocheting and Tatting Share in Revival.

THOUGH some progress has been made it is early yet to predict just what will be offered as the novelties in the art-needlework department for the coming Fall. As yet only staple effects have been shown, but there is promise of more to come. The Fall ending with the holiday season is the period of most active selling in this department, and therefore manufacturers always put out a comprehensive line.

Intimation has already been given that there is a big revival in the interest taken in knitting and crochet work. Women commenced last Fall to knit for the soldiers and have been knitting ever since. Last Fall both the wholesale and the retail trade were unprepared for the big demand for yarns, and both yarns and knitting pins were in short supply. Buyers are looking forward to a big demand in the coming Fall and Winter, and are placing orders accordingly. They are mindful of the wool situation and are taking no chances. Knitting for the soldiers, as it has been pointed out before, has brought about a revival in the use of knitted articles, and this means that wools in white and fancy colors will sell.

Crochet work and tatting also are in for a revival, and there is quite a demand for crochet and tatting cottons.

The present rage for black and white has penetrated to art needlework. Some effects take the form of the old-fashioned silhouette in black on a white ground, relieved by touches of color in the border. The fancy for black and white has taken a firm hold upon decoration, and lamp shades, cushions, centrepieces, etc., have to fit in with the decorative scheme. It is another variation of the Viennese idea, only instead of the funereal black on white, the combination is lightened and made less sombre by using the white ground with black pattern often relieved by the judicious use of pure colors.

AMERICAN
Hobby Horses Doll's Cabs



Suitable for children 2 to 12 years of age. Hobby Horses, dappled, enamelled finish, also skin and plush covered. Horses made to rock or swing. Doll Cabs with wood or reed body. Rubber tire wheels. Largest and best line made in America.

Sales Agent: L. G. BEEBE, 32-34 FRONT STREET W., TORONTO

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DOLLS





YAMA YAMA TRADE MARK DOLL

ANIMALS



New Era — All Composition, Jointed Dolls.

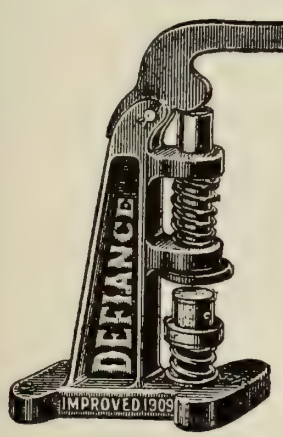
Unbreakable Dressed Dolls in Great Variety.

Composition Heads—Cork Stuffed Bodies.

OUR GREAT LINE OF 26 DOLLS IN 8 SUBJECTS.

CANADIAN OFFICE : 60 ST. PETER STREET, MONTREAL

THE NEW ERA NOVELTY CO., INC., 220 5th AVENUE, NEW YORK



PATENTED

Money-Making

Defiance Button Covering Machine

Over 500% Profit.

Any clerk in your employ can make all the covered buttons needed at practically no expense. Customers will appreciate having buttons made from their own cloth clippings to match dress or costume exact.

The button moulds cost you as little as 2c per dozen; you get no less than 15c per dozen for making buttons.

SPECIAL INTRODUCTORY OFFER:

A Complete Button-Making Outfit for ..... Comprising:—	$10.50
1 Hand Machine, including Implements to make 3 sizes, 24-30-36 Half Ball	$ 7.50
5 gross, 24 Half Ball Black Moulds, 15c	.75
5 gross, 30 Half Ball Black Moulds, 20c	1.00
5 gross, 36 Half Ball Black Moulds, 25c	1.25
Cost for the complete outfit	$10.50

Talk cannot describe the wonderful convenience and economy this DEFIANCE button-covering machine offers.

It must be used to be appreciated. Over twenty-five thousand of these machines are in use in the various garment manufacturing industries where cloth-covered buttons are required.

Do not delay, but send us your order at once.

DEFIANCE BUTTON MACHINE CO.

53 East 8th Street, New York, U.S.A.

Established 1886

THE "LONDON WALL" SERIES OF TOYS and GAMES.

The Boys' Battlefield. An Original Folding Novelty.

Collapsible Dolls' Houses.

Collapsible Dolls' Furniture.

Collapsible Railway Trains.

Punch and Judy Show. Noah's Ark.

Rifle and Lance War Game.

War-Saw Series of Jig-Saw Puzzles.

With the Latest War and Naval Pictures.

Tipperary...The most Original Game of Skill.

Indoor Football Game. Toberlin War Game.

AN ENTIRELY NEW SERIES OF PATENT MILITARY FOLDING TOYS.

POCKET DRAUGHTS. POCKET DOMINOES.

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Belding's Pure Dye Tearless Petticoat and Dress Satin

This satin is ***guaranteed for two seasons not to split, rip or tear and is absolutely pure dye.***

The name Belding's on the selvage protects the merchant and consumer against adulterated or tin loaded satins.

Ordinary satins rip if stepped on, split or tear to pieces after a few days' wear — ***Belding's Tearless Pure Dye Satin*** is guaranteed against this.

It is specially constructed, will dry clean without damage and will launder beautifully.

Don't you think this will appeal to your customers?

Write, wire or call for our special selling proposition.

Note.—Belding's Tearless Satin is made expressly for Canadian trade and controlled by us.

Buy Ribbons Made-in-Canada

We manufacture Ribbons and make quick delivery. This means increased profits to you. Make us prove this.

Samples are here for you. Write To-day.

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Canadian Made EMBROIDERY COTTONS

From the first shot of big guns we anticipated the need for embroidery cottons, and by unremitting efforts and the employment of experts we introduced the first *Perfect Made-in-Canada Embroidery Cottons.*



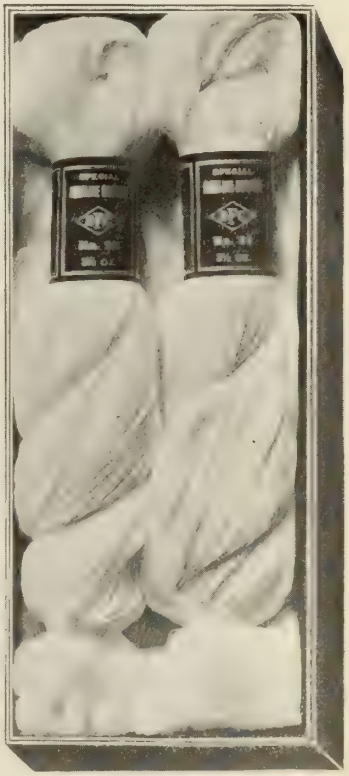
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B.P.C. Embroidery Cottons

Every merchant knows the importance of supplying customers with absolutely dependable quality.

B.P.C. Embroidery Cottons

are unequalled in brilliancy, silky lustre and smoothness.



ARTICLE 1155—PEARL COTTON

Belding Paul Corticelli Limited

MONTREAL

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PLASTICINE

If you are not already acquainted with Harbutt's Specialities in Modelling, you are invited to apply to either of our Canadian Agents whose addresses are given below, or direct to ourselves. Our Home Modelling Outfits are absolutely the best thing of their kind,—most attractively packed and sell at sight. There are over thirty varieties, at prices to suit all classes of businesses.

A toy has its own limits. It is either this or that, but Plasticine can become anything the child mind can plan, and the child fingers shape.

To give a child something is GOOD, to give a child something TO DO is BETTER. There is nothing half so interesting as the making of all sorts of things with HARBUTT'S PLASTICINE.

TORONTO	The Geo. M. Hendry Co.
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HARBUTT'S PLASTICINE LTD.
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FIR BALSAM PILLOW COVERS



A SUPPLY of Balsam Pillows decorated with LOCAL VIEWS would increase your sales. Send to us for prices and details. We make a large assortment of stock designs and specialize in Local View work.

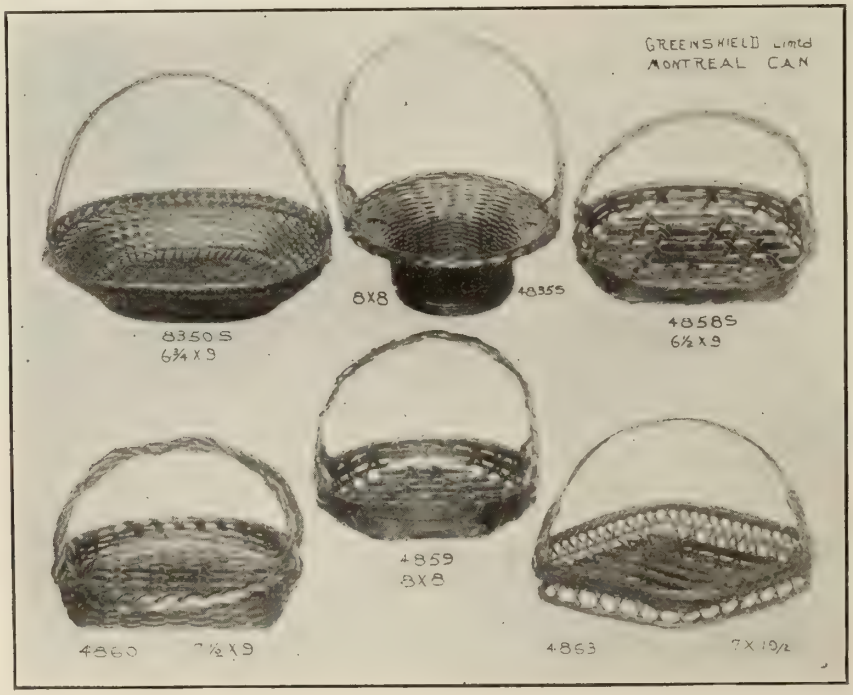
We also Manufacture
ART LEATHER GOODS, LEATHER NOVELTIES, SILK NOVELTIES, ETC.



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43 W. 19th Street
NEW YORK

MAHOGANY BAMBOO BASKETS



Six Styles, assorted, to case; one dozen each pattern in case.

Are used as

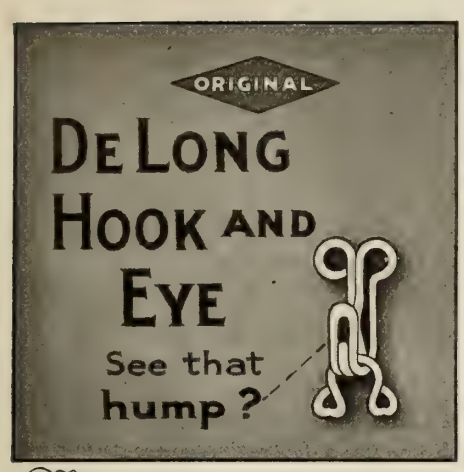
Work Baskets
Fruit Baskets
Sandwich or
Cake Baskets
Etc., Etc.

One of the most useful and popular baskets brought out in the last year or so.

The Investment, $13.50 for six dozen. Will easily retail at 35c. to 50c., according to size, etc.

ORDER EARLY

GREENSHIELDS LIMITED - - MONTREAL







"DeLONG"

A name that will *get business* for your Notion Department!

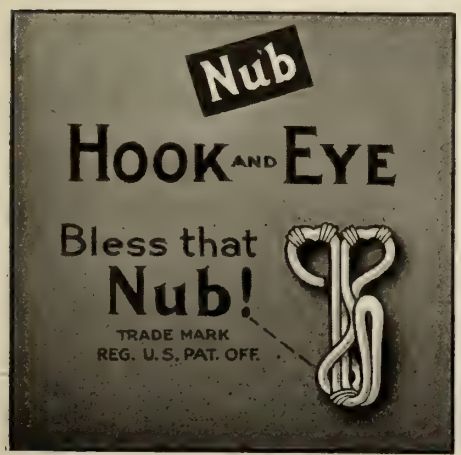
Reap the full benefit of the DeLong name and DeLong advertising. Carry the whole line. No risk—our policy protects you.

Liberal Exchange Privileges and Extensive Advertising Guarantee Your Sales.

Write—let us show you how our Canadian factory can serve you.

The DeLong Hook & Eye Company
of Canada, Limited

St. Marys **Ontario**







The Byard Manufacturing Co.
Limited

Cable Address "Halo"

Castle Boulevard NOTTINGHAM, ENGLAND

"Hair Net Specialists"

Manufacturers of Ladies' Silk Hair Nets, in Back Nets and Fringe Nets, also Manufacturers of Veilings, Laces, Plain Nets.

SELLING AGENTS (WHOLESALE):—

For Quebec—Mr. H. Fiedler, 106-7 Shorey Bldg., 314 Notre Dame St., Montreal

For Manitoba—Mr. A. Waghorne, 722 Somerset Block, Winnipeg

For Ontario—Newbold, Still & Co., 77 York Street, Toronto

For British Columbia—Mr. J. W. Leathorne, 600 Mercantile Buildings, Vancouver



You Can Make Money Out of Butler Doll Stands

That's an interesting statement, is it not? These Doll Stands aid in the quick and easy selling of ANY SIZED DOLL. They can, furthermore, BE SOLD OVER THE COUNTER BY AGGRESSIVE MERCHANTS

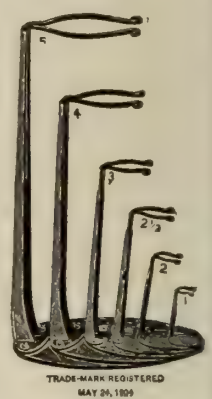
BUTLER DOLL STANDS

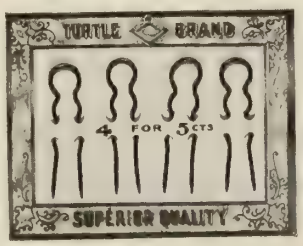
are built to last. Made to display dolls from 3½ inches to 42 inches in height. They have been used and sold by some of the largest department stores in CANADA. They can be sold and used by you. EVERY LIVE CANADIAN DEALER CAN USE THEM NOW.

Ask your jobber.

A descriptive booklet is all ready to be mailed to you. Send your name and address NOW to

Butler Doll Stand Co., 31 (R) North Jefferson St., Chicago





This illustrates one of our leaders.

Popular price and liberal profit.

Sold by the leading stores of the Dominion.

Free Samples on Request.

Max G. Cohn & Co., Inc., New York

Canadian Warehouse

A. PETERSON, 301 Mappin Bldg., Montreal

¶ A condensed advertisement in the DRY GOODS REVIEW will bring good results.

OF A PERSONAL NATURE

Elisha Furry, general merchant, Humberstone, Ont., is dead.

T. Pulman, Venn, Sask., has succeeded J. B. Gillespie, general merchant.

Max Snider, men's furnishings, Fort William, Ont., has been succeeded by Fox Bros.

McArthur & Hyde, general merchants, Ignace, Ont., have sold out to H. Ginsborg.

C. E. Reid, general merchant, Cudworth, Sask., has opened a branch at St. Benedict.

W. H. B. Sadlier, woolens, etc., suffered loss by fire when the Jardine Building was burned at St. John, N.B., last month.

The Phoenix Import Co. of Montreal capital $50,000, has been incorporated to deal in dry goods, millinery, clothing, etc., and the Canadian Footwear Co., Limited, of Pointe-aux-Trembles, Quebec, capital $150,000.

The Paquet Company, Quebec, are adding a $15,000 two-storey extension to their store which will take care of increased business in the wallpaper, boot and shoe, and men's clothing departments. Recently $10,000 was spent on equipping a millinery and whitewear department, the fixtures employed being very costly.

The Premier of Saskatchewan has announced that J. F. Bole, M.P., general manager of The Regina Trading Co., Regina, has been selected for the office of commissioner of the public liquor store system. The commissioner will purchase all the liquor for the public stores and be responsible to the legislature for the whole system.

Mr. R. Weldon, dress goods and silks buyer for Goodwins, Montreal, Ltd., has resigned to become buyer for Hodgson Summer Co., Ltd., Montreal, same departments. Mr. E. Dunn has been appointed manager and buyer of silks and dress goods in succession to Mr. Weldon. Mr. Dunn is also manager and buyer of linens and staples and wash goods for Goodwins, a total of four big departments, all piece goods, under his management.

Dr. W. G. Cosbie ("Jerry") only son of Mr. R. H. Cosbie, Toronto, the well-known manufacturers' agent, has been attached to the 58th Battalion, now in camp at Niagara Falls, and will accompany them to the front. Dr. Cosbie graduated this spring from Toronto University, although only 21 years of age, and was at once despatched to Belleville to assist in stamping out the epidemic of meningitis. He is an old Upper Canada boy.

WONDERFULDEVELOPMENT IN TOY INDUSTRY

(Continued from page 138.)

build bridges, elevators, etc., from the various steel pieces, bolts, nuts, etc., and the practice gained can be turned to practical use later. There are some good continuous balancing toys, the motion imparted by reversing balance gear, and there are various toys such as a toy elevator that displays a light when the car reaches a certain position. Another electric toy shows a car running backwards and forwards over a bridge and showing lights that switch on and off again.

Another very clever toy comes in the form of a sand crane. This toy is in parts and the child has to assemble them to set the toy to work, and to take the toy apart to pack away. Besides the pieces there is a tin of fine white sand and a flexible papier mache tray that rolls up when not in use. The sand is poured into the hopper, and the crane then operates very much like a dredging crane and deposits the scoop full of sand at an opposite point and returns for more. When once set going the action is automatic and continuous until all the sand is drawn from the hopper. This toy is very substantially made and will last for years as there is nothing to get out of order.

Canada has come to the front as the maker of nursery and dolls' furniture, such as dolls' dressers, bureaus, chairs, tables, wooden beds, etc. The pieces left over in making



MR. J. H. SHERRARD, Montreal,
who was elected president of the Canadian Manufacturers' Association.

furniture are used, and the miniature furniture is finished in the same manner as the large pieces. Very attractive is the furniture finished in white enamel and decorated with sprays and bunches of flowers. Kindergarten sets, blackboards, children's writing desks, are shown all of Canadian manufacture, and all so substantial and well finished as to call forth the admiration of buyers. Canadian toy manufacturers are also having a big success with various kinds of wooden toys—they are making shoo-fly rockers, wooden carts, rocking horses, expresses and other lines.

The rocking horse is always a favorite toy and horses covered with real skin, plush or just painted the popular dapple grey are all on the market in the usual quantity. A new improvement is that instead of the rocking motion that children have been content with so long has been changed in one model to that of a galloping horse.

Many toys are designed to educate little fingers, and are of cardboard and are to be pasted up and cut out. A new doll line consists of printed sheets of paper containing the heads, arms, legs, etc., while the body is formed of pieces of figured cotton. A guide sheet showing how the dools appear when finished comes in each box. Dolls' houses come in similar style with all the furniture to cut out and paste up even to the family cat.



French Ivory Novelties and Hair Pins

The growth in popularity of French Ivory goods is evident from the fact that almost every store of any size in America is devoting a section to these goods.

We ask your attention to our novelties, hair ornaments and hair pins that carry with them our guarantee of

Quality

The range is very extensive and the prices reasonable; in fact, they allow you to sell at popular prices, having a good margin of profit.

These goods have a year-round sale and are especially big sellers around the holiday season as souvenirs. Get in touch with our Canadian representative, who will be pleased to quote prices.

Write to-day.

Yale Novelty Co.

Manufacturers of French Ivory Novelties and Hair Ornaments

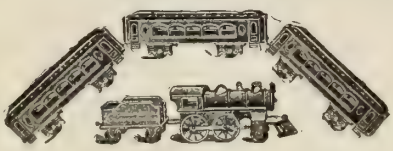
LEOMINSTER -:- MASS.

Canadian Representative :

A. W. SUTHERLAND

506 McKinnon Bldg., TORONTO

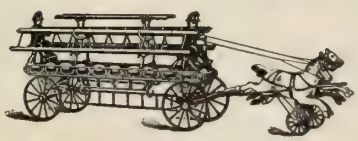
AMERICAN MADE : : TOYS



IRON AND STEEL FLOOR TRAINS

FIRE ENGINES





HOOK AND LADDER TRUCKS

MECHANICAL TOYS



Manufactured by

THE WILKINS TOY CO.

KEENE, N.H., U.S.A.

Represented by

RIEMANN, SEABRAY CO.

11-15 Union Square W., New York, N.Y.

LONDON WAREHOUSES:
51-52 ALDERSGATE ST., E.C.

MILLS: ST. ALBANS and REDBOURN, HERTS.

J. MAYGROVE & CO.

LIMITED

Manufacturers of SILK THREADS, SUITABLE FOR WEAVING, KNITTING and EMBROIDERY

ALSO

Italian, China and Japan Trams, Organzins, Sewings, Flosses, Spuns and Twists

MACHINE SEWING SILKS : : :
EMBROIDERY SILKS and FLOSSES

ALSO ARTIFICIAL SILK FOR WEAVING, KNITTING and EMBROIDERY

CANADIAN REPRESENTATIVE

F. A. TURNER, 52 Bay Street, TORONTO

Midsummer Novelties



Black and white effects in checks and stripes:

Hat Bands and Belts to retail at **25, 35** and **50c.**

Bags in check and scroll designs, melon and pocket book shapes, to retail from **50c.** to **$2.00.**

New York's latest:

Chintz, in dainty colorings, mauve, blue and rose effects. They make very pretty Belts, Hat Bands and Bags.

Hat Bands and Belts to retail at **25c.** to **75c.**

Bags to retail at **50c.** to **$2.00.**



These lines will help your summer trade.

Let us send a sample order.

Western Leather Goods Co.

MANUFACTURERS

1191 BATHURST STREET - - TORONTO

Merchants of the Maritime Provinces



Our assortment of Dry Goods is complete in every department.

Our prices are right.

Our deliveries are prompt.

Send your orders to us.

Vassie & Co.,

LIMITED

Dry Goods and Woollen Merchants

ST. JOHN, N. B.

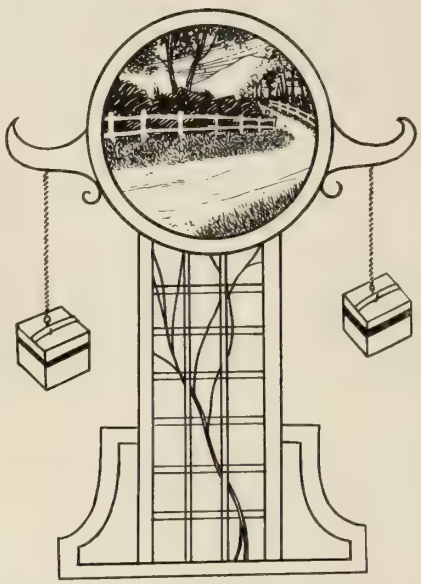
Full Form Draping for the Fall Months

Series of Steps With Explanations for Handling of Uncut Material—Style Coupled With Merchandise Moves the Goods Faster—Linking Up Draping With Pattern Department.

Written for Dry Goods Review by C. J. Nowak.

THE expression, "The man who knows is the man who grows" is as good to-day as it ever was. The display man of to-day must know more than ever before in the history of window trimming, because the present day requirements demand it.

The successful man of to-day is the one who dares to be original, the one who thinks ahead of the crowd, the display man who knows merchandise, the man who puts actual selling ideas into his window. The display man who studies art is conversant with a study of color and understands optical effects. Besides these requirements, he must know the value of and how to do full form draping portraying style tendencies.



This stand in white enamel is a very neat design by Mr. Harry McDonald, of Murray-Kay, Limited, for an opening window, and can be utilized in a dozen different ways. The panel is painted and the baskets—which are filled with flowers—are suspended by chains. Any vine can be trained up the lower part.

Full form draping, in one sense, is difficult when all conditions are equal, and to follow the line of least resistance a suitable form, as well as appropriate material, and an accurate knowledge of style are required. The merchant who has placed full forms in his window in the past six months has come to the realization that style coupled with merchandise moves the goods faster and with greater lasting satisfaction, than by any other means, and since he has come to find out this fact, he demands this sort of work. The display man should never lose the opportunity to link up his pattern department with his full form draping.

Reversing the Methods.

In this way the demand is created for the pattern and the pattern creates a demand for the merchandise, accessories, etc., which brings business to many departments of the store. It was not so long ago that 18 in. and 20 in. materials were successfully used in full form draping. To-day styles require at least 27 in. wide and on up to 36 in. and 40 in. in width. Previous to the introduction of present-day styles, the raw end of our material in executing a skirt was started at the waist-line. To-day the raw end of the material gives us the bottom end of the skirt, actually reversing our methods.

These are the points that must be studied out, but the fundamental principles of draping are the same, and in order to be a successful draper it is necessary to know these underlying principles. A great many of them can be gleaned from practice; others may be worked out by theory, with pencil and paper. Before executing any style, it might be well to sit down and study the style and see where it would be best to start and where best to end. This would save much time and possibly damage of material in handling. The display man who has a full form with a narrow base can use this successfully now for the wide skirt effect by attaching a piece of heavy Manila paper arranged in a series of tapering pleats thereby making any width at the ankle desired.

One full form drape will be found sufficient in windows 8 ft. to 10 ft. in width. In windows 10 ft. to 14 ft., two forms will go nicely. Windows up to 18 ft. in width will easily hold three forms. This suggestion may be helpful as a guide to the display man who may be in doubt regarding this point. Business is bound to increase the moment style is combined with the merchandise.

The style can either be introduced on a waist form or on a full form. It may be found advantageous to prepare the waist as well as the full forms previous to the time of arranging the window, using spare hours to this work



Are you a "Getafterit" or an "Itsnouse"?

A few days ago a representative of The Dry Goods Review asked one of Canada's successful merchants how business was. The answer came promptly: *"It's hard to get, but we're getting it by getting after it. We're putting on more steam."*

Incidentally this merchant remarked that in the last few months he had remodelled his store and added a great many new fixtures as one part of the "Getting after it" campaign.

This is the successful business man's recipe for better business.

First—*"I prepare for it by equipping my store to handle the business and at the same time make the store bright and attractive."*

Second—"I buy so that I can give extra inducements and yet have a profit."

Third—"I advertise these special offerings along with my regular goods. I keep on advertising and I keep business coming."

Now is the time to be a "Get after it," if ever you were one—brighten up your store, change it, keep the people's interest aroused by adding new Walker-Bin display fixtures to show your goods and to show them so that they will sell.

Make your store draw as well as your advertising, make shopping easy. Let us assist you through our service department. Write to-day —for our fixture catalogue.

A Modern Canadian Store

The Walker-Bin & Store Fixture Co., Ltd., *of* Berlin, Ontario

MANUFACTURERS AND DESIGNERS OF MODERN STORE FIXTURES

Six Steps in Full Form Draping, Arranged by Mr. Nowak



which will greatly lessen the time spent in changing the display. To give the display man an inkling of the steps required in full form draping of present-day styles, the following five steps will be found very helpful, and can be used to good advantage in this class of work for the next few months.

Illustration No. 1 shows the heavy Manila wrapping paper fastened to the base of the form. Two seven-yard lengths of material are required, one length used for the skirt and one used for the waist. Trim the ends of one seven-yard length material straight and place about 3½ in. to 4 in. from the floor at base of form. Bring the selvage up to the centre of the form, fasten to the waist line, carry selvage around the waist-line to the rear. The right selvage is raised, which forms an end and balances up the goods. See illustration No. 1.

To form the center panel of our skirt, our second end is placed at the base of the form and each selvage is turned under slightly on an angle and brought to the waist line. Material is then turned under and brought around to the left of the form. See illustration No. 2.

The left side of the skirt is finished by doubling what material remains unused. This forms an end. The steps for the left side of the skirt are similar to the steps used for forming the right side. See illustration No. 3.

Full length cardboard sleeves are used. These can be covered with a piece of organdy or of the material of which the gown is made. The sleeves are covered and fastened to the form. Our second piece of material is now used for the formation of the waist. Turn back the selvage and bring over the shoulder close to the neck; arrange the material around the waist line in a series of tapering pleats facing to the rear. The material over each arm is turned under to the desired depth and fastened to the form. See illustration No. 4.

Illustration No. 5 shows the left side of the waist in process of formation by bringing over the second end and shows the method of tucking the material in under the top of the sleeve to give the seam effect at this point. See illustration No. 5.

Illustration No. 6 shows the completed drape with the pointed collar and yoke of organdy, finished with buttons.

"Everything in Store Fixtures"

"CLATWORTHY"

Means Maximum Efficiency in Displaying Merchandise at Minimum Cost

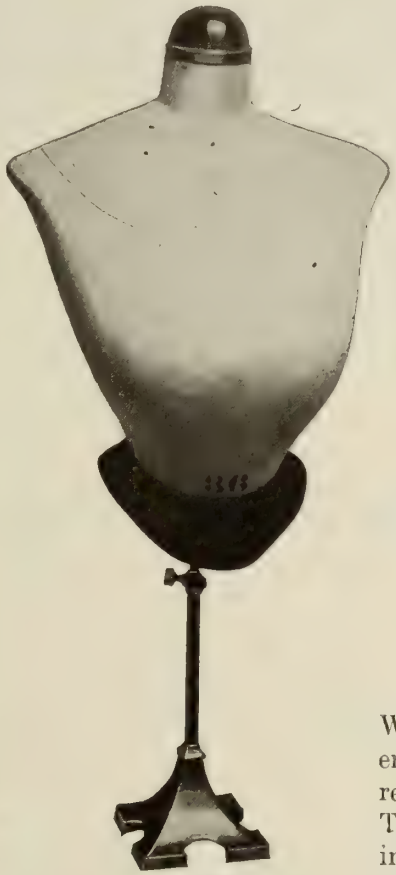
Are you losing some of the value of your window space by not employing adequate fixture equipment? The motto that "the window pays the rent" will hold good every time when skilful displays are shown continually. Clatworthy Store Fixtures make good, strong, compelling displays.

WRITE FOR OUR CATALOGUE. IT IS FREE.



No. 264.

Skirt Rack, holds 50 Skirts.
Price, each - $14.00



No. 1075E.

Price, each, with Eiffel base and new "flesh" enamelled neck and shoulders - $5.50



No. 993—WAIST FORM
$4.00 each

All of our Forms, Wax Figures and Fixtures are "Made in our own Factory" at 161 King St. W., Toronto

SPECIAL NOTICE

The attention of the Ready-to-wear Merchants is drawn to our special "Flesh Finish" Enamelled Waist Forms and Display Models.

We have adopted a new method of enamelling our bust forms, with the result that they show no high gloss. The flesh color and texture is strikingly real. This feature gives an added charm to dainty waists and neckwear displayed upon them, very greatly enhancing their attractiveness.

READ THIS OFFER

We have such confidence in the attractive qualities of our new flesh finish enamelled forms that during the month of July we will ship a sample of either the waist form or the complete, full, long body form with enamelled neck and shoulders prepaid on approval. If when you receive the form you are not delighted with it, you may return it at our expense.

We are doing this in order to introduce this new and beautiful line of forms to you. Please write for your samples at once, as we expect large orders in this line.

CLATWORTHY & SON, LIMITED

"The largest makers of Store Fixtures, Forms and Wax Figures in Canada"

161 King Street West - - - TORONTO

Established 1896 Incorporated 1908



A unique black and white window of Redfern's Limited, Toronto. For details see article below.

Trims That Contain Hints for Fall

Highly Original Black and White Design For Ready-to-Wear Display—Rose Trim That Can be Adopted—Some Late Summer Ideas Worked Out to Advantage.

THE majority of windows seen now are windows used in connection with special sales or put in to attract attention to merchandise that is being cleared out. Very little is attempted in the way of background, many window decorators using the ordinary background of handsome wood, or of white enamel. In some stores a new background is put in when the opening windows are trimmed and these, in their entirety, are made to do duty all through the season. In other stores backgrounds are improvised from the materials on hand in the trimmer's department, and just as much trim is used as will give relief to the goods shown, and to prevent the trims becoming monotonous.

In showing Summer gowns many stores have put in porch displays. One window of this kind has been doing duty for some weeks now—that is, the background has though there has been a constant procession of women's and children's summer models through that window, as the merchandise has been changed every few days. The background is a painted drop showing a Summer cottage with an awning over the front and the railing in front of the verandah. Behind the railing and on the posts are placed pots of flowering shrubs, and ferns and bay trees mask the sides of the window. The floor is covered with grass mats. Nearly all the merchandise shown in this window has been on figures. Middy blouses were shown one day; linen and Palm Beach suits another day; girls' Summer dresses another, and there was also a showing of children's wear.

The Review has given many black and white windows but there is still originality left in the black and white idea, and there is no setting so effective for showing off handsome garments. The window illustrated from Redfern's is one put in for a specialty ready-to-wear store.

The background consists of two black panels upon which are appliqued white figures in Japanese effect. Cartons of white silk enclose a narrower black and white panel. The white floor is marked off in squares by black lines and there is a black rug upon which the central figure in the display stands. To one side of the figure is a black vase with a white pattern holding a sheath of vivid red carnations making the one spot of color in the window. The waists on each of the forms are white and the neckwear is black and white. One hat is white and the other black trimmed with white. The dress that the central figure is wearing is a flowered voile girdled with black. The hat is trimmed with white wings and the parasol is black and white.

What might be taken as a good idea for a Fall millinery and dress accessory window, was a trim done wholly in rose. This trim formed the background for a display of white hats. It would be just as effective if used to show black velvet hats, and hats in the very dark colors that are showing for Fall. The background was formed of a mirror framed in gilt with square pillars topped with foliage between the mirrors. The floor of the window was covered with old rose felt, and plush puffings were draped from each corner to the centre front of the window. On these puffings were placed gilded stands of various heights showing hats. Between the V made by the puffings, was placed a neck form, showing a white ostrich boa, and in the centre at the back was a high fixture showing a white hat with a white feather boa trailing around the high fixture. At either side was a net over silk dress on a form, while at either side was another dress; one being of white taffeta and the other white voile —each on a form. To one side of the window was placed a pedestal of black velvet surmounted by a large Chinese vase in rich blues and greens and filled with ferns, dahlias, asters and other flowers.

DALE WAX FIGURES. Think of it!

MADE IN CANADA. Think of it!

Equal to the highest class foreign production. Think of it!

Our prices are 20% below foreign-made goods. Think of it!

In addition to that we save you the duty. Think of it!

When buying our goods you employ Canadian workmen. Think of it!

Dale Wax Figures will increase your sales a hundred-fold. Think of it!

The illustrations here shown are made from the actual photo of Wax Figures—made throughout in our factory. Think of it!



Look at Them!

Dale Wax Figure Co., Limited

Toronto, Ontario

Formerly Dale & Pearsall.

Manufacturers of High-Grade Wax Figures and Display Forms of all kinds. Metal Display Fixtures, Shoe Stands, Hat Stands, Tie Stands, Garment Racks and Hangers.

Write now for our illustrated catalog.



Dale Wax Figure Co., Limited, Toronto

Only the In-Coming Foot-Steps Pay Profits

HOW MANY people pass your Store every hour? What percentage are sufficiently interested to enter? That's the thing—the in-coming foot-steps are the only ones that produce dividends. Big rentals are paid to get into the path of the greatest number of people and it is money well spent if you can attract a fair percentage of those passers-by.

Has there ever been a time in your entire business career when a good KAWNEER FRONT could boost your business as now?

If you doubt the ability of KAWNEER FRONTS to increase business, ask some of the Merchants who have adopted them. They will tell you what percentage of increase in business resulted from the changes in Fronts. Let us give you the names of KAWNEER users near you so you can investigate. We *advise* you to investigate—get together all the information possible, then your decision becomes more or less a matter of arithmetic. For a thousand-dollar KAWNEER FRONT to pay for itself in ten years, your gross business will have to be increased only $1.09 per day. Don't you *know* that you can increase your business more than that with a new Front?

Kawneer STORE FRONTS

STORE FRONT BOOK

To be of greatest help to you we have compiled "Boosting Business No. 21"— a book on Store Fronts with photographs of actual Fronts and suggestions that will be of interest to you. This book shows what other Merchants have done and will help you decide. Don't risk the amount of money it requires to install a new Front when a mere request will bring this authentic book on Store Fronts. It is neither a book on window trimming nor a picture book for your errand boy, but a dignified, authentic book on Store Fronts to help you.

Kawneer

Manufacturing Company

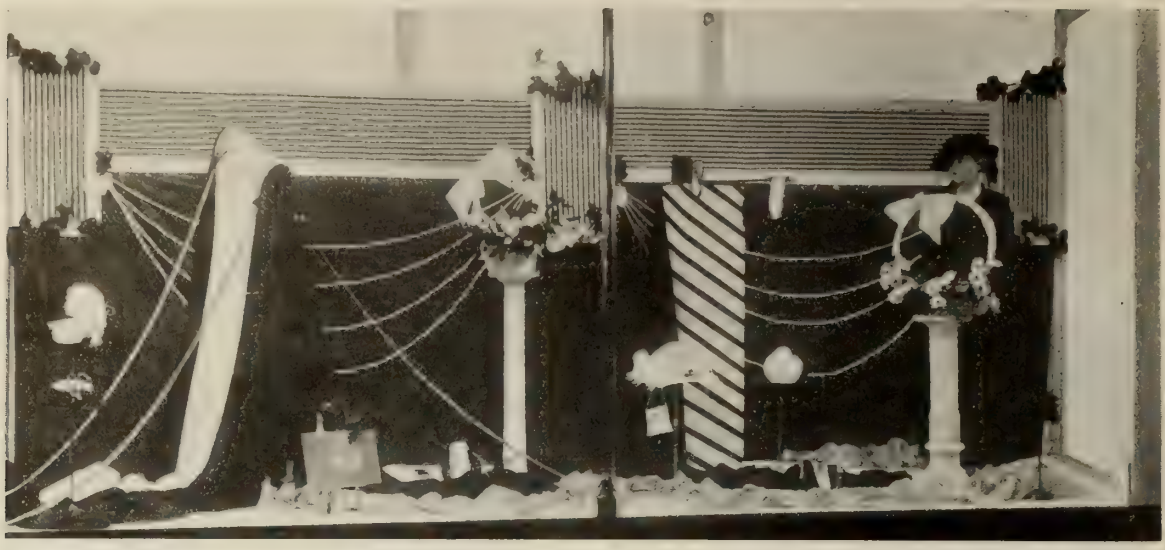
Limited

Francis J. Plym, President

Dept. Q. Guelph, Ontario

561

Striking Effect in Black and White in Brantford Window



The black and white note in this opening display is carried out cleverly in various directions. This window, trimmed by W. C. Greenhill, for Ogilvie, Lochhead & Co., Brantford could be adapted to Summer displays or Fall.

All Ready for the C.A.D.M. Convention

THE REVIEW is able to publish in this issue the complete programme so far as it has been arranged for the annual conventions of the Canadian Association of Display Men and the International Association, which will be held at the Waldorf-Astoria, New York, on August 2, 3, 4 and 5.

An earnest appeal is issued both by the president, Mr. J. A. McNabb, Peterborough, Ont., and by the secretary, Mr. F. J. Thompson, 52 Stanley St., St. Thomas, Ont., to members and those desirous of joining, to send in their names with the membership fee of $2 and an announcement that they intend to meet in Toronto and go on to the convention together. Special rates are being secured and will be announced in a few days.

Merchants who appreciate the work the Canadian Association is doing are urged to forward $1 to the secretary, which entitles them to honorary membership and the reduced rates to New York. The Association is under a heavy expense for prizes for window trimmers, ad. men and card writers and a number of merchants' subscriptions would lighten the financial burden of the young organization.

EDUCATIONAL PROGRAMME.

Monday has been set aside for demonstrations and lectures by members of the Display Managers Club of America, which has its headquarters in New York.

Draping and Color Harmony.

Demonstrations by Mr. Allert, with R. H. Macy's, New York; Mr. Frankenthal, with B. Altman & Co., New York; Mr. Leshman, with Jas. McCreary & Co., New York.

Fashion Show.

Demonstrations by Mr. Cronin, with L. Bamberger & Co., New York; Mr. Charles Wendel, formerly with Gimbels, New York.

Men's Ready-to-Wear and Furnishings.

Demonstrations by Mr. Kelly, with Oppenheim Collins, New York; Mr. Richter, with Saks & Co., New York; Mr. Trewhella, with Best & Co., New York; Mr. Nathan, with Jordan Marsh, Boston.

Efficiency and Sales.

Lectures by Mr. Hibscher, with L. S. Plant & Co., Newark; Mr. Schmehl, with J. B. Greenhut & Co., New York.

Artistic versus Sales Display.

Illustrated stereopticon Lecture by Jerome A. Koerber, with Strawbridge and Clothier, Philadelphia.

The following demonstrations and lectures are full of interest:

"**The Show Window as a Sales Promoter**"—Lecture by J. A. McNabb, Peterborough, Ont., our president.

"**Modern Display Methods**"—Practical demonstration by F. H. De Rhodes, with the F. H. de Rhodes Co., Chadron, Neb.

This man is one of the finest draping experts in America, and this demonstration alone is worth the trip to New York.

"**Efficiency, Organization and Co-operation**"—Lecture by Fred S. Pratt, with Dinet, Nachbour & Co., Joliet.

"**Something Different**"—Demonstration on Men's and Boys' Merchandise and Showcards, by Samuel Friedman, of the S. Bloch Co., Birmingham, Ala., both for high class and cheaper trade.

"**Live Model Draping**"—By Harry D. Hode, with Loveman, Joseph & Loeb, Birmingham, Ala.

"**New and Practical Stunts in Men's Wear Units**"—By Walter F. Wehner, head display manager for Brill Bros., Broadway, New York.

A demonstration that will enable you to give better display effects than the average man is able to secure.



Window of Lord & Taylor, New York.

IT is in the show windows and show cases that your prospective customers get their first impression of your goods.

If the impression made on them is favorable, they are apt to buy over the counter, and if unfavorable, the other fellow gets the business —the merchant with the beautifully lighted window.

Is Your Show Window Lighting Co-operating with the Sales Department?

You should have and can have proper window and show case lighting, lighting that is scientifically designed, lighting that makes a silent appeal that is a sales booster.

The Frink and J-M Linolite Systems of Lighting will produce this kind of illumination — window lighting that is free from glare or shadow, lighting that will bring out the quality and beauty of the merchandise to the smallest details.

The Frink and J-M Linolite Systems are now in use by the foremost shops in the country. You, too, should be among the users.

Write nearest branch for all the information or ask your lighting company about it.

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Oldest and Best Manufacturers of

Wax Figures

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"Annual Clearing"

Write Us Your Wants.
Get List of Clearing Lines

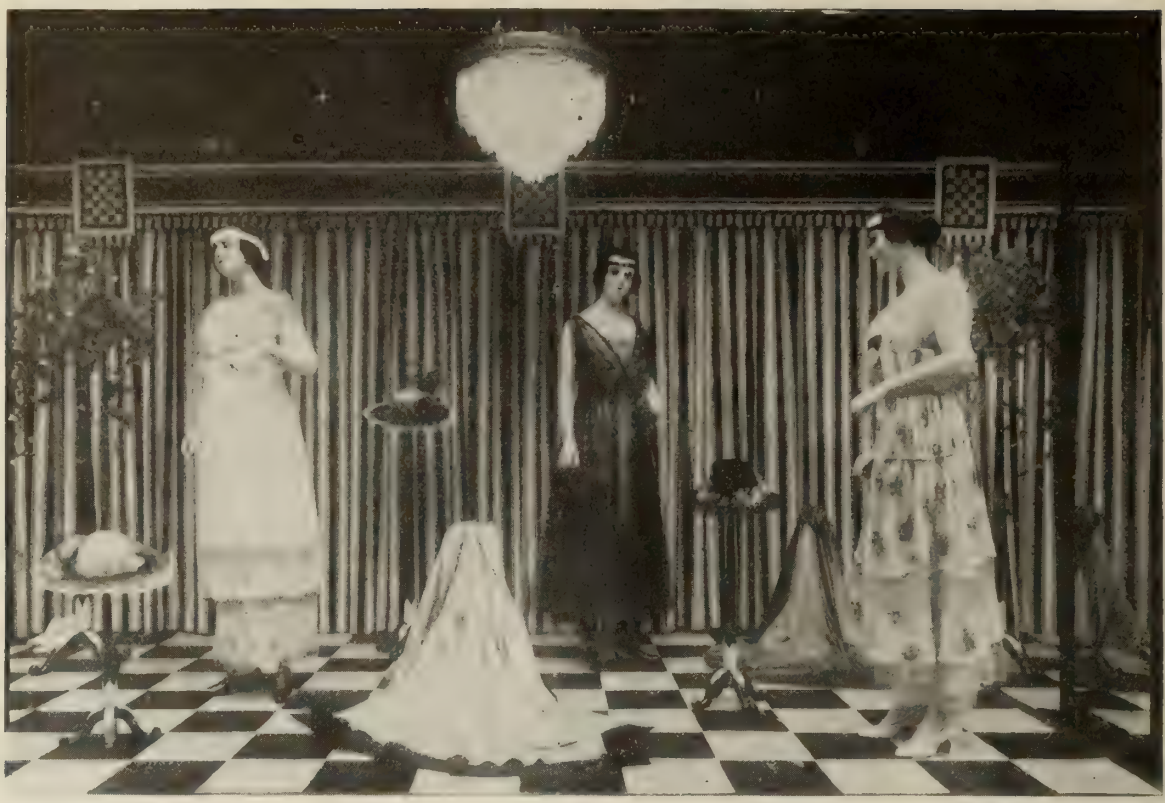
WE CAN SAVE YOU MONEY.

Palmenberg NEW YORK

Canadian display men are hereby advised that the Palmenberg Building is within five minutes' walk of the Waldorf-Astoria. They are invited to inspect the special displays which will be made at our salesrooms in connection with the convention.

J. R. Palmenberg's Sons
63 and 65 West 36th Street
New York City

P.S.—In the meantime, send us your name to put on our new list for the forthcoming catalogue.



A beautiful trim of Oppenheim, Collins & Co., New York. The grouping and relation of figures to accessories are worth a study.

"**Analysis of Lines and Period Decorations**"—By Mr. J. M. W. Yost, of the Penn Traffic Store, Johnston, Pa. He will show by graphic charts how various lines have developed from one period to another, not only in decorations, but also in garments and costumes worn at that particular time. This is a very important subject to every display man.

"**Display as a Factor in Selling Books**"—By Mr. John T. Witsel, New York. A demonstration and a lecture of interest to all display men.

"**The 16-Hour Shift**"—Lecture by Mr. Roy F. Soule, editor of Hardware Age. A rapid-fire talk on window work and the work of windows.

"**Your First Curtain Call**"—By Ed. E. Dudley Pierce, display manager, Sibley, Lindsey & Curr Co., New York. A lecture backed by practical demonstration on both selling and display problems.

"**The Eyes of the Store**"—By Mr. L. A. Rogers, of the E. M. Kahn & Co., Dallas, Tex. How and why merchandise should be properly displayed in order to make it a potent force in the matter of selling.

"**European and American Displays** as viewed by the Westerner"—By Mr. Frank D. Maxwell, with M. J. Connel & Co., Butte, Mont. The results of a personal study of display work in European countries.

Cardwriting and Advertising.

Demonstrations and lectures each day by the most prominent men in these sections of display work.

The following well-known men and retail experts will also demonstrate and lecture: A. J. Edgewell, Society for Electrical Development, New York; Dr. William H. Tolman, Director of American Museum of Safety, New York; A. L. Powell, General Electric Co., New York; Fred. T. Fraser, Haberdasher, New York; G. A. Smith, Dry Goods Economist, New York; George J. Cowan, Dry Goods Reporter, Chicago.

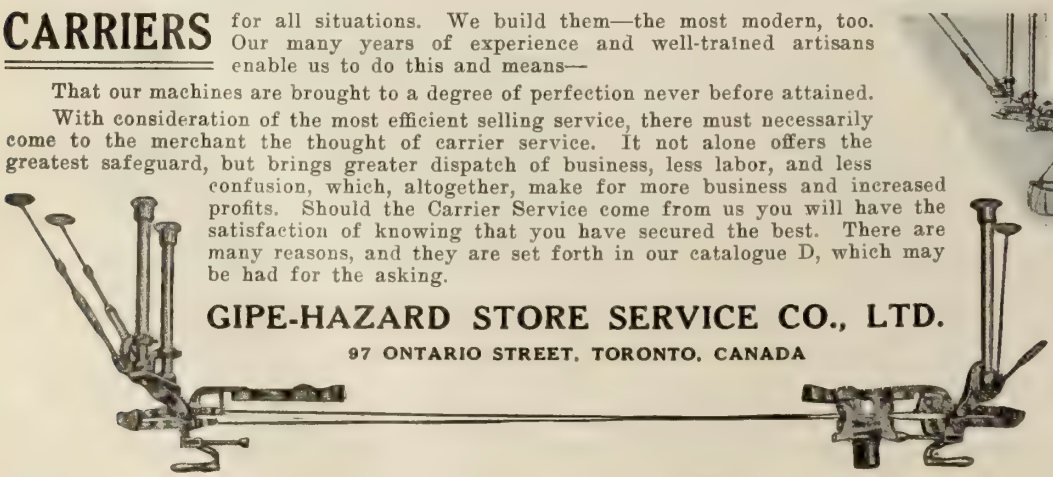
CARRIERS for all situations. We build them—the most modern, too. Our many years of experience and well-trained artisans enable us to do this and means—

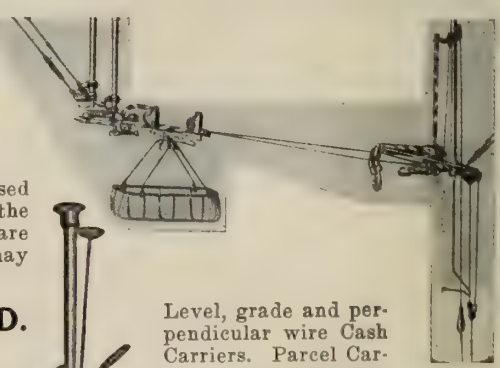
That our machines are brought to a degree of perfection never before attained.

With consideration of the most efficient selling service, there must necessarily come to the merchant the thought of carrier service. It not alone offers the greatest safeguard, but brings greater dispatch of business, less labor, and less confusion, which, altogether, make for more business and increased profits. Should the Carrier Service come from us you will have the satisfaction of knowing that you have secured the best. There are many reasons, and they are set forth in our catalogue D, which may be had for the asking.

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Level, grade and perpendicular wire Cash Carriers. Parcel Carriers, Cable Carriers and Pneumatic Tubes.

Cardwriting Made Easy

by R.T.D. Edwards

Lesson No. 7.

IN this lesson I have taken up an entirely new phase of brush work—brush stroke Roman lettering. To some beginners this class of work may at first appear very difficult, but when mastered it is comparatively easy and is used extensively by showcard writers.

In this lesson I will also explain how the card writer, who is unable to secure prepared materials for card-writing, can mix his own colors from materials which may be secured from any hardware or drug store. Cardwriters thoughout Canada and the United States use the "brush stroke Roman lettering" quite extensively, on cards which are to be executed quickly and yet are expected to have the appearance of well-finished work. In this style of lettering all strokes are made with one sweep of the brush. To some beginners it may appear rather difficult to make wide and narrow strokes with one stroke of the same brush, but nevertheless it can be done, and when you have acquired the knack, you have the secret of brush stroke Roman letter.

Getting the Brushes Ready.

One of the most important things to bear in mind is that your brush must be kept in perfect condition. All expert card-writers take pride in having well-cared for brushes.

Fig. 3 accompanying this article shows a side and a front view of a brush in good working order. The brush after being filled with color must be worked out to a chisel point on a piece of cardboard or glass, and must be kept in that shape in order to do the work properly.

The wide lines are made with the full width of the brush and the narrow lines are made by turning the brush sideways. This can be accomplished by rolling or turning the brush between the thumb and fore-finger.

Charts of Letters and Figures.

You will observe that the charts accompanying this article show the upper case of the alphabet and numerals. The lower case to the alphabet will appear in the next lesson (No. 8). On examining the chart please note the letter "A",—this letter is a good example. You will note that on this letter as well as on all others the strokes are numbered—and the small show the direction of the stroke. In the letter "A", stroke No. 1 is made with the side of the brush. Stroke No. 2 is made with the full width of the brush. Care should be taken in executing the work where the two strokes meet at the top of the letter. Stroke No. 3 also shown in letter "A", is a more difficult stroke than the others and requires considerable practice. It is made by holding the brush firmly between the fingers and drawing a "wavy" stroke. The spurs on the letter "A" and similar ones on all other letters are made with three distinct strokes—all being made when the color is low in the brush. The narrow portion of the brush is used mostly in making the spurs.

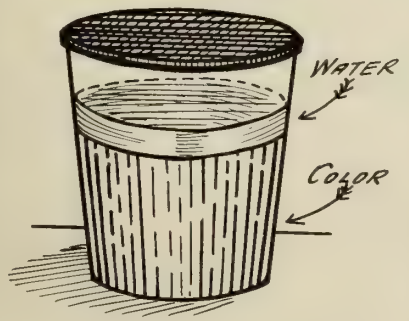
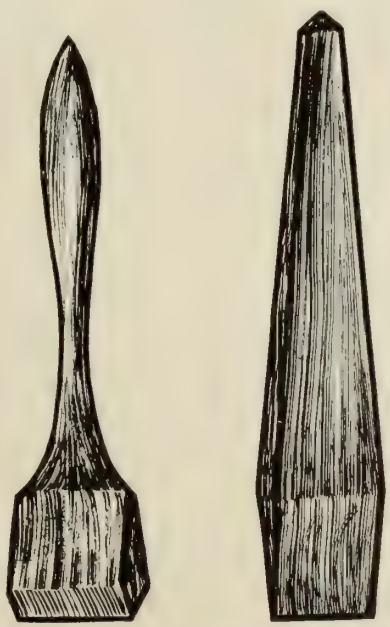
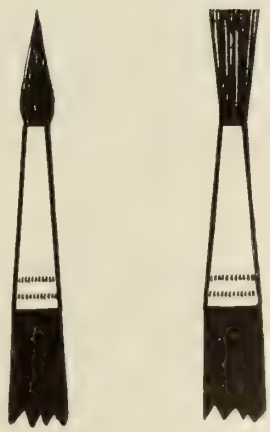


Fig. 1.



Suggestions for Home-made paddles for mixing color

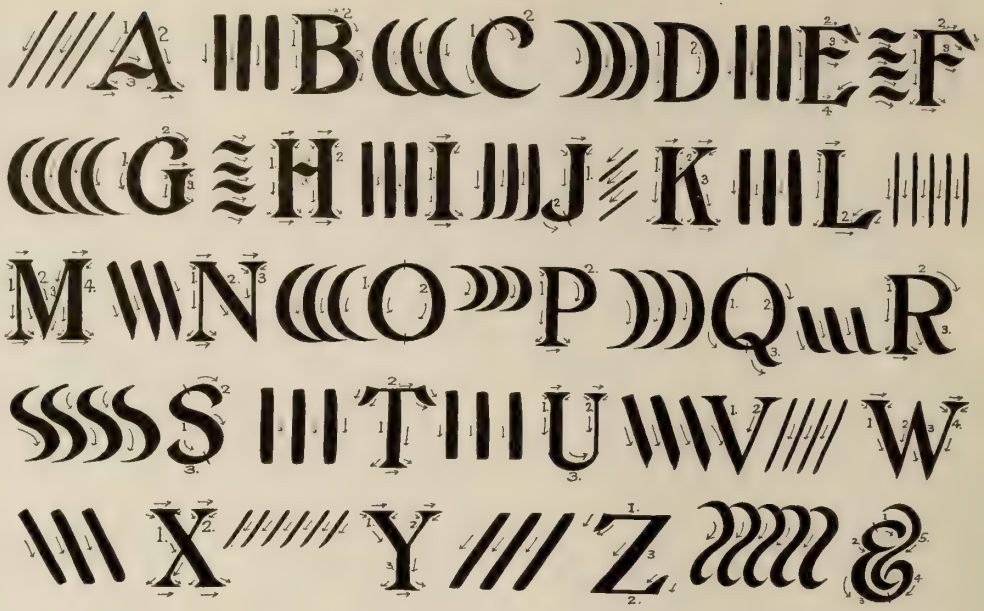
Fig. 2.



Side View — Front View

Showing the proper shape of brush for making "Brush Stroke Roman."

Fig 3.



Work Quickly on Curved Lines.

The letter "C" must be made quickly, as all letters with curved lines must be. No finishing stroke or spurs are required if the brush is lifted properly. The letter "D" is a two-stroke letter with the same class of spurs as the letter "B". This stroke should be practised many times.

Letters "E" and "F" are more difficult. I would like to direct your attention to the spurs at the right of stroke No. 2 on letters E and F. These spurs are made with one stroke and this can be accomplished by turning the brush in the fingers and lifting at the same time. Stroke No. 3 on letters E and F is similar to stroke No. 3 of the letter "A." This stroke requires much practice and the beginner should not become discouraged if he at first encounters difficulty in doing this work. The letter "G" has three main strokes. No. 2 stroke is finished without a spur. The spur at the top of stroke No. 3 is just the reverse to the strokes on letter "A."

In making the letter "H", care should be taken to get the two down strokes of this letter the same width at all points. Stroke No. 3 should be slightly above the middle of the letter.

The most important point in making the letter "I" is to get it correctly at right angles with the guide line.

The "J" is a two-stroke letter, the practice secured in making preceding letters is found most useful in arranging the formation of this letter. In making the letter "J" be sure and see that the line curves before it touches the lower guide line.

The formation of the letter "K" is also rather difficult and it will be found that a great deal of practice will be necessary before you are able to make the letter easily. The student should note that the spurs at the end of stroke No. 2 must not extend as far to the right as those on the end of stroke No. 3.

Letter "L" is a two-stroke letter. The spur on the end of stroke No. 2 is made in the same manner as that of stroke No. 4 of the letter "E."

The most difficult part of "M" and "N" is the finishing of stroke No. 2. This being a wide stroke the brush must be brought down full width and when near the bottom the edge must be turned to get the narrow point. Note the exercise preceding the letter "N." The spurs on the ends of the narrow strokes are also rather difficult for beginners. They are made the same as on the wider strokes but more care must be exercised to keep the brush from overrunning the narrower lines.

Care and practice is necessary in making the letter "O". It is a two-stroke letter the card-writer should use care in joining the strokes.

In forming the letter "P" the end of stroke 2 should meet stroke 1 mid-way between the guide line.

The letter "Q" is simply the letter "O" with the addition of stroke No. 3 as shown on the chart. Stroke No. 3 requires much practice.

The letter "R" is similar in construction to the letter "P" with the addition of stroke No. 3. The end of the stroke extends slightly beyond that of the above loop.

The letter "S" is made with three strokes without the necessity of spurs or finishing strokes. The end of stroke No. 2 is very often extended to the right of the lower part of the letter, for purposes of effect only. I would advise you to stick to the formation shown in the chart.

In forming the letter "T" stroke No. 1 should meet stroke 2 in the centre. The spurs of this letter are made with one sweep of the brush.

In the letter "U," strokes No. 1 and 2 do not reach the lower guide line. The brush should be stopped within a quarter-inch above this line. Stroke 3 joins strokes 1 and 2.

"W" is a Difficult Letter.

The letters "V" and "W" are somewhat similar in formation. Stroke 3 of the latter is one of the most difficult strokes in the whole course. It has to be started with the edge of the brush and brought down with a wide stroke and ending by turning brush to get the point. In forming the letter "X," stroke 2 should cross stroke 1 about half way between the guide lines. The three strokes forming the letter "Y" should be joined at equal distances between the guide lines. The spurs of the letter "Z" are made with one stroke and should not extend beyond the points above or below them.

In the chart showing the figures, it will be noted that the same brush stroke idea is followed out. If any difficulty is experienced by the beginner it will probably be with the letter "7", as it is

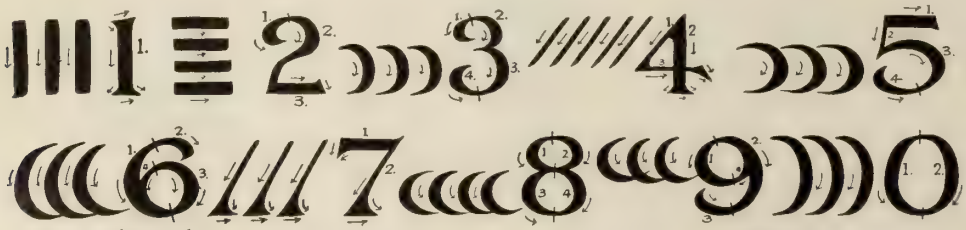


Chart 7.

R. D. Edwards



BURROWS LEARNED

to make these cards in ten weeks through the

EDWARDS SHORT-CUT SYSTEM of CARDWRITING

READ WHAT BURROWS SAYS:

168 Brock Ave., Toronto.
Apr. 15th, 1915.

The Shaw Correspondence School,
395 Yonge St., Toronto.

Dear Sirs:—

In sending in my seventh lesson on the subject of Showcard-writing, before having same criticised, I beg to submit a few samples of my cards for inspection, which are the results of the study of the splendid Edwards Short-Cut System of Cardwriting. I commenced studying this course on Feb. 1st, 1915 (which is about ten weeks' work), and cannot speak too highly of the manner in which the School handles the criticism of my work. I am sure, credit in every sense of the word is due Mr. Edwards, the instructor, for nothing but vast experience, hard work and perseverance could have produced such a system of cardwriting instruction. I am,

Yours very truly,
H. R. BURROWS.

and what Burrows did you can do without ever having had a brush in your hand before and all through the correspondence tuition of our expert cardwriting instruction.

Glance at these cards—plain, neat, effective and made after having taken only seven lessons of the twenty embodied in our cardwriting course.

Would you like to be able to make as good in the same length of time? If so, write for our handsome two-color prospectus.

Easy payment terms.

The Shaw Correspondence School
Yonge and Gerrard Streets, Toronto, Ont.

WANTED!

Men to Enlist

in the army of sign painters and card writers who use

"Perfect Stroke"

Brushes and Supplies



Perfect work is impossible without the use of them.

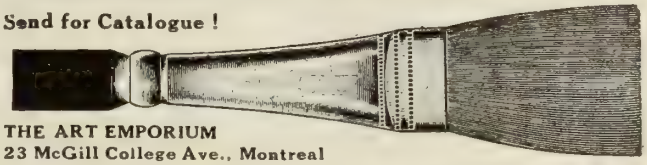
By recently placing large contracts for materials I use, I can give my customers the benefit of "before the war" prices, and the standard of my brushes and supplies is just as high as ever.

Write for my new catalog NOW.

BERT L. DAILY
Dept. M-1 DAYTON, O.

CARD WRITER'S SUPPLIES

Send for Catalogue!



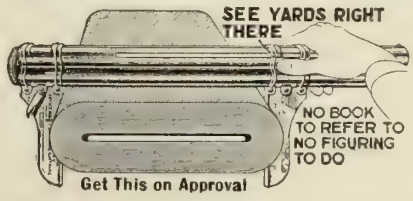
THE ART EMPORIUM
23 McGill College Ave., Montreal

"I WISH TO BE MORE THAN A MERE COG IN THE MACHINERY OF TIME"

How often haven't you said that to yourself? LEARN SHOW-CARD WRITING—$30. COURSE ONLY $5. We teach the Howard System. The most successful system on earth. You cannot fail to become a proficient Card Writer if you follow the simple instructions in this valuable course. Write to-day for full particulars—FREE.

SIMCOE SPECIALTY CO., SIMCOE, ONT.

TAKE INVENTORY EASY



Measures Cloth, Laces, Trimmings and Ribbons without unwinding

PUTNAM'S IMPROVED CLOTH CHART

Price $12.50, Express and Duty Paid, on Approval.

THE A. E. PUTNAM CO.
Dept. 12 **Washington, Iowa**

usually considered the hardest letter to balance up.

Work on the Numerals.

Figure 4 will give you a good idea how to start practising this work. Draw out the guide lines about an inch and a half apart, and with your No. 6 red sable brush practise each letter and exercise in the whole chart. Do not skip any of the letters. Take each one up in turn and don't forget that constant practice will soon make you perfect. Accompanying this article in addition to the charts and figures, are two seasonable show card suggestions in which the lettering is, "brush-stroke Roman."

Card writers and students sometimes experience difficulty in securing proper colors. This applies more especially to those located in small towns where there are no art supply stores. Some card writers prefer to send away to some of the large supply houses for materials, while others would rather purchase materials locally. For those who wish to secure supplies locally I will explain how the card writer can mix his own colors and have them whenever he wants them, and also have almost any color he may desire.

In every town there are hardware stores where



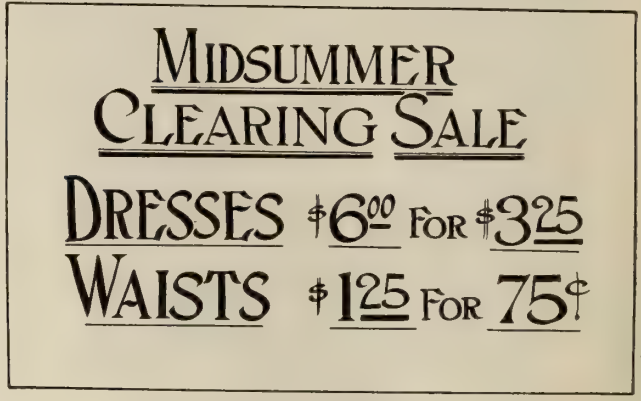
painters' supplies are sold. At these stores you will find that a good assortment of dry paint colors is always carried in stock. These colors range in cost from 5 cents per pound upwards according to the color and quality.

For the beginner I would suggest the following colors, ultramarine blue, vermilion, chrome yellow and white and black.

In the next lesson I will take up in detail the mixing of two or more colors to secure certain desirable shades. black. (In the next lesson I will take up in detail the mixing of two or more colors to secure certain desirable shades. One pound or even less of each color will be plenty to start with and will last for a long time. First secure five glass jars similar to jelly jars with tin covers. Tin receptacles should not be used because they rust, use glass cortainers if available. Glass jars with screw tops are the best because the contents are kept air-tight.

Adding Mucilage.

After placing the dry color in the receptacle, filling about two-thirds full pour in small quantities of water mixing thoroughly until the contents are thoroughly mixed and all lumps have disappeared. Enough water should be added until the mixture flows like thick syrup. Add about three teaspoons of good clear mucilage to the mixture. After again mixing thoroughly place the cover on tightly and allow to stand for one or two days. The mucilage is added as a sizing and prevents the color from rubbing off



Suggestion for seasonable show card.

after it has been applied to the show cards. Gum arabic, obtainable at drug stores, is the best kind to use. It is almost colorless and does not affect the color of the paint. It comes in dry form and must be dissolved in hot water before being placed in the color. Black is used more than any other color. Most card writers use dry drop-black and mix it as needed. Should the colors become lumpy after mixing add a small quantity of wood alcohol. For white use dry zinc white or flake white and proceed in the snme manner as with the other colors.

In all hardware and paint shops you will also find that they carry distemper in glass containers. These are dry colors ground in water and are often used by show card writers. In using distemper colors, just mix what is needed at one time and do not attempt to mix up the whole contents at one time. Distemper colors can be thinned down as required. In order to keep the coloring in good condition, follow the suggestion given in Figure 1 by keeping the color covered by water. This will prevent the color from drying out and save much time which might otherwise be lost in softening colors.



Suggestion for seasonable show card.

Figure 2 shows two styles of paddles for mixing colors. These are only suggestions. There are many other shapes you can make that will serve the purpose. Paddles can be easily made from cedar or pine, and all cardwriters should keep a supply always on hand.

Relative Merits of Motor Cars and Horses

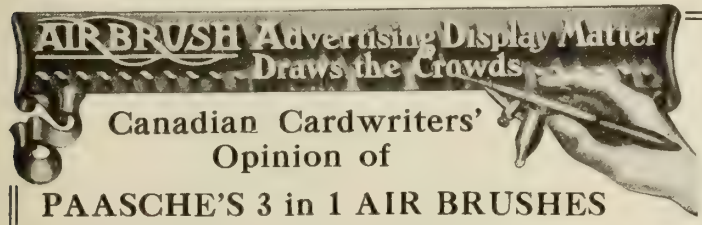
Interesting Combination in Ottawa—Motors Used for Outlying Districts, Horse Vehicles for Downtown—Where One Excels the Other—Some Figures of Upkeep.

Special to The Review by a traveling staff writer.

OTTAWA, July 2.—The illustration on page 166 was taken for The Review at the rear of the Murphy, Gamble Co.'s large dry goods store and presents in one view the necessity of both motor car, and horse-and-vehicle delivery for the needs of a large dry goods house in this city. The Murphy, Gamble Co. decided several years ago that they needed the automobile delivery and yet could not get on without the horse and rig. The dual system of transporting parcels from the store to the hands of the customers probably illustrates the advantages and disadvantages of both systems as clearly as is possible in any city in Canada. They suggest questions which are vital for the motor delivery industry, as to when a motor car is superior to the horse and rig and when it must be judged to give a poorer service than the old time vehicle. The time has arrived when the true position should be set forth from the point of view of efficient service to the patrons of any dry goods store.

Where Motor Car Excels.

It may be said to begin with, that the motor car has become almost a necessity where a store attempts to cover a territory at a distance of four or more miles from the centre. Where a store has nearly all its clientele very close to its own quarters a horse and rig delivery is generally found to be superior to that of a motor car. This statement must be qualified from several points of view. One is that a number of merchants who have secured motor cars are quite willing to admit that the cost is more for the limited area but that it is more than made up to them by the excellent advertising which the car has secured for them. Another case is where the delivery is on a co-operative basis when the car would be engaged all the time and might have to cover special rush deliveries at any time of the day to satisfy its patrons. These are run very satisfactorily in a number of cases, where it would not pay the merchant to have a car of his own and where the number of parcels is limited and would require the use of a motor only two or three times a day. Nor does this take into consideration the use of heavy motor trucks by firms in a downtown district, either retail or wholesale, where a large amount of merchandise has to be transported quickly from the station to the store or moved out from the store to customers in the case of a wholesaler, and where the heavy trucks are found to work better than an ordinary lorry. These are exceptional cases and only go to strengthen the hold of the motor car upon the business world, but they do not in the main provide the argument that the ordinary dry goods retailer would be



Canadian Cardwriters' Opinion of

PAASCHE'S 3 in 1 AIR BRUSHES

I received the Model "F" air brush some time ago and could not do without it. It has paid for itself over and over again, and I am getting along splendidly.
Duncan S. Grewar, St. Catharines, Ont.

I wish to extend my congratulations and deepest praise of your air brush. It is O.K. in every way, and is working fine.
S. La Feits, Shepard Bldg., Lethbridge, Alta.

I have used your brush for 6 or 7 years and may say it has given me ideal satisfaction.
The Bell Sign Company, Calgary, Alta.

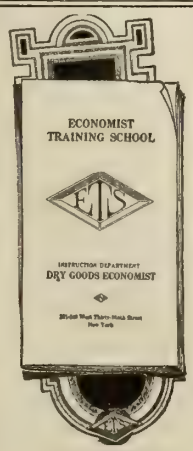
HUNDREDS WRITE LIKEWISE.

A PAASCHE AIR-BRUSH OUTFIT WILL PAY BIG RETURNS ON THE INVESTMENT

Indispensable for making attractive advertising display matters, signs, show cards, price tickets, etc.
Stenciling and Decorating window backgrounds.
Coloring artificial flowers.
Bronzing, Lacquering, Gilding and Refinishing old fixtures—makes them look like new.
Good for numerous other purposes.

Write for particulars to

Paasche Air Brush Co.
7B S. CLINTON STREET, CHICAGO



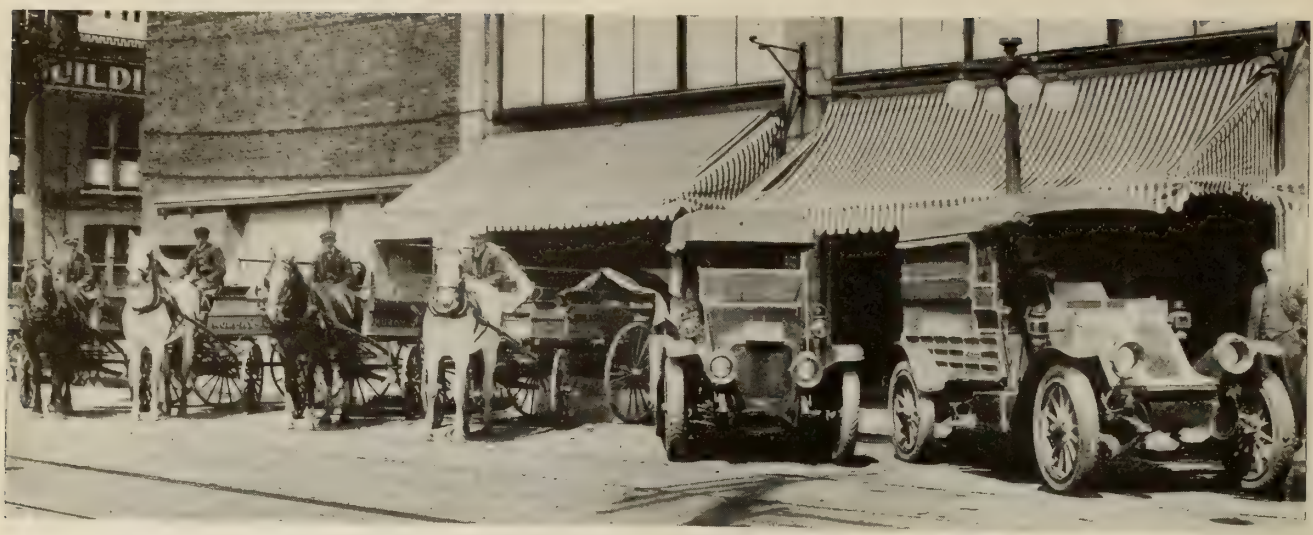
Some Big Store Needs You—For Important Work at a High Salary

You could start drawing the salary to-day—if you knew how to do the work.
You can start next month, or next year if you know how then.
For good men are scarce in the retail field. They are always in demand; always employed; always well-paid.
We have written a book that tells about a lot of men who have learned retailing and made good.
It will tell you about the opportunities there are for you—and how to grasp them.
It is **free** for the asking.
Send in your name and address and get your copy at once.

ECONOMIST TRAINING SCHOOL

Advertising, Window Trimming, Salesmanship, Sales Management, Show Card Writing.

247-249 W. 39th Street, NEW YORK CITY



Murphy-Gamble Co.'s battery for parcel delivery: two motor trucks and four horse vehicles; from photograph taken for this article.

satisfied with in taking up the question of which he should use for distributing his goods.

Covering Wide Areas.

The limit set is somewhere from three to four miles and upward according to the experience of Mr. Augier, who has charge of this department for the Murphy, Gamble Co. For the most part the horse and rig delivery is used downtown and the motor car for the outlying districts. Ottawa, more than most places of its size on the North American Continent, is up against a very serious problem in delivery, because, whether wisely or not, the dry goods stores have started and continue to deliver parcels to suburbs 15 miles and even more distant from the store itself. So far does this go that a good many of the suburbs are covered by a special Saturday evening delivery by motor cars while horses are used for the downtown areas.

Here is an example given of the advantage of the motor car for this extended territory.

"For 10 or 12 miles nothing can beat the motor car," Mr. Augier told The Review. "We have taken 25 parcels out a distance of 20 miles and come back with the motor car in the same time that it took for one delivery in the centre of the city." The store covers Britannia, 12 miles away, and Chelsea which is as far as 15 miles from the store itself.

A card hung up in the store at different points announces the delivery system as follows:—

10 a.m.—Centre, Glebe, Hull, West of Bank, Sandhill, Rockliff, Britannia, Lower Town.

2.30 p.m.—Centre Town, Glebe, Hull, West of Bank, Ottawa South and East.

5 p.m.—Centre Town, Glebe, Rockliff, West of Bank, Sandhill, Lower Town.

A special delivery system is inaugurated for Saturday evening covering both the down town and some of the outlying sections. The store does not deliver anything that is bought after 8.30 Saturday evening.

20 to 25 Rush Orders a Day.

In addition there a large number of rush orders delivered by special messenger boys, some of whom are employed all the time by the store. There have been as many as 80 of these special deliveries made in a single day but the average runs from 20 to 25.

These include hotels, railway stations, the larger boarding houses, etc., in the central districts surrounding the store. Many of these are at their destination within 15 minutes after the customer leaves the store. Sometimes on Saturday afternoon about half-past four, if a large amount of stuff has accumulated after the 2.30 delivery, the two trucks are loaded and make a special trip.

Two Motors, Four Horse Vehicles.

The store keeps two motor trucks and 4 delivery rigs for which 12 horses are required to allow of changes. For the motor cars a driver is required and a boy to assist him. This is done to facilitate the delivery of the parcels as it is usually found that so much of the driver's time would be wasted if he had to attend both to the starting of the car and the delivery of the parcel to each house as well. The driver himself takes charge of everything in connection with the horse delivery. The rate paid for motor car drivers is $15 to $20 per week but the others can be secured for about $12.

From 300 to 500-lb. Cars.

The type of car which has been found most suitable for dry goods delivery business is one capable of carrying about 300 to 500 lbs. This will suit nearly every dry goods store unless heavy furniture has to be carried. Linoleum as a rule makes the heaviest load for the ordinary dry goods store. The lighter car, of course, requires less for its tires and less for upkeep and in every way is more desirable than the heavy vehicle. The cars in connection with the store use about 300 gallons of gasoline in three months but this includes a runabout which is seldom used for delivery purposes. Most of the repairs are done by a practical man who is connected with the store.

Cars Good for Advertising.

The use of the cars in the outlying districts has been found to be very good from an advertising point of view. A number of instances have been met with of people outside noticing the car and deciding to deal with the store and dealing with it regularly. It is a case of extending one's service and in that way it is considered that to cover the suburbs is not too expensive a method of performing the service. Where an order runs $25 or $30 special effort is made to deliver it in the suburbs even if the time for regular delivery has passed. This is appreciated by the buyers and the profit on most articles of this price enables the store to allow a small amount extra for the delivery.

Remodeling Quebec Ready-to-wear Store

Eliminate Cheap Appearance at Entrance by Removing Horseshoe Counter, Using Instead Small Display Table, Deepening Windows and Adding Three New Fitting Rooms.

Special to The Review by a traveling staff writer.

QUEBEC, July 2.—The St. George's store, St. Jean street, Quebec City, sold twenty five dozen ladies' waists in two days. It is only a small store, albeit a growing one. This article tells how they intend to re-model it during this month with the hope of doubling and trebling their sales of ladies' waists and other ready-to-wear.

What sold these waists? The price had much to do with it. They cost 6.75, which allows them to be retailed at 79c, giving a profit of 23c—approximately 40 per cent. on the cost price. That is considered sufficient, taking into account the quantity sold every week.

Strange to say, while this is one of the progressive stores of Quebec, they do not use the newspapers, trusting almost entirely to their windows, of which they have two fairly large ones. It is a splendid corner located at a transfer point on the street railway, which accounts in a great measure for the success they enjoy.

Increasing Size of Windows.

Realizing the value of their windows, they have decided to increase the size by three feet, making them eight feet deep instead of five. This will allow of a better display, especially with the up-to-date backgrounds and other fixtures they intend to introduce.

Improving the Interior.

One of the most important changes to be made in the store interior is the elimination of a horseshoe counter, the bend of which extends very near to the main entrance. At present, this counter, made up of silent salesmen, is used for displaying shirt waists, both inside and on top. This in the opinion of the proprietors gives the store an appearance of cheapness, which they are anxious to avoid, catering as they do to a better class trade.

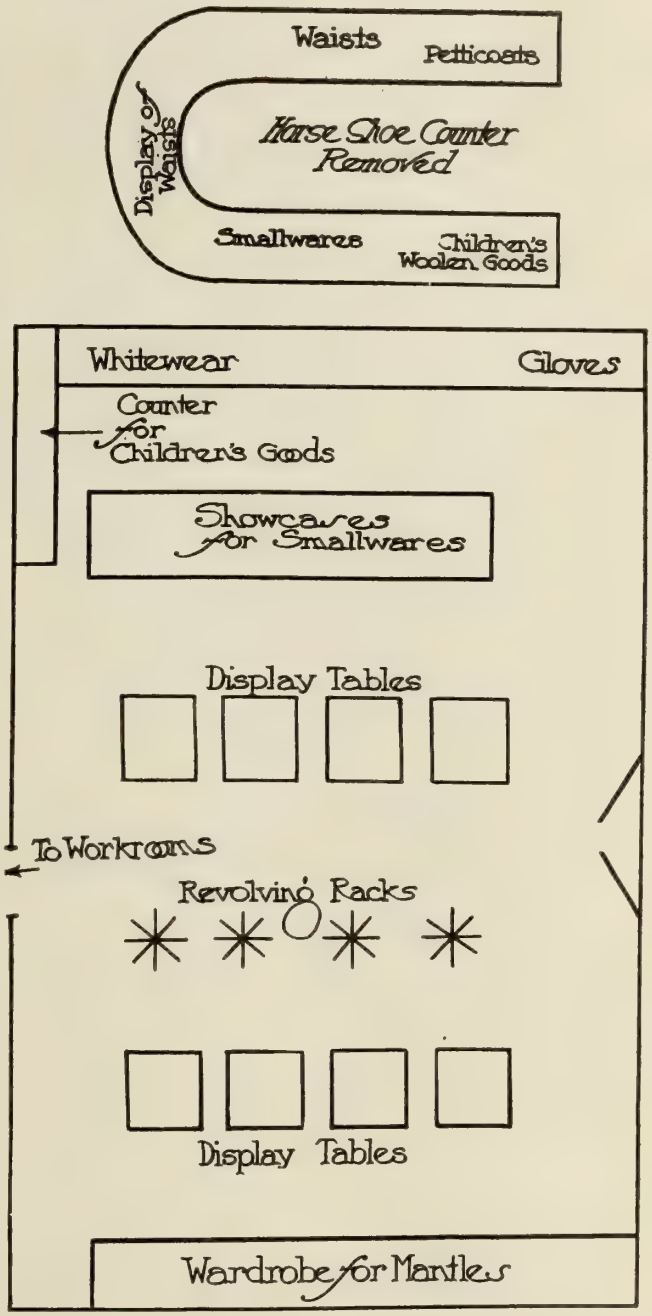
Display Tables Too Crowded.

Apart from this horseshoe counter, there is a wardrobe on the left, the full length of the store, containing mantles, with revolving racks lined up alongside for displaying ladies' dresses. To the right and left immediately on entering, there are small display tables, the efficiency of which is lessened by their being close to the door. One of these tables is seen in Fig. 1, and a portion of the wardrobe. On the other side of the store is a counter for gloves and other accessories, which will remain under the new arrangement.

When the horseshoe counter is removed, it will be possible to allow a larger area of clear space near the door, removing the appearance of cheapness often noticed in city stores in congested areas. The left half of the store will be taken up by two lines of display tables, about three feet square, running the full length of the store. These small tables seem to be the tendency in modern stores where there is a desire to sell goods by display. They allow one person to make a selection in comfort, without having a dozen women scrambling around one large table.

Offering Goods All the Time.

The idea of these tables, to use the words of the manager of the store, is to be offering goods all the time—



New plan of St. George's store showing horseshoe counter (appearing above) removed and a series of display tables in its place. The improvement is evident at a glance.

waists, gloves, and all other accessories. It shows the public that the store carries the right goods, and enables a salesman to draw a lady's attention to one table, and say, "There's something nice, madam."

Revolving Racks, Silent Salesmen.

Between the two lines of display tables will come the row of revolving racks. Further to the right will come a line of silent salesmen, made up from the horseshoe

counter. At the rear of the store will be a counter for children's wear.

Three new fitting rooms will be added, embodying the latest features. At present they have only one, and it often happens that customers must wait. Those who get tired of waiting, leave the store, promising to return. In many cases they do not return.

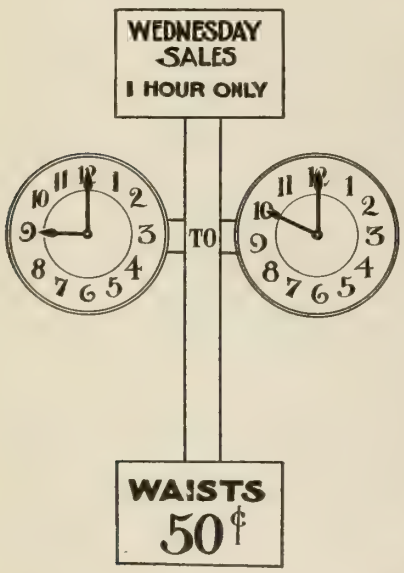
It is the intention also to go after the fur business stronger. For some time they have handled muffs, boas, and other small lines, and have been very successful. When the store is remodelled, they will be in a better position to show these goods.

The St. George's store was opened three years ago by J. W. Rousseau, a well-known traveler, and Joseph Myrand, formerly of Myrand and Pouliot, Quebec. They have a store, bearing the same name, in Montreal, run on the same lines, except that they do not handle smallwares. Neither store handles piece goods—only ladies' ready-to-wear.

Devices of Other Merchants

CHARGE REPAIRS IF REDUCED. There is a store in the Province of Quebec in which the manager and the proprietor differ on the question of whether repairs in the ladies' ready to wear department should be charged for, or not. At present the manager is gaining his point, and repairs are made free of cost. The only case in which a charge is made is when a garment has been sold at a reduction. This house calculates that repairs rarely exceed a dollar in cost, and run anywhere from 25c to $1.00. By making a charge for repairs on garments sold below the regular price, it often happens that the repair department breaks even. Two girls are employed in the repair department, and if the firm can pay their salaries in this way, they are quite satisfied. Their experience has been that when a customer is charged fifty cents for repairs, she often gets vexed, and draws attention to other stores in the city who do not make a charge.

* * *



This is a device for "one-hour specials" used in Maxwell's, St. Thomas. This stand, of wood frame, with cardboard for the faces of the clocks and the sales cards, is set up in a department where the sale begins at 9 o'clock. In another section the special offerings might be from 10 to 11, or 11 to 12, etc. This firm holds these special hour sales on Wednesday mornings to draw business before the half-holiday. The stands are 36 inches high.

* * *

BAZAAR ACTS AS CLEARING HOUSE. A large Eastern store holds a bazaar several times a year, to which every department contributes several lines that are sticking. Naturally the values offered at these bazaars are sometimes exceptional, and the public get the habit of looking forward to them. It has proved an excellent clearing house, too, for the store, and goes a long way towards keeping the stock clean.

WHEN THE CLERK MAKES A MISTAKE. Should any action be taken when a clerk has made a mistake of selling an article at a ridiculously low price? One of the largest department stores in Canada had an experience of this kind recently. A clerk sold a very valuable boa for $6.90. The mistake was not discovered for several days, and an attempt was then made to recover the difference. The lady refused to pay; she was threatened, but the matter was eventually allowed to drop. Most merchants feel it is advisable to take no action so far as the customer is concerned, beyond, perhaps, mentioning it casually. As a matter of fact it is held generally that the buyer has a legal right to the article if the transaction went through in regular form.

* * *

BABY WEEK.
at The G. W. Robinson Co., Limited,

Date.....

Baby's Name, ...

Age.....**Years**.....**Months.** **Weight**.....**lbs.**

This card is treasured in scores of households in Hamilton. It was presented to the mother after her child had been weighed in a white enameled wicker basket in the Infants' Department. Several of the stores took advantage of what was called "Baby Week,"—when lectures on the care of babies were given by the Medical Health Department—to connect up with this. A "Baby Week Souvenir" was handed to each mother who came in to get her child weighed. This consisted of "a valuable series of instructions by leading physicians on the care of babies during summer." At the bottom of the front page of the 4-page leaflet was the following: with the compliments of the Infants' Department of "————."

Now what use was made of this? In the first place a large number of women were drawn into the department which is connected with the ready-to-wear on the second floor who otherwise would not likely have come. Again the manager reports that nearly all who had their babies weighed bought something. The department was arranged especially for the week, with a figure robed as a nurse, a big doll in a crib; go-carts, etc. In the third place the firm kept the names and addresses of the mothers and this valuable list will be used in sending out future announcements regarding this department.

Testing Public Response to Advertising

Reports Sent in From Managers Three Days Later—Playing Up Price in Headings For Each Department as Well as the Body of the Reading Matter—Talk With An Advertising Man.

Special to The Review by Traveling Staff Writer.

HAMILTON, July 5—(Special).—This is one of the first ads. in connection with the July clearance sale of the G. W. Robinson Co., of Hamilton, and it will be noticed that this special event calls for a heavy line of display type right across the top of the ad. The type-cut in this case was not quite so distinct as was desired and this was put aside after this ad. which appeared on Friday, July 2, and on Saturday there was run one which brought out the idea much more clearly. As in nearly all ads. appearing in the early part of a special event there is introductory or editorial matter giving reasons for this sale. These are divided up into two columns. Many ad. writers run this matter in fairly large type right across the page underneath the display heading. The wording comes in very fittingly here, mentioning the fact that there are but two such clearance months, January and July, "just before our inventory." A second reason given to convince the public of the genuineness of this sale is that the Store is looking for quick turnovers.

Prices in Display Heads.

One of the points emphasized by Mr. Victor Robinson, the writer of the ad., is the definite news contained in the headings for each department. Take the one on Ready-to-Wear: "Rush Sale of Pretty Summer Dresses at $2.45." Notice also the one on the right hand side: "A disposal sale of Summer Hats formerly up to $3.50 at 99c." And once again: "Odd lines of Corsets, all new models, regularly $4.00 at $2.00."

This is one of the features of the ads. of this firm. No general headings; always putting in some price or other in the main head line, introducing the notices for each department. Mr. Robinson considers that this attracts attention and that the woman who reads this knows whether she wishes to go on and continue following the various items in this department through. In the body of the reading matter given up to each department it will be noticed that the prices are mostly uniform in size and always quite prominent, usually occupying the space opposite two lines of the reading matter.


The G. W. Robinson Co. Ltd.

Prices at Their Lowest Ebb in the Greatest Stock-Reducing Event—Our

July Clearance Sale

Rush Sale of Pretty Summer Dresses at $2.45

A Disposal of Summer Hats, Formerly up to $3.50, at 99c

Odd Lines of Corsets, All New Models, reg. $4, at $2

$1 36-inch Paillette Silk 59c

Final Clearance of Men's Straw Hats, 50c

Grey Linen Table Covers

July Clearance of Hosiery

July Clearance Saving in FINE FOOTWEAR

NOTION SALE

Beautiful Tunics up to $15, at $3.98

RIBBON SNAPS

$4.50 Rowing Wagons $3.50

Clearance of Neckwear up to 75c, Saturday at 19c

TOILET GOODS

Boys' Oliver Twist Suits 39c

Embroidery Bargains

10c Irish Lawn Handkerchiefs 5c

G.W. Robinson Co.

NEWSPAPER ADVERTISING RECORD.

OF_____NIGHT'S_____

DEPARTMENT	DATE	PUBLICATION	No OF LINES	COST
		Spectator		
		Herald		

Signed _____
Dept. Manager.

RECORD OF RESULTS.

THIS RECORD TO COVER SALES OF THREE DAYS FOLLOWING THE FIRST APPEARANCE OF THE ADVERTISEMENT

Return to Advertising Dept. not later than _____

Weather _____ Total No. Calls _____ in 3 Days

Total Amount of Sales of Advertised Goods _____ in 3 Days.

Paste Clipping of Adv. Here, and mark X on *the Items* Particularly Good.

Form used for testing results.

It will also be seen that in each item under a department the same idea of prominence in price connected with the article is continued. For example, "White and colored waists 59c," is given display type. This is followed up by a description of these waists, giving the reader some idea as to whether they are such as she would like. The price is usually repeated at the end.

While the advertisement is broken up into a number of panels with a light rule around them, Mr. Robinson makes no attempt to have an absolutely parallel effect all through the ad. or between one side and the other. This is advocated by a good many ad. writers but the Robinson ad. is carried out with the idea that this tends to take away from the news value and attractiveness of the ad. itself.

Value of Top-Corner Items.

At the top of the ad. will be noticed two announcements, one of lace, one of dress shields.

"What is your idea as to the value of these locations?"

"I would not put a really important sales item there unless it came in at the last moment when it would go there as the simplest way of getting it in, without breaking up the body of the ad. which would take more time.

Continued on page 171.

PURCHASES FOR MONTH ENDING DEPT.

DATE OF INVOICE	NO	PARTICULARS	FOLIO	AMOUNT OF INVOICE	FREIGHT, DUTY, ETC	SELLING PRICE

No. 1.—This form for each department is in use by the C. H. Smith Co., Windsor.

Handling Purchases in Departmentizing

(No. 3 of Series)

THIS article, the third of a series on Easy Steps in Departmentizing, deals with the handling of invoices which are to be charged up against the proper departments.

Two forms are reproduced here. The upper one, used by The C. H. Smith Co., of Windsor, Ont., shows a ruling that is prepared for each department. The one at the bottom of the page does duty for all departments. The latter is part of the bookkeeping system of Stanley Mills & Co. of Hamilton. The latter in one sense, is the simpler. It records every invoice as it is received, with date, name of shipper, terms, and amount. The total is then broken up and the parts assigned to the proper departments. For instance a $1,200 invoice, might be divided up: Dress goods, $724; fancy goods, $278; hosiery and gloves, the balance. The "No." as marked down in this record is sometimes the wholesaler's or manufacturer's, but usually is one given by the retailer. The simplest method of numbering is to start at the beginning of the year at 1, and follow on through the year in consecutive order, whether these numbers go into four or even five figures. In this way it is a simple matter if an article on the shelf is numbered 896 tracing it to its invoice record in this book.

On the other hand some firms prefer having a little more information on their price tickets and use a letter signifying the season when goods were bought. For instance the period of Spring buying and delivery in 1914-15 would be marked A and the ticket would be inscribed A/294. Or if it is thought best to retain the manufacturer's number as an aid in re-ordering, this is done as follows, 107/A/294, the 107 being the well-known number of the goods as stamped by the maker. Again goods coming in the Fall season would be marked B— B/294. Those for the Spring season 1915-16 would be C and for Fall buying 1916, D. In this way anything on the shelves in 1916 marked A or B would be an indication that it was pretty nearly time to move it out by a slash in price.

How Windsor Store Works It Out.

In the Windsor store's form each department has a special section in the Purchase Book. In this case an invoice must first be broken up, and the lines for each department separated. The numbers used are generally in consecutive order, so that there will be a 17 in Dress Goods, a 17 in ready-to-wear, etc. The advantage of No. 1 form—the one on the top of the page—is that the particulars as to freight, duty, etc., are marked down beside the "amount of invoice," giving the total cost at once. Another is that the selling price is marked in beside the cost, so that the "transaction" is a complete record. There will of course, be one of these sets of pages for each department.

Another point will be touched on here, one in which the practice is at variance. In imported goods the usual custom is to divide up the duty, freight, etc.,—the "laying down" charges, and assign the proportionate amount in each shipment to each department. In the case of Canadian bought goods, the amounts are so much smaller, —being minus the duty for instance—that most merchants do not bother finding out how much belongs to each department but charge it up to general expenses. Mr.

PURCHASE JOURNAL

Date	NAME	Address	No	Terms	Disc't	Amount	DEPT A.	B	C	D	E	F	G	D		

No. 2.—This form which includes all departments is used by Stanley Mills & Co., Hamilton.

Spencer Stone of Chatham, however, has a slip which he attaches to each invoice, in which the total freight, etc., is divided up among A, B, C, etc.. departments, and this amount is added to the invoice under A, B, C, etc., before the percentage advance is made to get the selling price.

The series will be continued in next issue.

TESTING PUBLIC RESPONSE TO ADVERTISING.

Continued from page 169

The eye in this ad. would catch the store name in the centre and "July Clearance Sale" almost at the same time, and would then follow down naturally to the items below."

In the next day's ad. Mr. Robinson carried out this idea by using these top-corner spaces for general store announcements: "Store closes daily, except Saturday, at 5; Saturday 6 p.m." In the right hand corner was a notice "Shop in the Morning—the coolest part of the day."

Following Up Results.

"Have you any method of following up the returns from any particular ad?" was another question.

"Yes, we have a system of reports which we find very helpful," was the reply, and a blank form such as is reproduced here was handed The Review.

"One of these slips usually is sent to each department with the portion of the ad. devoted to the department stuck to the bottom. Three days afterwards the slip is returned with figures showing how many inquiries were made in which the ad. was mentioned. The clerks are instructed to watch for these inquiries and although the report only gives us an approximate idea of the response, it is valuable both to us and to the manager as indicating whether a certain item failed to draw a fair response, and also what form of advertising produces good results.

"So far as the relative merits of papers are concerned we have tested that both by the use of marked coupons, and by advertising items in only one paper.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of "The Review" do not necessarily hold themselves responsible.

SUIT AGAINST RENFREW MFG. CO. WITHDRAWN.

The Renfrew Manufacturing Co. have issued the following notice:

The suit which the Simplex Lithograph Company instituted some months ago against the Renfrew Manufacturing Company and Messrs. Oberly & Newell for alleged infringment of their patent for a sample card, has been discontinued.

After the decision of the United States Circuit Court of Appeals in March, dissolving the preliminary injunction and holding that the card used by the Renfrew Manufacturing Company did not infringe on the plaintiff's patent, the case was placed on the trial calendar. When the case was called for trial, the Simplex Lithograph Company discontinued the action on its own motion, and paid the costs, rather than invite a final decision of the case upon its merits.

We are prepared to furnish to our customers the embossed sample cards with which we have heretofore supplied them, and will protect them in the use of the cards furnished.

PETTICOAT AND LINING SATINS.

With the advent of the wider skirt, the petticoat becomes of importance, for a petticoat well flounced at the lower edge must now be worn if the new skirt is to sit properly. Women nowadays have luxurious tastes, and a decided preference for a silk skirt, and they will pay the price if only they are assured that they can get the proper wear out of the garment. There will be no fault found in this respect if the petticoat is made of "Belding's Tearless Satin," for this satin is made of selected silk, and is specially woven, so that it stands all sorts of strain. It won't tear, it won't split, it won't rip even when stepped upon, and every woman knows the value of a guarantee of this kind. This satin is so beautifully finished that it is suitable for dresses and suits. It comes in all the new colors and in the fashionable stripes and coin spots, as well as in plain colors.

Belding's are also putting on the market a new lining satin that is fully equal to, if not just a little bit better, in their opinion, than any other lining satin on the market. This satin is guaranteed for two years. One great recommendation is has is the charmeuse effect of the finish. The name Belding and the quality number is woven into every yard of the selvage.

SILK KNIT COVERED HATS.

The Regent Knitting Mills, Limited, are advertising beautiful models of silk knit covered hats which are already very popular with the leading departmental stores, and ought to be a great drawing card at the Fall millinery opening in September. While this hat gear has a luxurious finish and appearance, it will suit almost every purse, and will look particularly smart when worn with a silk sweater and sash to match; yet it will go well with any costume. These hats are made in a great variety of attractive colors both in plain and two tones, and are certainly a credit to our Canadian industry.

The Regent Knitting Mills, Limited, 18A Pine avenue west, Montreal, manufacture a line of high grade sweaters in wool or silk, and have a capacity production of 1,500 sweaters daily; although only in business less than two years they have increased their plant considerably, and are now working three nights a week on regular orders. Some of their machines have enough work for six months to come.

TORONTO PAD COMPANY'S MONTREAL FACTORY.

The Toronto Pad Co., of 333 Adelaide street west, are opening a factory in Montreal, where they will manufacture men and women's coat pads, to serve Montreal needs and eastern provinces. This will facilitate quicker delivery and save their eastern customers excessive freight rates. Mr. Cohen, of the Toronto office will take charge of the new office which will be conducted under the name of the Ideal Pad Co.

MEDAL FOR KAWNEER FRONT.

The Model Store Front exhibit at the Panama Pacific Exposition by the Kawneer Mfg. Co. has been awarded a gold medal. This handsome front, consisting of a series of five windows, one a corner window, is attracting a great deal of attention at the Exposition and the representative of the firm in charge of the exhibit is receiving a great many calls from people in the different states as well as those from the Orient and other foreign countries. The exhibit occupies a very prominent position at the north entrance of the Varied Industries Building. The Kawneer Mfg. Co., has factories located at Niles, Mich. Guelph, Ont., and Berkeley, Cal.

HUSTON MNFG. CO.'S NEW OFFICE

The Huston Mnfg. Co., of Chester, Pa., have removed their New York office to 347 Fifth Ave., at 34th street, a most convenient location. A full line of samples of comfortables will be on exhibition. This firm will appreciate the favor of an early call from any retailers who may be visiting New York.

DRY GOODS REVIEW BUYERS' DIRECTORY

Each manufacturer is entitled to classification under five heads, it being impossible on account of space to allow a more extended classification. Prompt notice should be given of any changes desired.

Artificial Flowers for Decoration.
L. Baumann & Co., 357 W. Chicago Ave., Chicago, Ill.
Botanical Decorating Co., Chicago, Ill.
Schack Artificial Flower Co., 1739 Milwaukee Ave., Chicago, Ill.

Art Novelties.
Moore & Gibson Corp., 43 W. 19th St., New York, N.Y.

Bathing Suits.
Home & Watts, 19 Duncan St., Toronto.
Allen Mfg. Co., Toronto, Ont.

Batting.
Robt. Henderson & Co., 181 McGill St., Montreal, Que.

Belts, Ladies'.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Blankets.
Penmans, Limited, Paris, Ontario.
Fraser, Mather Co., Winnipeg, Man.
Wm. Laidlaw Cumledge Mills, Duns, Scotland.

Boys' Clothing.
Jackson Mfg. Co., Clinton, Ont.
Geo. C. Poole Co., Darling Bldg., Toronto.

Boys' Wash Suits.
Home & Watts, 19 Duncan St., Toronto.
Flett, Lowndes Co., Toronto, Ont.
Oppenheim & Roggen, 84-90 Fifth Ave., New York.

Braids and Cords.
Moulton Mfg. Co., Montreal, Que.

Brassieres.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.

Burlap (Dyed, Oil Coated and Sized).
Stauntons, Ltd., 934 Yonge St., Toronto.

Burlaps.
The Dominion Oil Cloth Co., Montreal, Que.

Buttons.
Forsyth Kimmel & Co., Berlin, Ont.
Ashton & Pulford, 22 Black Piccadilly, Manchester, Eng.
A. Weyerstall & Co., 145 Wellington St. W., Toronto, Ont.

Buttons (covered).
Toronto Plaiting Co., Toronto, Ont.
A. Weyerstall & Co., Toronto.

Canvas Coat Fronts.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Caps.
Cooper Cap Co., Spadina Ave., Toronto, Ont.

Carpets.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Jno. M. Garland, Son & Co., Ottawa, Ont.

Cash and Parcel Carriers.
The Lamson Co., 126 Wellington St. W., Toronto.
Gipe-Hazard Store Service Co., 99 Ontario St., Toronto, Ont.

Chiffons.
Novelty Lace & Veiling Co., 64 Wellington W., Toronto.
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

Cashmeres.
Scarborough, Nephew & Co., Halifax, Eng.

Children's Dresses.
Home & Watts, 19 Duncan St., Toronto, Ont.
Flett, Lowndes & Co., Toronto.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Cloth Charts.
A. E. Putnam Co., Washington, Iowa.
A. S. Richardson & Co., 99 Ontario St., Toronto.

Clothing (Duck and all Specialties).
J. A. Haugh Mfg. Co., King and Spadina Ave., Toronto.

Clothing (Made-to-measure).
Crown Tailoring Co., College St., Toronto
E. G. Hachborn Co., Toronto, Ont.

Collars (Waterproof).
Arlington Co., 54 Fraser Ave., Toronto.
Parsons & Parsons Canadian Co., Hamilton, Ont.

Collars (Ladies' Linen).
C. W. Ferguson Collar Co., Troy, N.Y.
Williams, Greene & Rome, Ltd., Berlin, Ont.

Comforters.
The Toronto Feather & Down Co., Ltd., 35 Britain St., Toronto.
Huston Mfg. Co., Chester, Pa.

Cork Carpets.
The Dominion Oilcloth Co., Montreal, Que.

Correspondence Schools.
The Shaw Correspondence Schools, Yonge and Gerrard Sts., Toronto.
Economist Training School, 239 W. 39th St., New York, N.Y.

Corsets.
H. W. Gossard Co., Chicago, Ill.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Alphonse Racine & Co., Montreal, Que.
Van Orden Mfg. Co., Newark, N.J., U.S.A.
Voss & Stuffmann, Montreal, Que.

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Parisian Corset Co., Quebec, Que.

Cotton Blankets.
The Dominion Textile Co., Montreal, Que.

Cotton, Linen and Elastic Laces.
Parisian Corset Co., Quebec, Que.

Cotton Yarns.
The Dominion Textile Co., Montreal, Que.

Cottons.
Greenshields, Limited, Montreal, Que.
The Dominion Textile Co., Montreal, Que.
Montreal Cotton Co., Montreal, Que.
Pacific Mills, Boston, Mass.
Alphonse Racine & Co., Montreal, Que.

Cushions.
The Toronto Feather & Down Co., Ltd., 35 Britain St., Toronto.

Dress Fabrics.
McIntyre Son & Co., Ltd., Montreal.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Limited, Montreal, Que.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Law, Russell & Co., Ltd., Bradford, Eng.
Bradford Dyers Association, Bradford, Eng.
Scarborough, Nephew & Co., Halifax, Eng.
Pacific Mills, Boston, Mass.
Alphonse Racine & Co., Montreal, Que.

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DeLong Hook & Eye Co., St. Marys, Ont.

Dress Forms.
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Dale & Pearsall, 106 Front St. E., Toronto, Ont.
Hall-Borchert Dress Form Co., 41 Lombard St., Toronto, Ont.
A. S. Richardson & Co., 99 Ontario St., Toronto.

Display Fixtures.
Clatworthy & Son, Ltd., 161 King St. W., Toronto.

Dress Shields.
I. B. Kleinert Rubber Co., Wellington St. W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

Dress Trimmings.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Canada Veiling Co., 84 Wellington W., Toronto.
The Moulton Mfg. Co., Ltd., Montreal.

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R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
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Novelty Lace & Veiling Co., 64 Wellington St. W.
Canada Veiling Co., 84 Wellington W., Toronto.

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Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

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R. D. Fairbairn Co., 105 Simcoe St., City.
Ladies' Wear, Ltd., 84 Wellington St. W., Toronto, Ont.
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Williams, Greene & Rome, Berlin, Ont.

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The Dominion Oil Cloth Co., Montreal.

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The McCall Co., 236 W. 37th St., New York, N.Y.
The Butterick Publishing Co., Butterick Bldg., New York, N.Y.
New Idea Pattern Co., 70 Bay Street, Toronto.

Pads.

Toronto Pad Co., 333 Adelaide St. W., Toronto, Ont.

Pin Tickets.

Copp, Clark Co., 517 Wellington St. W., Toronto, Ont.

Pillows.

Toronto Feather & Down Co., Ltd., 35 Britain St., Toronto.

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Moore & Gibson Corp., 43 W. 19th St., New York, N.Y.

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C. Kenyon Co., 23rd St. and Fifth Ave., New York, N.Y.
Canadian Consolidated Rubber Co., Ltd., Montreal.
The Cravenette Co., Ltd., Well St., Bradford, Eng.
National Rubber Co., Ltd., Montreal, Que. New York, N.Y.

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W. H. Barry & Co., Montreal.
Belding Paul Corticelli Co., Montreal.
Silks Co., 58 Bay St., Toronto, Ont.

Suspenders.

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Smallwares.

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Jno. M. Garland, Son & Co., Ottawa, Ont.
Alphonse Racine & Co., Montreal, Que.

Store Fixtures.

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Dale & Pearsall, 106 Front St. E., Toronto, Ont.
J. R. Palmenberg's Sons, 710 Broadway, New York, N.Y.
Delfosse & Co., Montreal, Que.
A. S. Richardson Co., 99 Ontario St., Toronto, Ont.
Taylor Mfg. Co., Hamilton, Ont.
Walker Bin & Store Fixture Co., Berlin, Ont.
H. L. Wood & Co., Noble and Strickland Streets, Toronto, Ont.
Can. H. W. Johns-Manville Co., Toronto, Montreal, Winnipeg, Vancouver.

Safety Pins.

DeLong Hook & Eye Co., St. Marys, Ont.

Store Fronts.

The Kawneer Mfg. Co., Niles, Mich.

Sweatercoats.

Penmans, Limited, Paris, Ontario.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
Monarch Knitting Co., Dunnville, Ont.
R. M. Ballantyne, Ltd., Stratford, Ont.
C. Turnbull Co., Galt., Ont.
Harvey Knitting Co., Woodstock, Ont.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.
F. W. Robinson, Ltd., Bathurst and Wellington Sts., Toronto.

Sanitas Wall Covering.

Stauntons, Ltd., 934 Yonge St., Toronto.

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Arlington Skirt Co., New York, N.Y.

Show Cases.

Delfosse & Co., Montreal, Que.
H. L. Wood & Co., Noble and Strickland Sts., Toronto.

Skein Dyeing.

Narrow Fabric Weaving & Dyeing Co., Galt, Ont.

Sashes.

R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Skirts (Plaited).

Toronto Plaiting Co., 600 Yonge St., Toronto, Ont.

Serges.

Scarborough, Nephew & Co., Halifax, Eng.

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Belding, Paul, Corticelli Co., Montreal.
Silks Co., 58 Bay St., Toronto, Ont.

Silk Woven Labels.

Colonial Weaving Co., Peterborough, Ont.

Scout Suits.

J. A. Haugh Mfg. Co., Toronto.

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Deacon Shirt Co., Belleville, Ont.
J. A. Haugh Mfg. Co., Toronto.
Alphonse Racine & Co., Montreal, Que.
Williams, Greene & Rome, Ltd., Berlin, Ont.

Tailors' Trimmings.

Toronto Pad Co., 333 Adelaide St. W., Toronto, Ont.

Tweeds.

Greenshields, Limited, Montreal, Que.

Tassels.

Moulton Mfg. Co., Montreal, Que.
Ashton & Pulford, 22 Back Piccadilly, Manchester, England.

Trousers (Duck).

J. A. Haugh Mfg. Co., Toronto.

Thread (Silk).

Belding Paul Corticelli Co., Montreal, Que.
J. Maygrove & Co., Ltd., 5½ Aldersgate St., London, E.C.

Underwear.

S. Lennard & Sons, Dundas, Ontario.
Penmans, Limited, Paris, Ont.
Mercury Mills, Limited, Hamilton, Ont.
Reliance Knitting Co., King & Bathurst Sts., Toronto, Ont.
G. Brettle & Co., London, Eng.
Zimmerman Manufacturing Co., Hamilton, Ont.
Humphreys Unshrinkable Underwear, Limited, Moncton, N.B.
C. Turnbull Co., Galt, Ont.
Harvey Knitting Co., Woodstock, Ont.
Kingston Hosiery Co., Kingston, Ont.
McIntyre Son & Co., Ltd., Montreal, Que.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.
F. W. Robinson, Ltd., Bathurst and Wellington Sts., Toronto.

Umbrellas and Parasols.

R. D. Fairbairn Co., 105 Simcoe St., Toronto.

Vacuum Cleaners.

Invincible Renovator Co., 81 Peter St., Toronto.

Veilings.

Canada Veiling Co., Toronto.
Thompson Lace & Veiling C., 59 Wellington St. W., Toronto, Ont.
Novelty Lace & Veiling Co., 64 Wellington W., Toronto.

Velveteens.

J. & J. M. Worrall, Limited, Manchester Eng.
"Louis," 57 Newton St., Manchester, Eng.

Vanity Cases.

Walter G. Bretzfield, 43 Leonard St., New York, N.Y.

Women's Outer & Under Garments.

W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.

Woollens and Trimmings.

John M. Garland Son & Co., Ottawa, Ont.

Wax Figures.

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Delfosse & Co., Montreal, Que.
A. S. Richardson Co., 99 Ontario St., Toronto, Ont.
J. R. Palmenberg's Sons, 710 Broadway, New York, N. Y., U.S.A.

Whitewear.

F. G. Hayward Mfg. Co., 77 York St., Toronto, Ont.
Star Whitewear Mfg. Co., Berlin, Ont.

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Star Whitewear Mfg. Co., Berlin, Ont.
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The Recognized Authority of the Canadian Dry Goods Trade

Published First Wednesday in each Month. Advertising Forms close Preceding Wednesday

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President.* H. T. HUNTER, *General Manager*

T. B. COSTAIN, *Managing Editor.*

Publishers of Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

THE DRY GOODS REVIEW

(ESTABLISHED 1888)

F. M. Alexander, *Manager*
A. B. Caswell, *Montreal Representative*
F. A. Cockburn, *Toronto Representative*
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GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 140 So. Dearborn St., Room 607, Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; Other Countries, $3 a year; Single Copies, 10 cents. Invariably in advance.

The Publisher's Page

By F. M. A.

What a Commercial Traveler Found Out

¶ A commercial traveler for a large Montreal jobbing house said to one of our representatives:

> *"I like to see Dry Goods Review in the hands of the merchants on whom I call. It clips the time it takes to sell him just about in half. If a merchant has read that the market on woolens is on the up grade, it saves my time telling him and convincing him this is so. Some dealers wait to get their information from the travelers and half the time they are not sure whether we are trying to fool them or not. The merchant who does not study his trade paper is liable to have goods that are half out of fashion foisted upon him."*

¶ This commercial traveler has covered the situation in a nutshell, both from the subscribers' point of view and the advertisers'. This paper—Dry Goods Review—is beneficial both to the retailer and the manufacturer. The retailer to get information and the manufacturer to impart the information about his goods to the dealer, making it easier for the traveler to sell his particular line.

¶ The Dry Goods Review is the means of getting the retailer and manufacturer together to their mutual advantage. The retailer that takes a trade paper and reads it is always the better merchant and therefore a better account to sell.

¶ Just think this over.

THE DRY GOODS REVIEW
Publication Office—143-153 University Ave. TORONTO



28 "Service" Branches Throughout Canada.

Canadian Consolidated Rubber Co., Limited
MONTREAL, P.Q.



Our New Catalogue of "DOMINION" RAINCOATS

(entirely made in Canada)

IS NOW READY

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Canadian Consolidated Rubber Co., Limited
MONTREAL, P.Q.

28 "Service" Branches Throughout Canada.



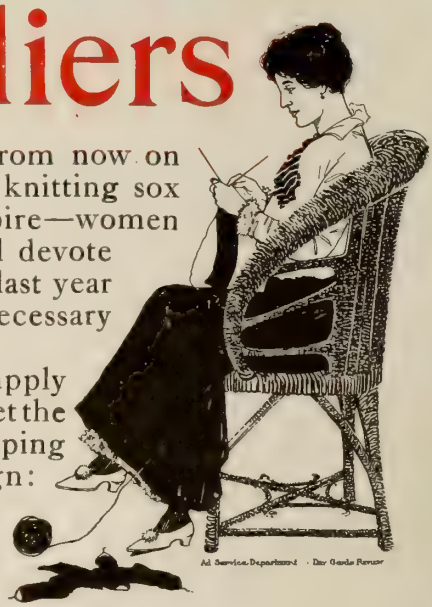
Knitting Sox For Soldiers



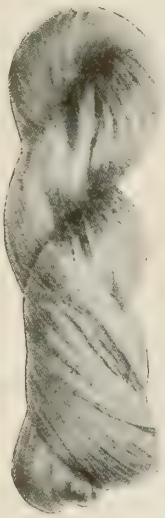
The knitting needles will fly from now on throughout the winter months knitting sox for the defenders of our Empire—women old and women young will devote their spare time as they did last year in this humane and very necessary occupation.

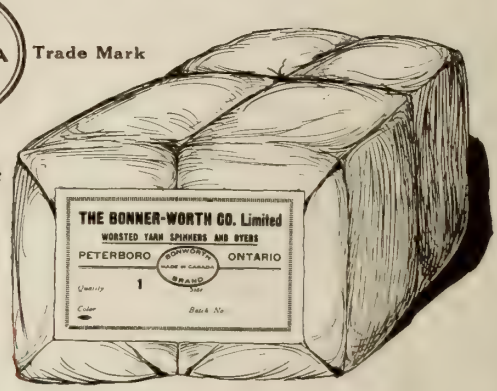
Your part of the work is to supply the best yarn possible and to let the trade know you have it by keeping it on display with a sign:

"Knit Sox for the Empire's Soldiers."



Registered BONWORTH MADE IN CANADA BRAND Trade Mark





We are Spinners and Dyers of

WORSTED YARNS

and

Domestic Knitting Yarns

(Put up in 6-lb. Spindles, all colors, for RETAIL TRADE)

Send for a Trial Shipment to-day. *Our values are the best*

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Telegrams: "BONWORTH"



DRY GOODS REVIEW

VOL. XXVII PUBLISHED MONTHLY No. 10



AUGUST 1915

FEATURES : KNITTED GOODS, MILLINERY & ASSURED FALL STYLES

THE MACLEAN PUBLISHING COMPANY LIMITED, 143-153 UNIVERSITY AVENUE, TORONTO

Winsome Waists



No. 822—Voile embroidered in variety of designs with organdy collar, trimmed with guipure lace. Price $17.50.

Popularize your waist department by selling waists *of* the better sort

—the nicer class of crepe-de-chine silk and lingerie that sells at popular prices.

Now, while you're thinking about it, mail a card asking us to send a few of our best value samples, per parcel post or express, for your inspection. **Electros for use in your Fall and Winter catalogue supplied, free of charge.**

THE Winsome Waist CO.

Geo. Harlow, Manager.

11 DUNCAN ST. TORONTO

The Embroidery *House of Canada*

EMBROIDERIES

Real Money Makers

IMPORT ORDERS

Now is the time to place your Import Embroidery orders—don't delay, for there is no certainty of Spring delivery and we cannot guarantee prices, unless order is placed early.

For present delivery our stock is most complete, values are excellent. Put on an Early Fall Embroidery Sale and encourage early sewing.

Write for samples and prices, delivery on shortest notice.

G. Thoma *and* Co.

Manufacturers of Swiss Embroideries

ST. FIDEN, ST. GALL, (Switzerland)

AGENT

J. H. Gagnon, Unity Building, Montreal

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St. E.C.

Publishing Offices:

Melbourne,	**Fink's Buildings**
Sydney,	**Post Office Chambers**
London,	**71 Queen St., E.C.**



ENGLISH WOOLENS

WE have on hand a large stock of all the latest novelties and staple cloths at prices much lower than those now prevailing.

Although it is increasingly difficult to get a supply of good quality English Woolen goods on account of the increasing demand and difficulty in obtaining shipment, we have anticipated war conditions and are ready to supply the trade.

We can guarantee that all orders for the goods listed here will be filled in spite of conditions.

Coatings in all the new weaves, such as Cordurex, Autowear, Waterfall Cloth, Plush Cord, Hudson Bay Seals, Royal Russian Zibelene, white and colored Chinchillas, Naps, Whitney, Scotch effects, Tartan Zibelenes; a large variety of Fancy Mantlings and Blanket Cloths.

Popular Khaki and French Official blue suitings and coatings; new Modish White Fur Imitation for children's wear; stock of linings in all weaves and colors, 54" goods, is most complete; Canvases in black, white, and natural color, at all prices; Tailors' linens.

See our traveller, or order by mail

GREENSHIELDS LIMITED

Victoria Square, MONTREAL

"Everything in Dry Goods"

English Mohairs

Guaranteed by the B. D. A.



The prevailing military lines are authoritatively shown in this fetching suit of Mohair.

If you are featuring Mohairs this Summer Season—Mohairs guaranteed by the B. D. A.—you need no hint to keep right on pushing Mohairs for Autumn.

For steady sales and steady profits your Dress Goods department has few equals in Mohairs.

Sell Mohairs for every purpose—for dresses, skirts, coats, suits or wraps, for most practical service or for "dressy" wear.

That is why the sales of Mohairs go onward and upward, year by year.



Electrotypes of accompanying "*Sewing Week*" cut supplied in 1, 2, 3, 4 and 6 column sizes, *Free*, on request, to B. D. A. American Bureau, 235 West 39th St., New York City.

The Bradford Dyers' Association, Ltd.

Of Bradford, England

DO you think it wise to hesitate longer over completing your Fall stock?

Conditions promise certain grave difficulties for later that you can be sure of avoiding by paying us a visit now in our warehouse or seeing our traveller's samples.

By far the greater percentage of our Fall goods is in stock now and it would be greatly to your advantage to come to our warehouse and actually pick out yourself from a new and complete stock the very goods that will be shipped, if wanted, that same day or packed and held till you instruct us to forward.

All lines of Staple and Fancy Dry Goods.



John M. Garland, Son & Co., Limited

WHOLESALE DRY GOODS

Ottawa - Canada

September and its weddings



The month of June is now not much more popular as a wedding month than the balmy month of September.

September is, therefore, when you consider that Thanksgiving and the socially inclined winter months follow so closely, a month when linens should be given prominence in your displays. Beautiful

"OLD BLEACH"

table sets, towels, etc., etc., will make an excellent showing with their exquisite soft texture, and their beautiful high-lustre, satin finish, the result of sun-bleaching.

O. B. stock in Toronto. Stock up for September.

R. H. Cosbie, Limited

Irish Linen Agency

30 WELLINGTON STREET WEST - TORONTO



When buying Hosiery ask for

HAWLEY'S "HYGIENIC BLACK"

There is no better Dye in the World.

Every Pair Warranted Fast to Washing, Hard Wear and Perspiration.

Works - Hinckley, England.

"MATRON" & "MAID"

The World's Best-Known Wash Fabrics



"CORONA" and "IDRI"

The best substitutes for "Matron" and "Maid," for the medium and lower-priced trades.

These famous cloths are each identified by the diamond-shaped ticket every five yards on the selvedge. They are all-the-year-round cloths, making up into smart washing frocks for ladies' and children's wear, maids' dresses, boys' washing suits, jumpers, overalls and other garments.

They are all done in a wide range of stripes and plains. Names of wholesale houses can be had from the manufacturers' agents:—

TORONTO
A. H. Parks, 77 York Street

MONTREAL
W. E. Rhodes, 33 St. Nicholas St.

VANCOUVER
W. James, P.O. Box 447

QUEBEC
E. Hamel, 66 Rue de L'Eglise

Make Good Profits by Selling— MENNEN'S TALCUMS

THE advertising now running for Mennen's Talcum Powders is creating a bigger demand than ever for these popular lines.

Why not take advantage of this advertising by showing Mennen's on your counter? The sight of the Mennen products in your store will recall the advertising in the mind of your customers and nine times out of ten effect a sale.

Thus you can make Mennen's a very profitable line without any trouble on your part.

Endorsed by doctors and nurses all over the world.

Here are the Mennen products:—

Borated Talcum, Violet Talcum, Flesh Tint Talcum, Sen Yang Talcum, Narangia Talcum and Talcum for Men: Shaving Cream, Borated Skin Soap, Liquid Soap and Bath Powder.

It's easy to sell Mennen's Talcum Powder.

Made in Canada by Gerhard Mennen Chemical Co., Montreal

Selling Agents:

HAROLD F. RITCHIE & COMPANY, LIMITED, TORONTO

Liddell's and Gold Medal

are synonymous with Linen Beauty

A century of linen designing by experts has but one grand climax — the production of designs whose lines, every one of them, are beautiful.

Liddell's Gold Medal Linens are a combination of beautiful, refined designs and exquisite quality—soft in texture, snowy white.

See the 1915-16 *range.*

Gold Medal Linens take their name from the number of gold medals awarded to them by the world's expositions.

R. H. Cosbie, Limited

Irish Linen Agency

30 Wellington Street West

TORONTO

THE McKINLEY EDITION OF TEN CENT MUSIC

will always hold first place as an Edition of **Standard, Classic and Teaching Music**

as an established demand for this line of Music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

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Every copy of **The McKinley Edition** sold means **a profit of over 200 per cent.** to the dealer.

The McKinley Edition (Revised for Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealer's imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for samples and particulars to-day

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The Largest "Exclusively Sheet Music House" in the World

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TRADE-MARK

FLANNELETTE SHEETS

Delightful Winter Sheets—always warm
Ideal Summer Blankets—cool and light

These British-made Flannelette Sheets are the finest ever offered to buyers in Canada, or elsewhere. They are soft as silk, easy to wash, and very durable. Ask for Rochette, and see the name on sheet or sheeting.

G.S. SHEETING
(Government Standard)
Perfectly Pure and Guaranteed thoroughly shrunk. A most durable and economical cotton sheeting.



G.T.S. SHEETING
A twilled sheeting, also a production of the same firm of manufacturers. A perfectly honest and pure cloth.

Names of Wholesale Houses stocking Rochette Flannelette Sheets, and also the G.S. and G.T.S. plain and twilled white cotton sheets can be had from the Manufacturers' Agents:

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A. H. Park, 77 York Street

MONTREAL
W. E. Rhodes, 33 St. Nicholas Street

QUEBEC
E. Hamel, 66 Rue de L'Eglise

VANCOUVER
W. James, P.O. Box 447

Taking Advantage of Enquiry Department

Just a Few Samples of the Directions in Which the Service Department of The Review Furnished Information to its Readers During the Past Month.

WHEN you become a subscriber to "The Review" this is part of the service you buy. Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Service Department is at your disposal at all times.

We are glad to be of any possible assistance to our readers, and requests for information are most welcome. Cut out the coupon below and use it when you would like us to give you information.

The following are a few of the inquiries received and answered during the past month:

Portage La Prairie, Man.—Please tell me where I can procure price tickets and cards, printed suitable for a departmental store?

Victoria, B.C.—Where can I procure Utility House addresses and Crompton corsets?

Toronto, Ont.—Where can I procure a good 2/1 ribbed stocking, worsted, for boys?

Wainwright, Alta.—Where can I procure the inside heel grips of rubber mentioned on page 140, July Number?

Belleville, Ont.—Where can I procure Oriental paints?

Sydney, N.S.—Kindly favor us with the names and addresses of the principal mills who manufacture the following lines:—Bleached and unbleached cotton, Victoria lawn nainsook, flannelettes, also the name of the mill making a specialty of cotton towels, not linen.

From several points — Prices of pens and brushes mentioned in Card Writing Course— Answer: One dozen assorted pens, 10c; *shading pen,* 20c; *holder,* 5c. *Brushes: No.* 5, 20c; *No.* 6, 25c.; *No.* 7, 33c; *No.* 10, 44c; *No.* 12, 53c. *See cut on page* 72, *April issue, Dry Goods Review.*

Gull Lake, Sask.—Please send me pattern of garment shown on cover of Dry Goods Review April issue. Editor's Note—Patterns of these illustrations are not kept in stock.

Lost River, Que.—Could you inform me of any firm selling moccasin leather.

Apohaqui, N.B.—Please tell me where I can procure ladies' suits and coats.

Lucan, Ont.—Please send enclosed order to firm making "Crest" brand corsets.

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

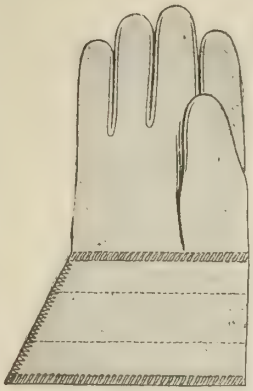
INFORMATION WANTED

DATE_____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

NAME _____

ADDRESS _____



Cotton Gloves

These gloves are made in Canada of the highest quality Canadian materials, and by expert Canadian workmen.

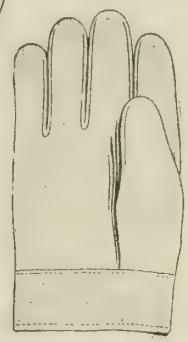
Live merchants are finding them live sellers. This line means increased sales. Show them to your customers.

"Tapatco" Brand gloves can be obtained from your wholesaler, but insist on this brand if you want satisfaction.

If your jobber cannot supply you, write us. Get a sample order off to-day.

SEE THAT THE GLOVES YOU SELL HAVE THIS LABEL. IT MEANS QUALITY.





TAPATCO
REGISTERED TRADE MARK

The American Pad & Textile Co.
CHATHAM, ONT.

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

WILL P. WHITE, LTD.

Manufacturers' Agents and Importers

TORONTO
65 Simcoe Street

MONTREAL
525 St. Paul Street

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Luke Turner & Co., Leicester, Eng.—Garter Elastics, Webbings and Beltings. Gold Label and Silver Label (Registered) Qualities.
J. Bonas & Son, Derby, England—Tapes, Stay Bindings.
Rosenwald Bros., London, England—Coiffuretta, Tidy-Wear and Silk Hair-Nets, Can.-Anglo Brand Dress and Garment Shields.
George Goodman, Ltd., Birmingham, England—Safety Pins, Hairpins, etc.
Morris & Yeomans, Redditch, England—Needles, Needle Cases, Crochet Hooks, Hatpins, etc.
Donisthorpe & Co., Leicester, England—Wool Mendings.
Howard Wall, Ltd., London, England—Dean's Tape Measures, Corset Fasteners, Babies' Bootees and Shoes.
Colonial Weaving Co., Peterboro, Canada—Beltings, Feather Stitch Braids and Embroidery Trimmings.
F. Bapterosses & Cie., Paris, France—Agate Buttons.
Societe Francaise de Cotton a Coudre, Paris, France—C. B. Mendings, Embroidery and Crochet Cottons.
Henry Myer Thread Co., Chicago, Ill.—Subsilk and Mercerized Threads.
Western Thread Co., Elgin, Ill.—Japsilk Mending and Embroidery Cottons.
Rudolph Liebmann Mfg. Co., Newark, N.J.—Metal and Celluloid Dress Buttons.
Schott Bros.—Button Moulds, Schott's and Diraco Machines.
The Winwal Co.—Buttons that can be covered by hand.

PEARL BUTTONS
English, French and Japanese.

JAPANESE HAIR AND TOOTH BRUSHES

THE WELL-WORTH BINDING BRAID
Made from selected Twist.

THE "GLOBE" BOOTLACE CABINET

"GIVEASE" COLLAR SUPPORTS
Made in England.

"SURESTAY" DOME FASTENERS
Manufactured in Spain and U.S.A.

MANUFACTURERS AND WHOLESALE TRADE ONLY SUPPLIED.

The W. R. BROCK COMPANY (Limited)



"Her Ladyship" Garments

ANNOUNCEMENT

Our ranges of *Fall and Winter Lines of Ready-to-Wear Garments* now on the road with our travellers.

May we ask your special attention to our assortments of the following, in which large ranges and attractive features combine to make these goods a selling factor worthy of particular attention:

Ladies' and Misses' Whitewear
Ladies' and Misses' Flannelettewear
Ladies' and Misses' Sweater Coats
Children's Coats, Dresses, etc.
Blouse Waists, Wrappers, House Dresses, Kimonas, Underskirts, Aprons, Raincoats, etc.

"Her Ladyship" Brand Garments have a value quality worth while, which assures complete satisfaction. You should look over samples and be convinced.

CUSTOMERS COMING TO TORONTO should not omit visiting our Warehouse. **THE CONDITIONS OF THE MARKETS** indicate that it is most advisable—to anticipate and secure—required goods for coming season at once. Many lines you will need are now in stock with us, and will be scarce later. Better select early.

WAREHOUSE—S.W. Corner Bay and Wellington Streets, TORONTO

Dinner Gown from Drecoll, Paris



Paris, le 30 Juin, 1915.

Dry Goods Review,
Toronto,

Dear Sirs:

We beg to hand you per same mail a drawing of a nice dinner dress specially drawn for you.

Pour Ch. Drecoll, Ltd.,
M

NOTE.—*Description of gown in Ready-to-Wear Section.*

Dry Goods Review

VOL. XXVII. TORONTO, AUGUST, 1915 No. 10

The Review's Service in Style Forecasts

Valuable Advance Information Supplied to Merchants—"Black and White" Craze Predicted in February, 1914—Run of Gabardine in Same Issue—Taffeta and Wider Skirt in March—The Tunic, Pleats, Shorter Skirts, etc., Predicted Far in Advance of Selling Season.

THERE is no need to point out to merchants or buyers how important is a fore-knowledge of styles in the dry goods business. As business is done now, this knowledge is all important, and forms the basis of all buying. When a merchant knows what is likely to come he knows what merchandise to buy and what to eliminate. Many fashions are introduced that never pass beyond the initial stage and have no general and far-reaching influence, while others shape the course of trade and determine what shall sell in every civilized centre of the globe. Sometimes development is delayed, but given the right backing and atmosphere, a fashion once launched runs the full course before it gives way to its successor.

The selecting of the styles that will live, and the early presenting of them to its readers is one of the most valuable services that a dry goods paper can perform. For many years now The Dry Goods Review has been building up this service, and it is with considerable pride that it now points out how accurately many of its past predictions have been fulfilled.

* * *

BLACK AND WHITE STRIPES. Everyone knows the big development there has been in black and white and in awning and other stripes this Summer. So early as February 4th, 1914, The Review was predicting their coming vogue. On page 86 of that issue is the following: "Remembering the success of the minaret fashions taken from the costumes designed by Paul Poiret for the play of that name, many are wondering if a similar development will result from the Tango dresses he has designed for Richepin's play. One feature that strikes, is that the waist and skirt are in contrast, and also the emphasis placed on the combining of black and white with a bright note of color. . . . The other costume was made up of waist and skirt of black and white duvetyn in wide awning stripes."

Paul Poiret is one of the leading couturiers in Paris, and his house is one of the very few that remains closed now. Monsieur Poiret was called to the colors at the beginning of the war, and as he is his own designer this fact forms the explanation of why his place of business is closed. His garments are markedly original, and he has launched many fashions that have created a furore. The harem skirt was one of his most sensational models, and the minaret and the long tunic, and the Balkan middy, and Moyenage dress are a few of his most noted conceptions.

Besides conducting a dressmaking establishment, M. Poiret was at the head of the house of "Martine" from whence came the "New Art" and "Futurist" black and white and vivd color schemes that but for the war promised to create a new decorative period. With Poiret eliminated, Paris is turning back to pastel colors and period styles, but should he survive the war, it will be interesting to mark the developments that will come about with Poiret again in the designing field.

* * *

MUCH TALK ABOUT TAFFETA. In an earlier issue, namely, January, 1914, on page 34, a reference to silk fabrics runs as follows: "Silks are in big demand; silk crepes in soft weaves have sold freely. There is much talk about taffeta. The new taffetas come in plain, changeable printed and striped effects." On page 45, velvets and pile fabrics are referred to, cord velvet, sports coats and sports coats made of Golfine, a Rodier fabric. This fabric is the forerunner of the many corduroy fabrics on the market at the present time, such as waterfall and many others.

* * *

INTRODUCING GABARDINE On Feb. 18th, 1914, page 26, Dry Goods Review said: Gabardine is a new material. It comes in all colors, but sells best in blue." All merchants know the big run that gabardine has had since then and know also that blue has far outsold all other colors in this material.

* * *

PREDICTION OF SHEER FABRICS In the March 4th issue, page 34, The Review, speaking of cotton fabrics, made this prediction: "Undoubtedly the tendency in better goods is for sheerer fabrics. Gowns of cotton voille, both plain and fancy, and blouses of organdie, tulle, and net are shown prominently. This would seem to point to a development in the sheerer crepes, and also in favor of voiles, marquisettes and kindred weaves of like transparency in the coming Summer, and also for 1915." Just how true this prediction has been is known to all buyers. Voiles have been the leading Summer materials, and organdies have been prominent with the better trade, and cotton nets are made into lingerie and dancing frocks.

Proclaiming Vogue of Stripes; Samples Sent by Paris Correspondent

Resident Paris Correspondent

Skirts Still Tend to be Narrow—Premel Basque Promises to Take Well—Second Empire and 1880 Modes Becoming Popular in Paris.



STRIPED ORGANDIE

Half inch stripe of white and half inch stripe with center of blue with narrow white and red stripes on each side. These are in peppermint candy colors

chine is the same as is used for making satins and it gives therefore a very bright and satiny aspect to the cloth. See inclosed sample.

Satins are showing and will be wanted especially in the wide widths and there is a very wide width, namely 56 inches, showing which is very much in demand for the making of capes.

I am also under the impression that pleated stuffs will be a big feature this Fall for many uses. I have seen lately some pleated chiffon which is in imitation of stripes—see sample. I saw a blouse made with this material which was charming.

Moires are also keeping up their run, and all sorts of designs have been launched showing bunches of flowers in very rich effect.

The new Summer material is organdie, though a good deal of the cloth selling is not really organdie but other plain weaves of similar finish. The Swiss people are making a particular finish which they call "transparent" and which they use for the foundation of pretty embroideries, particularly in St. Gall.

There is also shown over here a French-made organdie with a very similar finish which is going to be a success. It has been made in a popular width 58/60, and is called "muslin nonopake" that is, "not opaque." The advantage of this particular finish is that after laundering it keeps its transparent aspect, and thus you do not get with the regular finish in ordinary organdies.

This organdie is chiffon-like in effect and yet it is elastic and firm. The cloth is firm enough for making collars and cuffs and at the same time can be used for waists and dresses. The organdie waist has already arrived, and later we shall see many organdie dresses for this is really the cloth of the Summer.

For the Fall the silk blouse will be finished with collar and cuffs of organdie, but the organdie used for this purpose must be of fine quality to look well.

I have seen several dresses made of organdie with the skirt made of three or more flounces and these were more or less embroidered. Buyers who wish to stock organdie should place their orders early, for there is no doubt about this cloth being good for the Spring season, and it is altogether likely that the production will not be able to keep pace with the demand.

Cotton crepes keep their running, and in printed effects, stripes are beginning to show as well as florals. Indeed stripes also made their appearance in organdies and stripes on the order promise to be one of the features of the season. Stripes have illustrated promise to be very good.

H. Gagnereau

Paris News, Months Ahead

On the left is a reproduction of a full page of the July 1, 1914, issue of Dry Goods Review, consisting of a portion of our special Paris letter from M. Gagnereau. This brought the news that stripes—which were then just developing in Canada—were in strong vogue in Paris and months later the sample shown came into prominence in the stores here. Samples of organdie and pleated chiffon were also shown in this Paris letter and similar ones were on sale long, afterwards in the leading stores in Canada.

Where "The Review" Predicted Styles Correctly Months Ahead

BLACK AND WHITE STRIPES.—The Review predicted their coming vogue in issue of Feb. 4, 1914.

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SHEER FABRICS.—Tendency for sheerer fabrics noted on March 4, 1914—covering Summer of 1915.

* * *

GROWTH OF TAFFETA.—Stamped as feature in Paris in March 4, 1914, issue, and vogue predicted. Forecast looks like being good for 1916 as well.

* * *

PASSING OF TIGHT SKIRT.—Two gowns shown on April 1, 1914, from New York collection of Paquin. "One point that seems pretty well settled is the passing of the very tight skirt."

* * *

ADVENT OF LONG TUNIC.—In same issue this style that dominated the 1914 late Summer and early Fall and Winter, was presented and illustrated.

PILE FABRICS.—On May 6, a "decided change" was noted coming strength of pile fabrics. Good also for this Fall.

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SHORT SKIRTS, FANCY SHOES.—This fashion of 1915 was proclaimed in The Review, one year ago last May.

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FALL, 1914, HATS.—Outlined with accuracy, June 17, 1914.

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YEAR AHEAD FOR SPRING, '16.—Correct forecast of cotton fabrics for 1915 on July 17, 1914.

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SAND SHADE.—Mentioned Aug, 1914.

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WAR FORECASTS.—A few given in this issue. Others will be followed up in succeeding issues.

STRENGTH OF TAFFETA March 4, 1914, issue, on page 34 states that all Parisian dressmakers featured taffeta at their Spring openings, and goes on to say that undoubtedly this silk will be the most talked of fabric during the Spring months; and the demand will follow." This is literally true. There is a prejudice against taffeta in the popular trade that is hard to overcome, due to the excessive loading of the material with tin, etc., when last fashionable. This loading caused the silk to split even on the shelves of the store when taffeta had been in stock for any length of time. The vogue of this silk has been growing and it looks as though it would be the leading silk in 1916.

* * *

WIDER SKIRT OF PAQUIN March 18, 1914, issue, on page 38, makes the first mention of the wider skirt in the description of the colocetion of gowns shown in New York by Paquin. A photo of one of these gowns is given and it has the bottom edge of the skirt scalloped—a fashion that is now running in the popular trade.

Again the passing of the tight skirt is referred to on April 1, 1914, page 55. A passage reads: "One point that seems to be pretty well settled is the passing of the very tight skirt. The skirt, it seems, must be extreme in some feature, and now that it is no longer tight at the feet, there is a tendency to make it very short. Bodices are tight, the shoulders fitted, and the sleeves long and tight, and the waist curves in at the waist line. The short skirt is here apparently to stay for some time, and so are the other changes. The more fitting bodice has already influenced corset styles and is bringing back boning, curves, the higher bust and lastly the shorter skirt. We are turning our back upon the straight line, hipless figure."

* * *

QUICK ADVENT OF LONG TUNIC There is no need to remind the dry goods trade of the quick advent of the long tunic as a dominating feature of late Summer and early Fall and Winter styles, a fashion that is hardly done with even at the present time, so well is it liked. Here is the first indication of its vogue as expressed in the April 1st issue, 1914, on page 55. "The lamp shade or minaret tunic is still retained, but it reaches to the feet, with a tight underskirt showing just below."

* * *

USING SILK FOR UNDERWEAR In April 13th, 1914, issue comes a note about silk underwear. Silk underwear is becoming general, and is no longer considered a luxury; when one considers the amount of crepe de chine, China silk and even chiffon that has been used by manufacturers of women's underwear, it will be realized that a new field for silk selling is opening up.

* * *

PILE FABRICS STILL STRONG May 6, 1914, page 24, contains the following:—"Velvets, velveteens, and simlar fabrics have been perfected, and with the introduction of fast dyes, fast pile, and materials that do not crush easily, a decided change has come about in the attitude of the average woman. The introduction of wide widths, too. has had its influence, as they effect a great economy in cutting. Now that good service can be obtained from these handsome fabrics, women are taking velvets and velveteens into more general wear, and notwithstanding the fact that there has been a succession of seasons when they have had an extensive vogue, they promise just as great a popularity as ever during the Fall and Winter of 1914-15." Nowithstanding the outbreak of the war, which introduced a tendency to economy in all classes, all kinds of pile fabrics sold unusually well, and are still maintaining their supremacy for the coming Fall season, that is, for Fall and Winter of 1915-16.

* * *

EARLY STRENGTH OF KNITTING "Crocheting and knitting are never quite out of favor, but they also enjoy periods when they are widely popular, and one of such periods is developing now. Crocheting which imitates Cluny and Maltese lace is very much in evidence, and also patterns and edges made with Coronation braid. This braid and the crochet cotton can be had dyed in various colors, and in this form is used for edging runners, etc., in the place of fringe or lace. Knitted silk purses, and knitted silk hand bags are shown in elaborate patterns. Other popular knitted articles are silk ties. Crocheted silk caps for babies and slippers are also good." This was written May 6th, 1914, and appeared on page 36 of that issue, and indicates that knitting for soldiers only intensified a tendency that was already fixed.

* * *

THE COMING OF PLEATS On May 6th, 1914, page 90, is an item predicting not only that skirts will be wider, but that pleats are coming. Pleats are a compromise as they give the width and a moderate flare without breaking the line from waist to the hem of the skirt.

* * *

THE CHANGING SILHOUETTE. The changing silhouette is again indicated in an item that appeared on page 98 of the issue of May 6th, 1914. "Suits are hard to tell from costumes. Signs are not wanting that more tailored styles are on the way. . . . . There is less looseness and sloppiness, the armhole is narrower, and the outline of the figure is more clearly defined." In talking about colors for Fall, black and white and flesh are indicated as leading colors. This item is taken from page 111 of the May 6 issue, and reads as follows: "Speaking about waists for the coming Fall, crepe de chines and silk crepes in black and white, flesh, maize, peach, navy and gold are in high favor. These waists are cut on more fitting lines, and while the set-in sleeves and short shoulder are not yet shown, the cutting of the sleeve is such that the effect is achieved. The long sleeve is almost unanimously put forward as the proper one. Much hemstitching is used, and the picot finishes are a feature on collars and frills."

All these points buyers will recognize as advance information, and as leading features in the waists that are now selling.

* * *

SHORT SKIRTS AND FANCY SHOES Even a year ago last May there were strong indications that short skirts were on the way, and that fancy footwear would be a big selling feature before long. This item clearly foreshadowed the "millinery" styles in boots and shoes, and the riot of color and striking patterns. The Summer of 1914 saw plain colors in sheer silk hosiery in first place, but this season stripes, plaids, checks and novelty effects have formed the novelty merchandise. The item reads "Though the split has disappeared, the new skirts are so short that the feet are more seen than ever. The stocking worn is as often flesh-colored as black. Stripes and plaids are taken up to some extent. Mention is made of this extravagant footwear to show the trend of fashion."

THE VOGUE OF VOILES Voile has been the big selling fabric in the cotton dress section this Summer, as early as last June, that is June, 1914, The Review was predicting the vogue of voiles. "The whole movement of the market is in the direction of sheer fabrics, and from present indications voiles will receive extended consideration another season. For the Spring season of 1915 more attention will be paid to sheer cloths and this will place organdies, voiles and muslins in a better position."

* * *

TRUE FORECAST OF FALL HATS In June 17th, 1914, page 21, appears an item that needs no comment, for it outlines with great accuracy the hat styles for the Fall of 1914. The passage reads: "All the new hats are small, and the Fall hats promise to be smaller even than they are now. The new turbans are distinctive, and many have the extremely high line at the back. The canotier-sailor with the wide brim, or the canotier with the narrow masculine brim, are the two most popular shapes. All shapes are small, and they are worn a little to one side of the head, Spanish fashion. The model houses are busy on hats of velvet."

* * *

TAILORED BLOUSE OF JAP SILK Two ready-to-wear items that appeared in the June 17 issue, 1914, foreshadowed the coming of the tailored blouse of Japanese silk, and also the fact that the long tunic would carry all before it for the first part of the Fall season. The Review stated that the long tunic would be supreme for early Fall, that is the tunic extending to 4 or 5 inches from the foot of the skirt. "These tunics appear on late Summer models and promise to be the dominant style for early Fall."

* * *

CORRECT FORECAST FOR SPRING, 1915 Forecasting the cotton fabrics that will sell in the Spring and Summer season of 1915, The Review on July 17th, page 17, said: "In printed goods organdies, crepes and voiles are the leaders. In white materials, lawns, organdies, piques and ratines, as well as leno stripes, cord effects and Courette stripes and yarn effects on sheer grounds. First on the selling list come voiles, and these will be the leading materials for Spring, 1915."

In August the further development is indicated by a further item relating to cotton goods for the Spring season of 1915: "Street suits of white cotton materials are the high novelty, and therefore materials that are of a firm nature and tailored well will be wanted both for suits an dseparate skirts. The return of suits means that linens will be more sold than for several seasons."

Dealing with the dress fabric situation The Review says on page 18 of the issue of July 17: "Many orders are for serges, which continue to grow in favor . . predictions are made that suits more simple in style and more generally tailored are indicated, therefore serge, cheviot, gabardines, and numerous cloths on the cord and twill order will be among the leading sellers. In New York the trade is pushing broadcloths."

* * *

CHANGE IN THE CORSET In August comes the first indication of the change in the corset. An item reads: "With the disappearance of loose drapery, and waists that blouse over in front, comes the need for many women for a corset that is higher in the bust. With the style of the waist that is passing, the very low model was a possibility, but the return of the basque means that the lines of the corset must change to suit the altered waist fashion. The top of the corset is cut high enough, to form with the bust a continuous line without any break in the figure, and the height above the waist varies for the short, medium and the tall figure, but the height that rules is from 4 to 5 inches."

* * *

SAND SHADE IN AUGUST, 1914 The first mention of sand shade comes in a hosiery item in the August 5, 1914, number, on page 86. It reads: "The fashion of matching the hose and the gown, or the hose and other accessories continues, and therefore both high colors and shades that go with the popular Spring colors will be wanted. Silk hosiery comes in ivory, white, sand shades, taupe, grey, navy, and various novelty shades."

* * *

WAR FORECASTS ACCURATE In the issue of August 19, 1914, page 10, the first issue after war broke out, the situation relating to dye stuffs as well as its probable effect upon the colors that would be fashionable, is outlined as follows: "The fact that Germany supplies the world with fully 90% of the dye stuffs used will be a source of delay. This will mean that few high colored fabrics will be on the market, and that prominence will be given to black, white and to staple shades. The fashion tendency even before the war broke out was strongly in this direction, and therefore black, black and white combinations and such colors as navy, seal, bottle green, and wine shades will be the colors for Fall."

Other war items which have proved to be accurate forecasts in the August number are as follows:

Page 31, speaking about the toy situation: "With German competition eliminated, it is probable that there will be slightly higher prices for toys, but it is questionable if this will be noticed to any serious extent as the costly playthings of the rising generation will be replaced with cheaper articles made right at home."

The same issue, page 12, says: "While raw cotton is certain to drop, manufactured materials probably will advance, the full effect will not be felt until 1915." Also: "Linen importers are evidently not counting upon any general cessation of shipments from British sources, but the shortage will come in low priced German lines. . . . . Socks are fairly heavy on this market, and a corresponding advance in price."

PURCHASING AGENTS FOR THE ALLIES.

The Trade and Commerce Department, Ottawa, has published the following list of purchasing agents for military purposes for the allied Governments:

International Purchasing Commission, India House, Kingsway, London, Eng.

British.—Col. A. G. Barton and F. W. Stobart, Ritz Carlton Hotel, Montreal.

French.—Hudson Bay Co., 56 McGill street, Montreal; Captain Lafoulloux, Hotel Brevort, New York; Direction de l'Intendance Ministere de la Guerre, Bordeaux, France; M. De la Chaume, 28 Broadway, Westminster, London.

Russian.—Messrs. S. Ruperti and Aieksieff, care Military Attache, Russian Embassy, Washington, D.C.

PERSONAL.

A Dominion charter has been granted to M. Pullan & Sons, Limited, Toronto, with authorized capital of $250,000 to manufacture, buy, sell, etc., women's and children's, and men's wear generally.

New Machinery for Placing War Orders

How the Placing of Orders From the Imperial Government is Now Being Handled in Canada—The Basis on Which Orders Can Be Obtained—List of Supplies.

SECURING war orders is a dominant thought in the minds of the Canadian manufacturer to-day. The new arrangement made by the British War Office for the purchase of supplies in Canada is, therefore, a matter of such importance that every manufacturer should understand thoroughly the basis on which the Imperial business is to be conducted from now on. With a view to securing this information, Dry Goods Review was spent some time investigating the new system thoroughly.

At the outset it can be taken for granted that the decision of the British War Office, to make purchases of war supplies in Canada, through the Canadian Pacific Railway, taken in conjunction with the special visit of Sir Thomas Shaughnessy to England, presumably at the request of the British Government, is an indication that the Imperial authorities are anxious to develop the facilities for war material in Canada. The appointment of Sir Thomas Shaughnessy to an office, the powers of which are indefinite, but which may be as broad as those of J. P. Morgan in the United States, and the sending out of D. A. Thomas, the Welsh coal magnate, as special representative of the British Department of Munitions, are evidences of the fact that the British official eye has been opened as to Canada's capacity for production. Broadly, Canada is to supply a larger share of the war supplies needed by the British Government.

What must the Canadian manufacturer do to secure a portion of this increased business? It was to find the answer to this question that Dry Goods Review conducted a thorough investigation of the new system and the basis on which orders are to be placed in future.

The adoption of the system by which war purchases are made in Canada through the Purchasing Department of the Canadian Pacific took place some months ago. The full significance of this move did not become apparent, however, until Sir Thomas Shaughnessy was called to England. On his return, his statements indicated that he had been able to considerably extend the scope of the Purchasing Department. What special powers were granted to Sir Thomas have not been announced, but there is a general belief that they are much broader than has been officially given out. The machinery for placing orders employed by the War Office, prior to the inauguration of the new system, was still in existence for the purpose of closing up the business awarded under it.

The New System.

The War Purchasing Office, as now constituted, is the development of a unit of the Purchasing Department employed by the Canadian Pacific Railway; and the internal machinery for the most part will be the same. That the C. P. R. purchasing system is efficient was demonstrated recently when the city of New York decided to model the Civic Purchasing Department on the same lines. The department has been located at 114 Windsor street, Montreal, on the Windsor street level of the Canadian Pacific Railway depot. The chief of the department is E. Fitzgerald, who has been connected with the C. P. R. Purchasing Department for the past 20 odd years. Although assisted by a large and capable staff, the orders will be placed through Mr. Fitzgerald, and all communications should be addressed to him.

Tentative Requisitions Supplied.

The methods employed are along the same lines as adopted by the C. P. R. The first step is when a tentative requisition is received from the War Office. This is not a definite order, but a general inquiry as to what the Department can do in Canada to supply certain goods. Price and date of delivery are both important factors, as it is likely that in all cases there may be other sources of supply receiving competitive consideration at the War Office. Canada, as a colony of the Empire, will be entitled to some special concessions, but it cannot be expected that unreasonable allowances will be made.

The Canadian Purchasing Department, with the general information as to what the War Office needs, then goes to the Canadian manufacturers, and in some cases to jobbers, when there may not be time or opportunity for manufacture, asking for information as to what quantity could be produced and at what price. When prices and particulars are received they are submmitted to the War Office. It is not until the definite order is placed that it is known whether Canada is to get the business or not.

This, in brief, is the system which will be followed. The opinion has been expressed in many quarters that a more satisfactory method would be to make public the particulars as to the requirements of the War Office, thus giving all manufacturers a chance to apply for a share of business. This suggestion was broached by representative of Dry Goods Review to Mr. Fitzgerald, but it was found that the Department would not consider this form of procedure. The reason for not adopting this plan is that the announcement of large requirements in any certain line would have the inevitable effect of stiffening the price of raw materials. Thus, the cost to the War Office would in the end be increased; and one principle on which the orders are now being placed is that the lowest possible cost, compatible with the essential quality and a fair profit to the maker, must be secured. It was pointed out also that from the standpoint of the Canadian manufacturer high prices were to be avoided for the reason that they would have the effect of turning the orders from Canada altogether. The system of publicly announcing the requirements would be possible if the Purchasing Department were given carte blanche as to price; an unlikely development except perhaps in emergencies.

Thus the system to be followed is as stated above. Some will disapprove of the system, but the fact remains that it is on this basis that the Department will work and the manufacturer who expects to get business must fall into line and make the best of the situation.

What Manufacturers Must Do.

The Purchasing Department claim that they have very complete information as to the manufacturers in each line. They have on file the trade papers of the Dominion and the Manufacturers' Directories published by the Department of Trade and Commerce and the Canadian Manufacturers' Association. It is the earnest object of

A WORD TO MANUFACTURERS.

Every manufacturer in Canada who is turning out a product which classifies with any of the articles which have already been purchased for the needs of the armies of the Empire, or who believes that he is making or could make an article which could be put to such use—at a fair competitive price—should communicate with the new purchasing department established in Canada by the British War Office in conjunction with the Canadian Pacific Railway. Such information will be used whenever possible to extend the field of purchasing in the Dominion. All manufacturers who are seeking war orders should make sure that their names are on the lists of the purchasing department of the C. P. R. or the new war order branch thereof recently established.

Jobbers may also be in a position to figure on certain lines of supplies when manufacturers cannot meet the requirements readily, but it would appear to be the intention to figure prices closely.

Address,
E. FITZGERALD,
War Purchasing Department, C.P.R.,
Windsor Street, Montreal.

the Department now, on receiving information of requirements, to communicate with every manufacturer in the Dominion in a position to handle some share of the business. It is in this connection that the individual responsibility of the manufacturer comes into play. Manufacturers or groups of manufacturers who consider that they are in a position to supply from present stock or to produce articles for supplies—anything that might be required by the War Office from shells to canned goods—at prices which would be satisfactory, should lose no time in getting into communication with the C. P. R. War Purchasing Department, so that there can be no question as to their complete possibilities being known to the Department. The War Office may have an accurate line on the capacity of each manufacturing plant in Canada and the stock each manufacturer is carrying at present, but no manufacturer should take this for granted. Give complete information to the Department now. Jobbers in a position to give a close price on stock lines for which there is a strong demand would also be in line for this business.

Nor is it the intention of the Department, according to Mr. Fitzgerald, to give out information concerning orders which have been placed. This, he contends, leads to dissatisfaction in some cases, and to higher quotations for future requisitions in others.

Mr. Fitzgerald was asked as to whether any steps were being taken to secure supplies of raw material to make up orders—as, for instance, cloth for uniforms. His reply was that, so far as he knew, nothing was being done. Canadian manufacturers will have to stand on their own feet in securing raw materials. It is not the intention of the Purchasing Department to assist in this respect.

No Clothing from England

British War Office Reported to Have Surplus—Looking for Canadian Orders.

THE chief interest of the dry goods trade in connection with war purchases naturally centres in possible contracts for uniforms in khaki, underwear, caps, mitts, socks and boots, and manufacturers are looking forward with considerable interest to some announcement as to the intention both of the Canadian and the British War Departments as to the placing of orders for the Fall and Winter campaign. Up to the time of writing several orders have been placed for cotton drawers supposed to be intended for cavalry, and one for socks, but nothing definite has been heard of an order for clothing nor sweater coats, nor underwear. The manufacturers in these lines have presented their cases individually before the Purchasing Commission where any information was desired; in other lines the Militia Department is already in possession of the names and equipment possibilities of manufacturers in this country.

Lots of Clothing in England.

The Review secured some interesting information from the Secretary for the Canadian clothing manufacturers, Mr. W. K. Cook, who is in close touch with the situation in England and France as well as in Canada. Mr. Cook stated definitely that no orders for clothing either for the English army or the French army were expected by the clothing manufacturers of Canada. This applied also to the United States as well as those in this country. They were, of course, expecting to have large orders for clothing from the Canadian Commission for equipping Canadian troops. There was still some doubt as to whether the Canadian Government was responsible for the equipment of Canadian troops after they reached England and were enrolled as part of the British forces, but the general opinion is that this is entirely under the control of the British War Office.

Dealing with the British and French clothing situation, Mr. Cook said:

"The British War Office has an enormous quantity of khaki cloth on hand. There is evidently, indeed, a considerable surplus, because we have just received an offer from a British mill to sell us a thousand pieces of khaki. They evidently feel that they can spare this, and the fact of them offering it shows that there is no embargo laid on its export by the British war officials. We have also received information that the British Government has on hand a large quantity of clothing already made up and the makers there will be able to handle everything that is required for the Fall and Winter campaign. Our best information is that there will be no orders for clothing issued to Canada or the United States from Great Britain.

"As a matter of fact, the British Government will not require nearly the quantity in proportion to the number

Allies' Purchasing Agents.

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International Purchasing Commission, India House, Kingsway, London, Eng.

British.—E. Fitzgerald, War Purchasing Department, C.P.R., Windsor Station, Montreal, P.Q.

French.—Hudson Bay Co., 56 McGill St., Montreal; Captain Lafoulloux, Hotel Brevort, New York; Direction de l'Intendance Ministere de la Guerre, Bordeaux, France; M. De la Chaume, 28 Broadway, Westminster, London.

Russian.—Messrs. S. Ruperti and Aieksieff, care Military Attache, Russian Embassy, Washington, D.C.

of men that they required for the Winter and Spring campaigns, because they have installed a large cleaning and repairing plant in Flanders, and in this way a large quantity of the clothing which ordinarily was destroyed is preserved. The French are still burning their clothing and their requirements will be very large. However, their own mills for the manufacture of this cloth appear to be in better shape than most of their industries and they can supply their own along with the help they get from the English mills. The manufacture, too, of much of the cloth they appear to be looking after themselves, with a large portion of it being made up in England.

Using Duck During Summer.

"Another reason for a lesser demand for khaki cloth is that the British have been supplying their soldiers during the Summer months with duck instead of wool cloth, which is much lighter and relieves the strain upon the woolen yarns. So far as I know, none of this has as yet been supplied to the Canadian troops.

"So far as Canadian orders are concerned, we are expecting some large ones for khaki, but not by any means as large as before. There was a report that the Government had a large quantity of uniforms on hand, but one would hardly consider that this is the case, judging by the call there is from officers for uniforms for recruits."

Canadian Government Supplied Kkaki.

Dealing with the method employed in connection with the giving of orders for clothing, Mr. Cook stated that the Canadian Commission would probably follow the practice of the Militia Department and buy the khaki itself and supply it to the firms that were making up the clothing. The cost of the khaki would be charged up against the firm and allowance, of course, made in the contract price. The price of the khaki would be higher than it was for last Winter and early Spring orders, but the Government would charge it up itself and the likelihood was that about the same rate would be offered for uniforms as was the case last Winter.

Hard to Make Profit on British.

The prices obtained for Canadian clothing allowed a fair profit, it is understood, for the manufacturer. For the British clothing of last Winter the Canadian maker had to devise some scheme of saving, or he would have found it difficult to have come out ahead.

It is understood that some time ago a number of Canadian manufacturers got together and arranged for purchasing khaki at a fairly reasonable figure, and made an offer to English buyers, but this was not accepted. The object of the Canadian manufacturers was to obtain a lower figure than they could by individuals going into the market and buying up the khaki cloth in a way that would have sent the prices up. Some of them declare instead of accepting their offer the buyers gave contracts to a number of firms that were not in the regular clothing business and did not deal with them in any sense as a body.

No Complaints of Clothing.

A prominent member of the Clothing Manufacturers' Association remarked to The Review in discussing these contracts that clothing was one of the largest items in the outfitting of Canadian troops and as yet there had been absolutely no question raised as to the straightforwardness of the manufacturers in making their goods for the Canadian men who were going to the front.

KNIT GOODS ORDERS.

Looking for Sweater Coats But Woolen Underwear May Not Be Used.

The knit goods men at the end of July were still in doubt as to the prospects for orders both from the Canadian and Imperial governments. A leading member of the Canadian Knit Goods Manufacturers Association stated the situation as follows to The Review:

"We look for some large orders for sweater coats from Ottawa, but know nothing of what is coming from the Imperial authorities.

"So far as underwear is concerned no orders have come except cavalry drawers, of cotton, from the British War Office. These may indeed be designed for the use of infantry as well, in which case the woolen drawers might be discarded.

"We do not look for any woolen shirts orders from England as the British soldier is not wearing woolen underwear under his tunic.

"Perhaps the Canadian Government will follow the English practice and use cotton drawers only. That will cut out all underwear orders of wool and shirts entirely."

The knit goods men expect higher prices for sweater coats than were paid last year.

The association has appointed Mr. D. L. Carley, of Toronto, who acted as one of the British inspectors for blankets made in Canada as a special agent to seek War Office orders on the Continent. Mr. Carley has sailed for Europe.

BIG INCREASES.

REPORTS from Glasgow state that both retailers and wholesalers are satisfied with the results of the first half year. The difficulty for the future with regard to delivery of new goods continues and gets worse rather than better. At the request of the manufacturers a number of firms are now placing their Spring orders in spite of the fact that the prices quoted show a large increase.

Keeping Track of Returns of "Approbations"

Triplicate Slips Made Out in Woodstock Store—Messenger Calls at Each Department Daily—Two Days the Utmost Limit For Keeping Goods—Where Careless Messenger Boy Causes Trouble.

THE Review has received the following inquiry from a department manager of a store in one of the medium-sized towns of Western Ontario on whom a certain responsibility devolves for the management of the store. It deals with the old question of the difficulty, not so much of limiting goods sent out on approval as with that of seeing that the customers are given credit for goods that they return. His position is as follows:—

"We are having considerable difficulty here in handling approvals. The main point is not so much a question of limiting them, although that is a very large question and one that we found a great difficulty with, but the point that I would like some assistance on just now is how to see to it that when the goods are returned a record will be sent into the business office so that the customer is not charged up with them finally in a bill. Sometimes when goods are sent out on approval the clerk neglects to mark them down on her sales slip, but this difficulty we recognize is up to us to settle amongst our own clerks. The main trouble comes when the goods are being sent back. Sometimes the customer 'phones and tells us that she does not wish to keep the goods and we send a boy to get them. As often as not he brings them back and lays them down on the counter in the department where the goods were bought without getting a receipt for them or handing them to any particular clerk, and then someone comes along, finds them there and puts them back into stock. Next month the item appears in the bill sent to the customer and naturally they kick."

The Review on the receipt of this inquiry had a staff member visit the store of the John White Co., of Woodstock, and inquire of Mr. James White the system that is in use in this large and well-run establishment in dealing with goods sent out on approval.

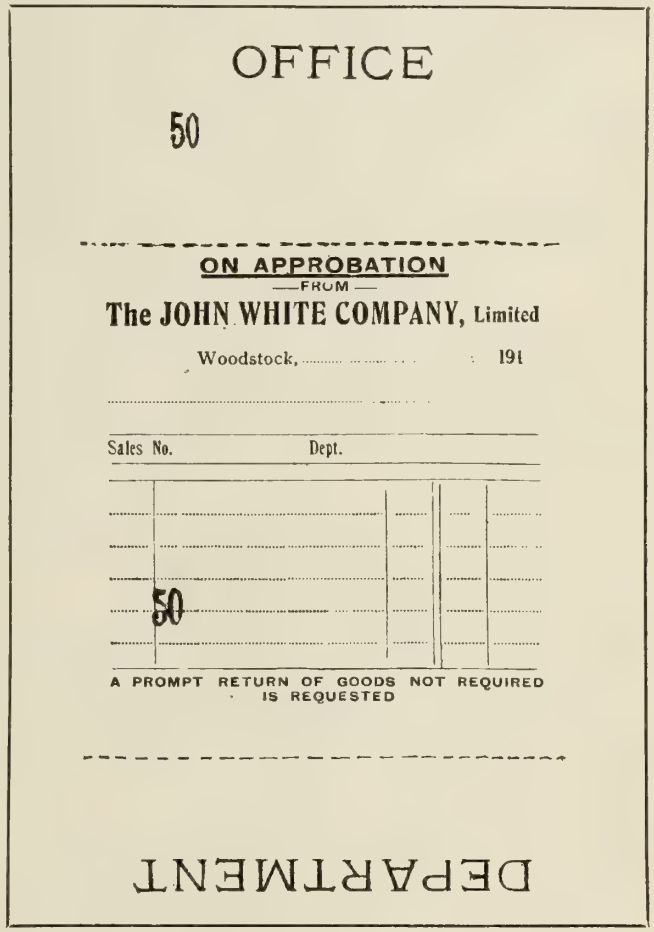
A Reminder on Slip for Customer.

A reproduction is given here of a slip used by the clerks. It will be seen from this that a special line is put on the top of the slip to denote that goods are sent out "on approbation." On top of this is the word "Office" and on the bottom the word "Department." This is, of course, what is known as a triplicate slip, and the centre as shown in the cut is given to the customer who thus has a clear record that the goods are sent on approbation and also a reminder as given at the bottom: "A prompt return of goods not required is requested."

The use made of the triplicate slip is this: The centre slip of course goes to the customer with the goods; the top slip, for the office, is sent to the office containing a record in carbon of the name of the customer, the clerk's number, the department, the goods themselves and the cost, with of course, the date. The third slip which is not used in many stores is for the department itself and contains a complete record also.

Collect Department Slips on Following Day.

The department slip is put on a file and on the morning of the following day a boy calls round to all the departments and collects the slips and takes them to the Delivery Department. The reason for this is that the store makes a custom of calling on the following day for all goods sent out and this call is made either by the regular delivery man or by a special messenger. A record of these calls is made in a book in the delivery office and as soon as the goods are brought back the same day they are checked off and a record sent to the business office. If it so happens that there is no one at home in the house where a call is made or that the customer requests another day to examine the goods, they are left, but a record is kept of this so that a call is made the following day. If the goods are not returned the second day after they have been sent out they are charged up to the customer.



Triplicate form for approvals.

In the business office the slip that is sent in is recorded in a book kept for the purpose and it appears on this book as practically a charge against the customer. As soon as the goods are returned and the item comes up from the delivery department, the item is checked off and no charge of course is made to the customer. If the goods are not returned after a certain date they go on the regular charge account and the bill is sent in to the customer.

No Delay in Getting Goods Back.

The strong point about this system is that the duplicate being in the department itself makes it certain that the goods will be called for on the following day by the delivery department, and the slip being sent to the office makes it certain that a record will be kept there of all goods that go out on approval. A co-operation of the delivery system with both the department and the office is also assured.

One Book "For Each Department."

The particular slip given The Review to illustrate this article was the last of a book of 50, and came from the dress goods department. As a matter of fact No. 1 had not been used, indicating that very little business in the line of "approvals" is done in that department as is usual, of course. Each department is given one book of "On Approbation" slips to keep ready, each clerk marking her number on all she uses, as in an ordinary transaction.

Up to Business Office Daily.

For those who do not carry triplicate sales slips the duplicate could be sent to the business office and the arrangement made from there each day for gathering in the goods that are out.

"Is there any limit to the goods sent out on approbation?" The Review inquired.

"Blouses and a few other lines we never let out," Mr. White replied. "Nor do we allow any kind of goods out to any customers in whose case we would be unwilling to run a charge account. In these cases every facility is given to the customer by using fitting rooms, etc., to test the goods, and the greatest freedom in returning the goods and receiving the money back, if the goods are not considered satisfactory."

Book for the Messenger.

Where difficulty is found in getting the clerks to record a case of goods sent out on approbation the time is ripe for a certain amount of discipline and no amount of "system" can regulate this. With a young and heedless messenger boy trouble is more likely and more excusable, but if he was given a little book in which each call was marked down, the goods received would be charged against him until he had the item checked off by the business office. This would prevent his throwing the parcel down on any counter where he thought it might belong.

Putting the Ad Together

Handy Forms Used in Big Quebec Store for Getting Good Service From All Departments —Must be Reason for Every Selling Line—Ad. Man Must Know the Goods.

By a Traveling Staff Writer.

QUEBEC, July 28—(Special).—One of the worst difficulties encountered by advertising managers in large stores is in getting department managers to realize the value of advertising, and to take advantage of it. Strange as it may seem, there are many department managers who do not, even in this enlightened age, care whether they advertise or not, even when space is already being taken by their firm in the local papers. Perhaps if this opportunity were cut off, they would be among the first to cry out for something to help them bring people into the store.

Advertising managers have other difficulties with department managers. Many of the latter get the impression that advertising is intended to clean out stuff that is sticking, stuff that is not wanted. How often the expression is heard, "We do not want to advertise that; people will but it anyhow. Let's advertise something that's a little harder to sell." Advertising was never intended to help department managers cover up their mistakes, but to assist them in selling goods.

Deciding Best Lines For Ad.

If it were left to managers to decide what lines are to be advertised, in many cases the advertising would not pay, the temptation to hide mistakes in buying being too strong. It is being learned by large stores that if an advertising man can be secured who has a good knowledge of merchandise, it is better to leave methods of advertising entirely in his hands. Advertising men who are not familiar with merchandise, should make it a point to spend as much time as they can in the store, so that managers will have no chance to "put one over" them. "Know your goods," is an expression which applies to the ad. man as much as to the salesman.

Advertise goods that are in season as far as possible. There was a case last year where a dry goods merchant in an Eastern town tried to dispose of some raincoats at the end of the season. He knocked down the price to below cost, and chose a rainy day for the sale. The public would not bite. So he stored them away until next season, then brushed them up, and offered them at a price which

Form A. D.5.

ADVERTISING REQUISITION

Department No..... Date.....

ARTICLES FOR SALE	DESCRIPTION: Give Colors, Materials, Styles, Sizes, etc.	QUANTITY.	REGULAR PRICES	SALE PRICE	GIVE REASONS FOR REDUCED PRICE

A useful form that must be filled in by the department head providing information from which the advertising manager of the Paquet Co., Quebec, C. H. Mills, makes up his reading matter.

GIVE AN ADVERTISEMENT EVERY DAY IF YOU CAN, YOUR DEPARTMENT IS CHARGED WITH ADVERTISING WHETHER YOU USE IT OR NOT

TO THE CHIEFS OF DEPARTMENTS REGARDING ADVERTISEMENTS

SUGGESTIONS WELCOMED

Ads received on Monday	Will appear in Wednesday's papers	For Sale Thursday
" " " Tuesday	" " " Thursday's papers	" " Friday
" " " Wednesday	" " " Friday's papers	" " Saturday
" " " Thursday	" " " Saturday's papers	" " Monday
" " " Friday	" " " Monday's papers	" " Tuesday
" " " Saturday	" " " Tuesday's papers	" " Wednesday

You are respectfully reminded that advertisements are used at the discretion of the advertising department, if your advertisement is suitable and timely it will always be used—Special requests will at all times be granded and every assistance given in any way possible.—SUGGESTIONS WELCOMED.

As all copy must be handed in to the newspapers according to the above schedule it is not possible for us to accept ads for a certain date unless they are given in as above specified.

The reverse side of the advertising requisition.

would realize a good profit. They were soon picked up.

The public are watching the advertising as much as anything else to find out what is in fashion. There are times for sales, but space should not be filled all the time with lines that stick.

A dodge of some managers is to send in old copy. In time the advertising manager will notice this, and throw it into the waste paper basket. The ad. will be missed, and the hint taken. If it is not taken, there are stores to-day in which the advertising manager has the power to bring a manager before the proprietor for an explanation of why he is not bringing people into the store.

To assist managers in making their copy, printed advertising requisitions are sent around, with a note from

REQUEST FOR ADVERTISING.

... ... Date.....191

To.....Mgr.

.....Department

Please send me.....items for

....

to be used in.....Adv. for.....Selling

.....Adv. Mgr.

the advertising manager who requests a certain number of items. On the requisition, columns are reserved for Articles for Sale, Description—color, material, style, sizes, etc., other columns for Quantity, for Regular price, and Sale price, and a bigger column for supplying reasons for the reduced prices.

The copy should be got together as early as possible, and an idea formed of how it is going to be used. With the facts there, one can choose a particular line for a big display. To be able to do this, the advertising manager must be familiar with the seasons, and be so well informed as to find it unnecessary to consult the managers on which lines to feature.

Now the items can be laid out on the dummy sheet, which is of standard size. The copy as it comes in on the requisition requires to be put into readable shape. Every piece of copy requires to have its place marked on the dummy. Leave nothing to the compositors to divine. Like elevator boys, they are not mind-readers.

It is a good idea for an advertising man when starting new with a concern, to take a walk over to the newspaper office, and to get into personal touch with the man who sets up the ads. let him know what you want, and after a week of that he will get to a point where he looks at your copy just as you look at it. He can't be made to understand by constant criticism. The printers like to see you too.

Form AD 8—1 m-31-13-13.

THE PAQUET COMPANY LIMITED ADVERTISING DEPARTMENT

Dept.....is charged as follows for ADVERTISING during the month of

.....19....

Dates	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Total	
to														
to														
to														
to														
to														
Total														

This form requires no explanation.

Have Copy Typed.

It is best to have copy typed. Where there is a stenographer, she can fix her machine so that the lines contain the same number of letters on the dummy as will be set up on the machine. In this way, it is easy to count up the lines, and mark the number on the dummy. In some cases there may be too many, and one or two will have to be eliminated. In department stores it is customary to attend first to the grocery ad. to be sure that every item gets in.

It is becoming common now for large stores to purchase their own type. A notable case is that of The Paquet Company, Quebec City, who purchased Powell Italic, to be used right through their ads. with the exception of 10 point, which is set on the machine. It gives distinction to their ads., and can be used exclusively. It costs about $120 for each newspaper, and as The Paquet Company advertises in four papers, their type must have cost them in the neighborhood of $500. There is enough of each fount to make up a full page. The buying of it was left to the newspapers.

$2,000 a Year on Art Department.

A concern like the above is wealthy enough to employ an artist, and to make their own cuts. They attach sufficient importance to this department as to spend $2,000 per year. Besides making their own cuts, they also use a syndicate service, which is exclusive to them in Quebec.

Where a firm uses several newspapers, it is a good idea to keep cuts in a cupboard, with one of each in a cabinet, the small drawers of which are labelled. These cuts must be kept up to date. When the dummy is being made up, the advertising manger chooses them from the cabinet as required, and leaves it to a trained boy to secure cuts required for other newspapers, from the cupboard.

Form A D-4

DEPARTMENTS ADVERTISED DURING WEEK ENDING ——— 19	M	T	W	T	F	S
A Silks and Velvets	X		X	X	X	X
B Black Dress Goods	X	X		X	X	X
C Colored Dress Goods	X		X		X	X
D Ladies' Suits, etc			X			
E Millinery		X				
F Ladies' Underwear & Corsets				X		X
G Muslins & Wash Goods	X	X		X		
H Quilts & Blankets						
I Staples			X		X	X
J Ladies' Gloves	X	X				
K Ladies' and Children's Hosiery				X		
L Embroideries & Laces		X				
M Handkerchiefs & Ribbons			X		X	

This enables a handy record to be kept of the extent of advertising in each department.—Paquet Co., Quebec.

Service Features in Brantford's New Store

Large Four-Storey Building for E. B. Crompton & Co.—Change of Air Every Half Hour—Roof Garden and Playground—Lunch and Grill Rooms—Rest and Sick Rooms, Information, Postal, Parcel and Express Bureaus.

Special Staff Correspondence.

BRANTFORD, Aug. 2.—From time to time accounts have appeared in The Review of Canadian stores whose provision for the convenience, comfort and general satisfaction of customers has reached a point that has seemed far in advance of conditions one would expect from the size of the centre in which they are located. But in every case that comes to mind the secret of the extensive requirements has lain not only in local confidence but in connections that have been established and maintained over a wide stretch of surrounding country.



This is a view of the new four-storey fireproof structure now being erected for E. B. Crompton & Co., Brantford, Ont. The floor space is 50,160 square feet and the window space 3,808 square feet. There will be a roof garden and playground at the top.

Rising Four Storeys From the Ashes.

This city, from a business point of view, is looking forward to the building and opening of the new Crompton store which promises to establish a high mark of service to the public. Most of our readers are aware of the misfortune which befel the firm of E. B. Crompton & Co., last March, when—just on the eve of Spring—a fire broke out that absolutely gutted the building in which a big business and honorable reputation had been built up. Undismayed the firm secured the old Y.M.C.A. premises—ill-fitted in many ways to handle their business, but the best that were available—and in a few days had opened up with an absolutely new stock. Their newspaper advertising meanwhile had been kept going vigorously and plans for a new structure to rise upon the pile of debris were soon under way.

The old premises consisted of two stores, with comparatively small openings connecting them, and with the floors of one lower than the other. The sweeping away of both of these, although it fell at a most inopportune time for supplies of goods in many lines, was a blessing in its way, for it has enabled the firm to arrange for one large airy building in place of the two, where the welfare of customers can be secured to an infinitely greater extent, new departments added, others located and goods displayed to better advantage, and in a hundred ways facilities provided for "making it easier to buy."

The view given here, though on a comparatively small scale, conveys some idea of the handsome and imposing appearance of the new quarters of "The House of Quality and Good Value." It is of four storeys, of brick, with concrete foundation, and steel and stone completing the fire-proof construction.

Rest Rooms and Manicuring Parlor.

Leaving aside for the moment the arrangement of the floors a few of the special features are noticeable, and these are points—in relation to service to the public—that the firm impressed in announcing their Rebuilding Sale. One of these is a "Rest Room and Retiring Room for tired shoppers," located on the second floor. This will be fitted up with easy chairs, tables, a writing desk, washroom and lavatory, with magazines and papers.

On the same floor will be manicuring and hair-dressing parlors.

Dining-rooms are another feature of this new store. This "lunch" department was carried on on a small scale in the old store, but the catering was looked after by an outsider. In the new building on the third floor there will be a large dining-room for ladies and their escorts; a grill room for men, and a lunch room for the staff.

The roof will be utilized as a roof garden and playground: a form of entertainment for the children (and their mothers) that is in use in a few of the largest Canadian stores. This playground will be open from May 1 to Oct. 15, a regular "Castle in the air."

A checking and parcel room will be one of the new provisions for the convenience of shoppers, and one closely allied to this will be an Information Bureau and Postal Station, where stamps will be sold and letters may be posted.

Another service will be a sub-express office to send off parcels, and also for the issuing of money orders.

Floor Area of 50,160 sq. Feet.

The store will have a floor space of 50,160 square feet in all, and show window space of 3,808 square feet.

One of the attractive announcements, particularly for the Summer time, is that the new ventilation system will provide for a complete change of air every 10 minutes.

The lighting, of course, will be on the most approved semi-indirect plan.

The following is a summary of the locations on the various floors:

Basement—

Glassware, toys, parcel room, and other departments, probably including a Bargain Section and groceries.

First Floor—

Gloves and hosiery. Embroideries and muslins. Neckwear, trimmings and ribbons. Silverware, jewelry and cut glass. Toilet; stationery. Dress goods, silks, patterns and umbrellas. Cotton, linens, bedding.

Mezzanine Balcony—

Private offices and general offices. Room for sudden cases of sickness.

Second Floor—

Ready-to-wear. Whitewear, waists and corsets. Millinery. Infants' Department. Manicuring and hair-dressing. Rest-room.

Third Floor—

Tea room and men's grill room. Carpets, rugs and house furnishings. Rest-room and lunch-room for staff.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVII. TORONTO, AUGUST, 1915 No. 10

PREDICTING STYLES WITH ACCURACY.

IT is not often that The Review indulges in retrospect. Like the department buyer it lives in an atmosphere of futurities, and not even as much as the man that sells in matters of the present.. But a casual backward glance over the year 1914 impressed the accuracy of a remarkable number of style forecasts given during the past year or so; forecasts that preceded the selling season by months, and on several occasions by more than the full year. It was felt that a summary of a few of these out of a number too bulky for a single issue would form not only interesting reminiscences, but serve in calling attention to one of the most valuable features that any trade paper can offer to business men.

This early knowledge of what styles have come to stay, and what are likely to be merely transitory, is the basis of all successful buying. Every issue of The Review guides retail buyers in their advance purchases, and many a manufacturer in the lines he decides to place upon the market. Sifting out the mass of "inventions" and seeking to select or adopt those most likely to appeal to the Canadian public is a work that is at once fascinating and of continuous service to our readers. It is our aim to extend our facilities even more during the coming months so that the Style Forecasts may prove even more accurate and worth while to the men in the office and behind the counter.

TELL THEM THERE'S COTTON IN IT.

THE knit goods manufacturer is faced with the alternative of turning out quality goods at higher prices or using cotton to reduce the average cost of the yarn if the retailer must have lines to sell at the old fixed prices. Some Canadian manufacturers will have a double set of samples, one all-wool, or as much wool as before, and the other degraded by cotton. There are lines of sweaters that will not stand any further losses in the wool weight, and cotton must be introduced. At the old minimum price for all-wool sweater coats no manufacturer under the new and higher yarn contracts can turn out goods at a profit. So with hosiery, so with underwear.

For the retailer who has firm ideas that his customers will will still demand 25 and 35 cent hosiery as before; $1 underwear or $2 sweater coats the only course is to order goods "to sell at a price," and the maker has no recourse but to cotton-ize his former all-wool products.

But what's the harm?—so long as the customer knows of it. In The "Parable" in the July issue of The Review the writer depicted the loss of the trade of a customer who had received good value from dyed muskrat sold as "Hudson seal," but had been left in ignorance and discovered later that another "Hudson Seal" garment, made only of dyed rabbit was marked at little over half the price of the other. What was fair dealing had she been informed, degenerated to a "swindle" in her estimate of the transaction. If a retailer through stress of war conditions has to sell a cotton-wool article where before it was all-wool it is his duty to inform his customer of the fact and the cause thereof. It is only fair to the customer if he is not likely to discover the change himself; it is a precaution in the direction of self-preservation if the purchaser is in a way to find out the truth independently.

ET TU, JOHN WANAMAKER?

WE confess it came with a shock of disappointment to read that speech of John Wanamaker's in which he outlined a plan for stopping the war by calling on United States citizens to loan the government, free of interest charges, $100,000,000,000 (one hundred billion dollars not millions only) to buy Belgium back from Germany, and also to forbid the export of munitions to the allied countries. Whether his ciphers counted up eleven or nine, matters little, though several of the leading financial and trade papers in New York quoted him for the hundred billions and not the one. Even the lower group would probably exceed Germany's wildest dream of expectation, while to the Canadian mind, and the great bulk, we believe, of those across the border, the suggestion to reward the violation of sacred treaties, and the monstrous conduct towards Belgian men, women and children by the payment of a fabulous indemnity brings a mingled feeling of horror and indignation. It would seem that for a few persons the obsession of a Peace-at-any-Price theory had worked strange pranks with their judgment and their humanity and yoked unequally together in a pro-German propaganda such men as William Jennings Bryan and John Wanamaker with Hermann Ritter, Bernsdorf, and a young gentleman of the name of Cobb, of weekly publication fame. Canadian business men will join in the hope that John Wanamaker will yet rescue his name from the uninspiring company of the others.

NAMES FOR THE HONOR ROLL.

IT is the aim of The Review, as was mentioned in last issue, to keep its readers in close touch with the events here, in England and in the United States that are influencing the course of the dry goods trade. The London letter touches upon a number of topics intimately connected with the draper's business across the water, and it is not strange that their relations to military operations should stand out prominently. While the course of trade should run full and free, it is impossible not to find ourselves pervaded more or less with the war atmosphere. Where we do ourselves, our fellow citizens and our country a wrong, however, is if we permit this to serve as an excuse for sluggishness or fainthearted-ness, for compression rather than expansion. A spirit of co-operation inevitably produces a healthy activity that will keep the wheels moving. Already the British business spirit that sends forth of its best with a buoyant cheerfulness is beginning to pervade life in Canada, and it is with the purpose of presenting a very near, a very patriotic and a most encouraging sign in the dry goods trade that The Review calls in this issue for the names of those who have left office or counter to go to the front. Let this be our Honor Roll; the emblem of the whole-hearted devotion practised by the trade.

THE CONVENTION.

ELSEWHERE in this issue appears a report of the Manitoba Merchants' Convention held at Winnipeg in July. The meeting was a get-together convention for the purpose of discussing trade problems and means of improving business conditions and effecting desired changes in retail methods. The discussions and addresses were exceedingly interesting and many excellent ideas were brought forth. Mayor Waugh, of Winnipeg, in his opening address, hit the nail on the head when he stated that it is up to the merchants as businessmen to devise the ways and means whereby they can increase the natural resources of this country. Mayor Waugh said in part:

"We have got to make conditions in the country more acceptable and favorable to the farmer and the farmer's wife than they have ever been. The tables are turned now—we can't regard the farmer as our hired man now; we are the farmer's hired man and must rely on him to produce our wealth.

"Let us forget for awhile the constructive period of this country and let us turn our entire attention to the larger production of the soil," pleaded the speaker. "We are blessed with the greatest heritage man ever had, and while facing a great war we are no more down-hearted about it than we are over our own local conditions in this country. There could be but one result of this war."

President Helliwell, of the Canadian Credit Mens' Association, stated that in a census of the membership of the association recently taken it was found that 90% of the members had noted that business conditions were better to-day than they were a year ago. The president of the Merchants' Association, in his address, referred to the great need of organization among the merchants of Manitoba. The idea of the association as stated by the president is to promote, if possible, a higher standard of trade ethics and of friendship among Manitoba and the whole Dominion, and to eliminate, or at least reduce the many evils and foolish burdens that are fast getting into the trade. The association wants to get legitimate merchants closer to each other for mutual benefit and business protection. The president referred to the need of the trade of the farmers, and stated that without the farmer there would be no merchant; there would be no small towns, for we are an agricultural country. The report elsewhere in this issue gives the president's views regarding the Grain Growers' Association. Considering that the meeting was the first annual convention, the attendance was very fair, but it should have been much greater and it is quite evident that there is great scope for organization work among the retailers of Manitoba.

EDITORIAL NOTES.

ARE YOU PLANNING for a permanent Bargain Section?

* * *

EVERY BUSINESS man who wants to succeed must have confidence in himself.

* * *

WINDOWS ARE the first impression the public get of your shop. Let them be as attractive as possible.

* * *

A GOOD MERCHANT'S aggressiveness always worries the other fellow, but he is never worried himself.

* * *

ONE MAY be attracted by some curiosity in the window, but if it has no direct connection with the goods on display, it is of little use.

* * *

THE MARKED SUCCESS in the placing of the Canadian loan in New York and the steady support of the allied standpoint by financial papers like the Wall Street Journal and the Journal of Commerce are eloquent reminders that the mass of English thought in the United States is backing up the great fight for individual and racial liberty.

* * *

IT WILL NOT TAKE LONG to decide which is correct: the knit goods man who declares the retailer is making a mistake in holding off, and the buyer who has gone on putting off his orders in easy confidence that he can get what he wants when he wants it, for all the reports of scarcity of yarns and a difficult dye situation.

* * *

ON THE ANNIVERSARY of the opening of the war the general opinion is that business conditions are much more favorable than they were six months or even three months ago. Recent reports from a large number of members of the Canadian Credit Men's Association showed over 90 per cent. holding this view. The crop in the West is estimated at the lowest figure at 200,000,000 bushels and $400,000,000 is set down as a likely value for the total grain crop. War orders are increasing daily and the distribution of tens of millions in many centres is beginning to create easier conditions. Altogether the second year opens with abundant evidences for a favorable business outlook.

MANY changes in our sources of supply since last August, but these changes have been so well made by our buyers that they hardly appear, when inspecting our stock and samples.

Sort Up for Fall

BLANKETS
FLANNELS
FLANNELETTES
DRESS GOODS
HOSIERY
UNDERWEAR
KNITTED GOODS
WOMEN'S READY-TO-WEAR GARMENTS

Now is the Best Time

Our Letter Order Department serve ***your*** *interests first*

The W. R. BROCK COMPANY (Limited)
MONTREAL

FANCY GOODS
NOTIONS & TOYS

New Lines in French Ivory

Many New Ideas in Frames—Clocks a Big Line—New Line Has the Weight of Real Ivory.

FRENCH Parisian, or whatever name is given to the particular product that is made from celluloid, etc., to take the place of real ivory, is in high favor, and is selling freely to the trade. Though French and British goods are almost cut off, buyers will be able to supply their needs. With many lines of low-priced novelties of German and Austrian manufacture cut off, the trade continues to search for other lines to substitute or to sell in their place, and ivory goods are doing their share in filling in the places thus left vacant.

There is a wonderful list of articles in this line, and most of them can be sold at what may be considered quite a popular price. Many attractive and useful articles can be had to retail as low as 15c with good profit, and there is a very large selection at 25c. Many of these articles can be sold separately as well as in sets. Take toilet and desk sets for instance: the saleswoman who is keen to sell will show these articles in combination as well as separately. For instance, there is a tray and powder-puff box and holder for combings that combine into a set or sell separately.

Very often customers who buy one piece will continue until they have the whole set, and as they are bought at intervals, the expense is not felt. This fad for collecting sets of toilet or desk needs is a profitable one for the department and should receive attention and encouragement. There should be lists placed prominently where the customer may see them giving each piece and the price it sells at.

Ivory goods are all-the-year sellers and this applies particularly to photo frames. Besides the ordinary square frame there are many novelty shapes. A new idea is to surround the picture with a mat in woven or basket work effect. This basket work idea is cleverly used in the production of other articles such as jewel cases, trays and small boxes. Jewel boxes and trays are lined and padded with plush. A new article is a pin cushion and jewel tray combined. The pin cushion top lifts up and forms the lid of the box or tray, the cushion being of plush as well as the lining of the box and the sides of the box being of ivory basket work.

French ivory is very light and in this respect differs from the real article. This season manufacturers are putting out a filled line consisting of hand glasses, brushes, brush and comb trays and other articles that have the weight and solidity of the real article. There is real use in this new idea as the more weighty articles are not so easily upset and broken. Boudoir and dressing table clocks are a line that is selling extensively, and for the holiday trade a special line is in preparation.

An Increase in Notions

Goods Wholly or Partly of Metal Show Advances—A Department That is Booming.

SALES have been particularly good in the notion department right through the season, and every notion section that is properly looked after has done good business. Many of the usual lines were off the market, and as Germany and Austria had a big hold on the notion business, some lines had to be done without and others had to be substituted. It is a matter of surprise that the elimination of these two countries has been so little felt and that British, Canadian and American manufacturers have been able to so quickly supply the needs of the trade.

Metal enters into the composition of many of the articles sold in the notion section, and because of the war, the price of many of these metals is constantly increasing; therefore, all articles partly or wholly composed of metal are constantly advancing in price. Some lines of imported

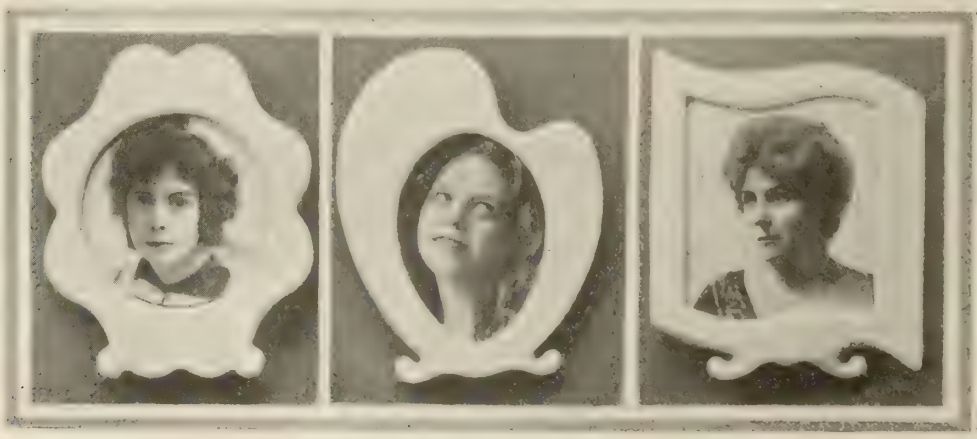
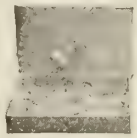


Photo frame novelties in French ivory. Shown by A. Sutherland representing Yale Novelty Company.

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Wherever Baby Novelties are sold, "RITE" stands for leadership, for originality, for "pioneership."

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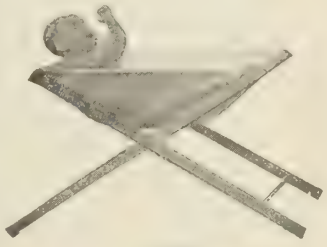
They are instantly distinguished anywhere.

Yet "Rite" prices average lower than those for equal grade generally.

Retailing Baby Novelties is made 90% easier for stores selling "RITE" goods.

Splendidly convenient for you to try "RITE" goods—

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Above all—we make quick shipments. We have the goods as well as the ideas—an adequate manufacturing plant on the premises. Be sure to

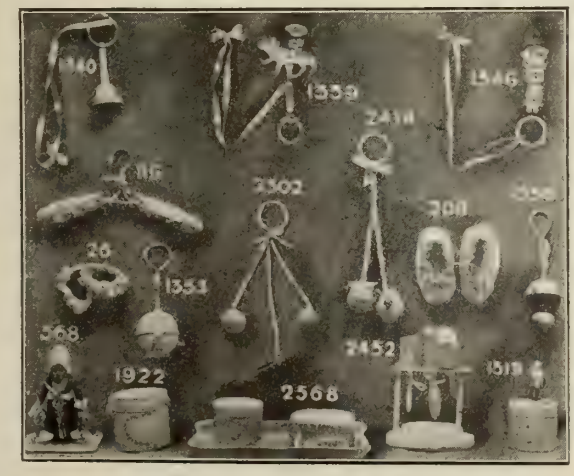
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No. 2309


No. 386

"Rite" Specialty Co.

35-37-39 West 36th Street New York







goods are also in short supply, but otherwise the notion department is in good shape.

This department has a special part to play at the present time when so much home sewing is done, for wo-



BAGS OF ALL KINDS MOST POPULAR.

Every woman is going to knit this winter and will need a knitting bag. Here is an original and convenient one that can be decorated with a spray of embroidery at home. The handles are made of two oval embroidery hoops. Shown by Corticelli, Belding, Paul Co.

men rely upon this for the numerous aids that make sewing an easy task and for the novelties that enable them to follow the changing styles. Therefore a notion stock that is kept full and complete is a great trade puller and is a selling help to the other departments.

Not only is the quality of the merchandise carried and the service given of importance, but the fittings, position and the arrangement are of the greatest importance. Goods do not sell if they are not shown, no matter how well they are assorted. No dark corner that is not considered good enough for other stocks can be turned into a notion section, though it is true that positions where the lighting, that is as far as daylight is concerned, is not of the best can be utilized for the notion section. When this is done there should be abundance of artificial light provided, and the stock should be kept in perfect order and the goods should be ticketed so that the customer may see the price at a glance. Where bunks are used there is a metal slot provided into which the price ticket is slipped, but when the goods are carried on counter or table wire stands are used.

FUR TRIMMING STRONG.

All Summer long there has been a fancy for fur, and now that the season is approaching when fur can be comfortably and appropriately worn, it is expected that a big vogue for fur trimmings will develop. Fox is the favored fur and fox trimmings in white, black, smoke and other colors will be in big demand. Fitch, skunk, rabbit and bands of imitation fur, particularly in seal and beaver will be strong.

Braid trimmings will be used to some extent on the new suits and dresses, but it will be in touches rather than in elaborate trimming schemes, as styles are very simple. Wide Hercules braid will be used to some extent, but the narrower fancy braids will be more in evidence and will be combined with cords and soutaches. There is some feeling for tinsel effects and narrow braids and soutaches as well as cords in gold will be asked for later.

New Ideas in Needlework

Personal Articles Needing Only Embroidery Pattern—Envelope Pillow Slip—Knitting Bags.

THERE is the usual Summer lull in business in many lines but art needlework is a steady seller. Since manufacturers turned their attention to the production of practical goods this department has gone ahead by leaps and bounds and in a very few years has developed from one doing practically a one season's business into a department that is busy all the year. Though many customers in the majority of sections are away on Summer visits, there are enough left at home to keep things going, and in many stores the classes in needlework that have done so much to develop this department are still being held.

Crochet work is in high favor and in place of the drawn work and macrame motifs, motifs of crochet and crochet lace to match are used. The same brown linen or crash is used for the foundation and the crochet is done in special cordon net or specially heavy cord. The macrame work is still fashionable but the crochet is almost as effective and is much more easily done.

The Envelope Pillow Slip.

One of the novelties in pillow slips is the envelope—its name explains its shape. The flap is scalloped and button holed, and the decoration is on the flap. These covers are used in place of the shams of ancient days and the pillow is slipped into them when the bed is made up and slipped out at night. A new cosy is made of three elongated triangles of linen and is intended to cover either coffee or chocolate pot.

Butcher blue linen with the embroidery worked solid in white and then outlined with black is a new idea that is featured. Indeed black, white and a color is the latest idea in art needle work designs. Many bags show this combination and it is worked out in many ways. For instance a cushion is of white, highly mercerized, repp, with medallions of blue outlined with heavy embroidery and with a cutout pattern in black outlined with white thread. The same kind of work decorates many bags.

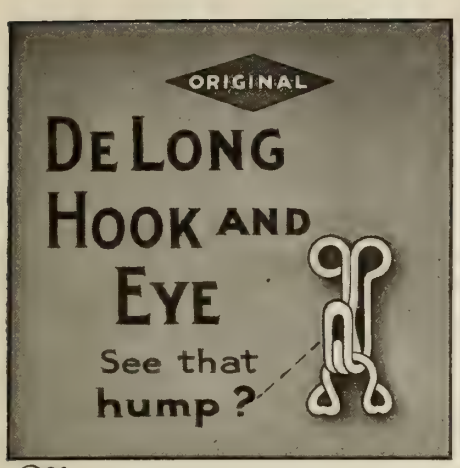
Bags for knitting form quite a feature and come in every size and shape. One bag is cut like a basket, that is, like a basket would be if flattened out. The two halves are buttonholed together and the top and handle piece are buttonholed round, while an inscription indicating that the bag is devoted to knitting is embroidered on the front.

Fudge and chafing dish aprons come in various shapes decorated with sprays of colored embroidery.

Novelties in Bags

Variety the Keynote—Bags, Irrespective of Material, are Pleated, Shirred and Draped—Linings are Either of Flowered or Gay-Colored Silk.

MANY stores, and among them those that are most up-to-date, are giving more and more attention to the many lines of fancy articles. This section of the store is growing, and the conditions developed by war time have been a help, as they have made merchants realize the importance of having a big volume of business that brings in the ready cash. Before the war a very large proportion of the articles sold were of German or







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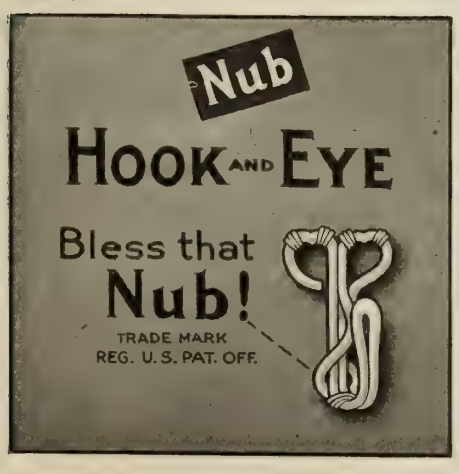
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Austrian origin, and though there are articles that have not been replaced, on the whole it is surprising how little dislocation the total cutting off of Germany and her allies has occasioned. In some ways it has been a positive gain for it has led to the introduction of original ideas in familiar lines. Another effect of the elimination of competition is that Canadian, English and American firms are getting the business that once went to the enemy country.

Summer selling is not over yet, and there will be still room for attractive numbers in cretonne and sheepskin bag and pocketbook novelties, for the pocket-book with the strap at the back through which the fingers of the hand are passed has again made its appearance. Some of the new bags come in pocket-book shape with the usual bag handle attached. And besides there are bags in melon shape—some of which are absurdly small with the strap attached to the frame and bottom through which the fingers pass to carry it.

To-day a woman carries many, many toilet accessories in her bag, though because of price there are fewer fittings used in the bags for popular selling. Where the price paid is high enough, the hair-pin case, the powder puff, pin case and mirror invariably form the fittings included in the fashionable hand bag. Lines of samples are wonderfully varied and just as varied are the materials. Prices also are quite as varied and run from 90c at retail up to many dollars.

A novelty bag seen the other day that looked like Christmas trade was of white moire silk lined with white silk in Dresden pattern. The high novelty feature of this bag, however, was the use of Parisian ivory for the chain and frame. Another smart bag from the same collection is made of black moire which is embroidered with rosebuds and leaves worked out in steel beads. The lining of the bag is of bright blue silk the frame is covered with the moire, and the handle is composed of a pleated strap of the same silk fastened into fancy rings of rolled plate.

Many bags are of leather and silk combined, and the popularity of navy blue is foreshadowed by the number of bags shown in this color.

Only the softest and most pliable of leathers are used for bags as leather is treated as fabrics, and is draped, shirred and pleated. Fine pin seal in dull finish, morocco, ooze calf, suede patent and similar leathers are used in colors as well as black. A new form that is beginning to be featured is a long, flat, oblong shape.

Many flowered silk linings are seen as well as those of gay colors. The big nob continues and nearly every bag is finished in this manner. Some nobs are faceted and are in such colors as amber, amethyst, emerald, ruby, etc. Pearl is used and also ground glass in imitation of spar.

New Buttons for Fall

Military Models Still Rule and Buttons Will be a Big Trimming Feature in Ball and Half-Ball Shapes

STYLES are still military, for the whole world is interested in the war, and both on this continent and in Europe its progress is the one absorbing theme. Though there may be a few who desire styles that make them forget the war, the majority are only too delighted to copy anything that has a military bearing, and as was the case one hundred years ago Paris showings to-day are more or less colored by the war.

Metal buttons are in for a big run, chiefly in ball and half-ball shapes. These come in dull and polished gilt, silver and gunmetal in all sizes from the tiny trimming buttons to balls of large sizes up to 24 and 40 lines for suits and separate coats. High-class buttons come in filigree effects, but there is a cheaper imitation on the market that is selling. These buttons come in the popular ball shape and are very desirable as the patterns are handsome and attractive. The best liked come in old gold, and frosted silver as well as gunmetal.

Another new idea is the combining of silver trimmings with other materials. Irregular tops are set into a silver frame, and many shapes are enriched with bands of silver. Among the novelties may be mentioned a barrel button with silver hoops, and an olive shape with silver bands at each end.

The bulk of the line comes in celluloid and here also the ball and the half-ball shape is the decided leader. Solid colors are strong, but two-tone, mottled and plaid effects are also showing. Other shapes come in big variety. There are a number of olive shapes and unequal-sided octagonals, squares and two sides shaved off slantwise, and oblongs treated in the same manner. One of the new shapes shows a ball having a depressed ring which gives somewhat of a double effect. Then there are torpedo and submarine shapes. Many of these buttons come in inlaid and lamiated effects, as well as in mottled patterns.

Pearls are another strong line. Ball and olive shapes are showing but these are expensive. The big business is coming in flat pearl butons in oval, square and triangular effects, along with what may be termed suiting styles. In tiny buttons for trimming waists ball effects and flattened balls are a big feature.

As a novelty come the buttons made of polished wood. These buttons are coated with an enamel or varnish which is baked on in an oven. They are very light, and come in a variety of forms, of which the ball-shape leads. These buttons have been introduced to go with the new tweeds and homespuns and show the mixed and mottled colors that rule in these cloths.

AMERICAN
Hobby Horses Doll's Cabs



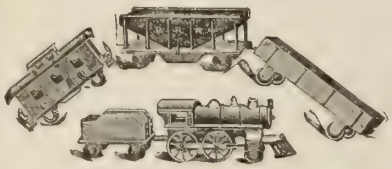
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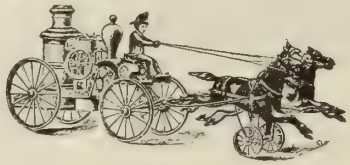

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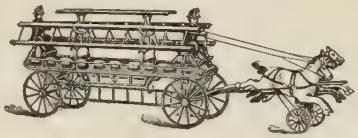
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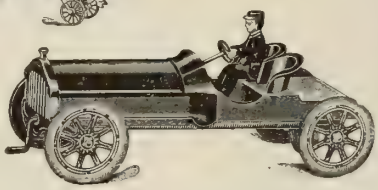
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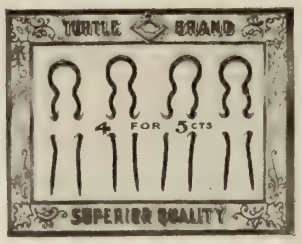
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¶ You can talk to the dry goods merchants from Halifax to Vancouver for only two cents for each word with a condensed ad. in the DRY GOODS REVIEW.

Drapers in England Aiding Lloyd George

LONDON, July 22 (Special).—With characteristic energy and thoroughness, Mr. Lloyd George is getting the co-operation of the drapers and allied traders in order to secure the maximum of assistance in the manufacture of munitions. Meetings, both of the wholesale and retail trade are being held over the country to consider how these distributing trades can best assist the committee recently appointed, by readjusting their organization so as to allow the largest possible number of their employees to devote themselves to the service of their country. In Edinburgh, for instance, it was stated there were 100,000 men of military age engaged in the distributing trades in Scotland and of these 40,000 had already enlisted, and between 20,000 and 30,000 were still available.

Getting Back Skilled Women.

Sir Robert Maule, who presided at the Edinburgh meeting stated that as it was impossible to find in the city sufficient experienced assistance in the drapery business to take the place of those who wished to leave they would be thrown back on those who had not had any experience. He thought that they would need to do something in the way of reducing the hours of labor if they wished to get back the women who had previously been engaged in the drapery trade. He suggested closing all shops at 7 o'clock in the evening. A committee was appointed to consider the question.

Pooling Engineering Staffs.

The question of co-operation amongst drapers has been carried to a further extent in London, where the large department stores have agreed to pool their engineering staffs in order to allow more of these to join the colors. By a suggestion of a representative of Harrods, Ltd., each of seven houses which are in the agreement will loan to any of the others any members of its engineering staff that are required, for the time being. The same idea may be carried out amongst the other drapers' establishments in the larger centres.

Thanks From Lloyd George.

In a letter of thanks for this offer, Mr. Lloyd George said: "The suggestion appeared to be not only eminently patriotic, but also eminently practicable, and if it should be acted upon by other firms in a similar position it would tend materially to simplify the work of securing the men urgently needed by the nation for the production of munitions of war.

German Assuming English Name.

A very interesting case came up before a magistrate in which a registered alien was charged with having assumed a name other than that by which he was ordinarily known before the war. His own name was of a decided German flavor but the new one started with "British" and ended up with "Manufacturing Co. Ltd." A fine of £25 with £20 cost was imposed, a total of over $200 and the Magistrate declared that the purpose of the formation of the company clearly was to conceal the connection of the prisoner with the business and the change in the name was made in order to conceal the German connection of the defendant. The case will be appealed.

The Manitoba Convention

WINNIPEG, Man., Aug. 2 (Special)—The lot of the energetic officers of the Retail Merchant's Association of Manitoba has not been an easy one in the past because the response from the merchants of the province has fallen far short of that of the adjoining provinces of Saskatchewan and Alberta. The first annual convention, however, which was held in this city last month would seem to mark a definite forward movement and one behind which a large number of retail merchants are likely to take their stand.

The convention was marked by the discussion of several important questions which bear closely on business conditions in Manitoba at the present time. One of the most interesting of these was presented by the President of the Association, Mr. C. F. Rannard, who urged the members to work out some plan for meeting the attempt of the Grain Growers' Association to organize co-operative buying amongst the farmers of the province. Mr. Rannard opened his remarks by stating that he had been a farmer himself before he went into business. Lack of organization on the part of the retailers was one of the reasons for the growth of the co-operative movement amongst the farmers.

"How weak we are towards our own business; no wonder the grain growers beat us out," he declared. "In Saskatchewan the grain growers' association has put many merchants out of business; are we going to wait until they try it on us here?

"Without the farmer there would be no merchant, there would be no small towns, for we are an agricultural country and I will not raise my hand to do anything unjust to him.

"But I am convinced that the men at the head of the Grain Growers are dead wrong. Their intentions are right, but they have the wrong idea for what the farmers' organization was intended. I fear, and a great many others fear, that through this co-operative movement they will hamper their usefulness as a farmers' medium because they are breeding disaster and discontent in their organization. They are asking farmers to do something which is entirely out of their line and which they do not understand. As soon as they succeed in bringing before the farmers the right and proper way to farm, then will be the time for them to go into the co-operative selling game.

How to Fight Grain Growers.

"Shall we fight them, and how shall we do it? That is the problem. The first way I would fight them is this. Treat the farmer as your best friend. Interest him in giving him your best service, assure him you will do your best to give him merchandise as cheap as it is possible considering quality and value. All you merchants in your big or little town get your heads together and work out the best method (and we will help you) to interest the farmer to keep the dollars at home to build up your home town and make it bigger and better."

In dealing with the lack of assistance that has been given the officers in Manitoba, Mr. Rannard stated that Manitoba, the oldest Western Province, was away behind in the matter of unity in effort.

READY-TO-WEAR

FASHION FEATURES FOR FALL AND EARLY WINTER

The general tendency is towards a more fitted bodice, and the figure again has curves.

Skirts are wider, comfortably wide for the suit skirt and the dress for useful wear, and frivolously so when the dress is designed for dancing or the more dressy occasions.

Generally speaking, styles are simple, and more practical, and are varied enough to permit to the woman buying, the exercise of her individual taste.

SUITS—In simple tailored and belted models. The Russian blouse is the latest. Skirts are moderately wide and are pleated, used in many ways.

WAISTS—The waist matching the suit of sheer material is high style. Lace waists are the latest, and tailored models in crepe de chine, satin, etc., are very prominent.

COATS—In loose-flaring belted models, or in the more fitting redingote styles. They are trimmed with fur, the fur band at the hem being a strong feature.

DRESSES—There is big variety in dress styles, but the models seen so far are simple and practical. Combination effects are assured. Semi-princess and Russian blouse models are the latest. Sleeves are full length, and skirts are both moderate and full.

CHILDREN'S WEAR—Middy, blouse and styles having the waist and skirt effect lead. Many children's models are put out in heavy cotton materials, as it is impossible to get the price down in serge.

THE CORSET—The higher bust, the curve at the waistline, shorter skirts and more boning are the marked new features in corset lines.

EARLY FALL MILLINERY—Black and white leads, though dark blue and white is the smartest combination. Small toques, beretta shapes, and larger sailors are the leading shapes. The work comes in making the hat. Trimmings are very simple.

SILKS AND VELVETS—All indications point to a big season. Velvets and velveteens, and fancy pile fabrics are much in demand and the supply is limited. Faille Francais poplins, and kindred silks are much in demand. Satin-finished silks are leaders, and there is a big demand for crepes.

WOOL DRESS FABRICS—Plain fabrics will dominate, serges, whipcords, gabardines and broadcloths being the sellers. Prices are high. Navy and other blues lead, and brown, green, wine and black are the other colors.

TRIMMINGS, ETC.—Fur is to be the leading trimming. Braid is used to some extent, and there is a demand for lace.


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Curves Here—Is the Crinoline Coming?

This is the next question suggested by Paris. Fashions are being taken from crinoline periods—those of Marie Antoinette, Eugenie and Victoria being chosen, and some ideas also are coming from the time of Henri of Navarre. This spring Paquin introduced a skirt with a heavy cord at the edge to make it flare out and here is a Paris gown sent to The Review from Drecoll's, which is corded right up the skirt. The hat should be noted for flat flaring shapes of this type are immensely fashionable.





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Allen Manufacturing Company, Limited

105 Simcoe Street, Toronto

Plain Tailored Suits for Fall in Big Variety

Many Button High Up at the Throat—Collars With Height at Back—Braid and Facings and Pipings of Color—Most Skirts Have Belt of Material—Manufacturers Late With Samples.



ADVANCE NEW YORK MODEL.

Blouse suit of plaid velvet. The coat has a yoke and the fullness is drawn in at the waist with lines of smocking. The edge of the coat is finished in scallops, and the choker collar and the cuffs are of fur. The skirt is moderately wide and is set in side pleats with a wide panel in front.

FALL suits are on the market, and have been shown in some of the larger retail stores. Yet, contrary to the usual custom many manufacturers' sample lines are not yet complete. They also lack the buying confirmation, and this will not be given until the buyers come to market. Of course there has been some selling, but the generality of buyers are waiting until nearer the opening of the selling season to place their orders, and are taking their chances of getting the merchandise they need. In many cases buyers refuse to place orders because of the prices asked, quoting the fact that they have never paid more than a certain figure, and ignoring the fact of the war time advances. "Goods have always come from somewhere," they say, "and someone will be able to sell us what we want," and so there is little doubt that buyers will shop around to see who has the material bought before the heavy advances in woolen goods, and whether the advantage will still rest with the retailer. Though there may be a jobbing house or manufacturer here and there, who has cloth either in stock or bought before the later advances, it is hardly conceivable that he will let them go at a low figure. It is more likely that he will use the advantage to equalize his prices, and to pay for the heavy extra war-time expenses. Therefore, it may be safe to say that prices will be equalized by placing a reasonable profit on the early bought goods to offset the loss on those bought later. This has been the policy so far in many jobbing houses, and doubtless the cutting up trade will do the same.

It is no wonder that buyers think that many garments particularly those of serge are high in price, for since the war broke out both suits and dresses of this material have been sold at very high figures, and such selling is by contrast going to make it hard both for the garment manufacturer and the retailer to do business this Fall.

Russian Blouse Effect.

Styles for Fall are simple, and are either plain tailored, or an evolution of the military models. There are numerous new models though all have more or less of the military touch. Many of them are belted, though the belt does not go all around the waist in many cases. One of the newest models has the coat in Russian blouse effect, and is belted a little below the normal waist line. This style of coat and many other models fasten over a little to the side with a single row of buttons and button up to the throat in a style that is very practical for Fall selling.

Collars are varied but the majority show height at the back with a slight V front. Often the collar is double, one being of the material and the other of some trimming material.

Touches of braid appear on some of the suits, and fur will come later:—facings and pipings of color are also in evidence, and buckles in some models take the place of buttons.

Skirts Have Extra Fullness in Pleats.

Skirts are very simply made, and the extra fullness is laid in pleats. Cluster pleats at the sides or at the front and back are seen as well as pleated panels. The majority of the new skirts have a belt of the material and pocket arrangements in a variety of styles are a leading feature.

Serge is the leading material, but gabardine, whipcord mixtures and small checks are all included. Many of the better priced suits are of broadcloth.

Navy blue, black, and the military blues are the leading colors. The other colors are dark shades of green, brown or grey.

Colored Waists in Sheer Fabrics for Fall

Will Match or Tone in With Color of the Suit—Popular Trade, However, Will Take to White or Flesh Color—Military Touch Seen, With Epaulettes — Lace Waists Showing.

THE newest on the market is the lace waist. These waists are developed out of double width allovers and come in white, ivory and black. Allover nets in craquele and other meshes take the place of lace. The lace comes in combination with crepe of Georgette and the sleeves are long and full from the elbow down where they are gathered into a cuff edged with a frill. Often the sleeve is only lined to the elbow, giving the opportunity to introduce novelty cutting and trimming effects which show through the transparent upper sleeve. Just at present the emphasis rests upon white and flesh shades, and Georgette and other crepes are big sellers. It must be borne in mind, however, that buyers are not buying far ahead of their requirements these days and that models showing now are only intended for late Summer and early Fall.

Black, Black and White, and Blue.

It is expected that the waist matching the color of the suit or toning in with it will be the feature of the Fall season, and many indications go to show that the Fall waist will combine with the suit skirt or separate skirt in such a way as to look like a complete gown. This being so, black, and black and white, and dark blues will predominate. Belgian blues and blues on the military order will be good, and green, grey, taupe, brown and purple will be shown to round out the color assortment. Though it is expected that the better trade will take the all-dark garment, the selling will go chiefly to models having a light colored lining, and here white and flesh color will be in the lead. Other models will show the lining forming an under waist with the veiling fabric forming a jumper or bolero or some other sleeveless jacket effect, but there will often be an upper sleeve of the veiling material.

Tailored and semi-tailored lines come in crepe de chine and in satin and taffeta as well as in heavy cotton fabrics. The new idea is the military touch. Epaulettes are used and patch pockets and pleats while the sleeve is long and the collar is high.

FUR TRIMMINGS IN COATS.

Fall Coats are Loose and Flaring or Following the Lines of the Figure.

Variety marks the separate coat styles and there are two distinct tendencies developing; one is towards the full loose coat that flares and often has a band trimming of some kind to emphasize the flare, while the other is more fitted than coats have been for some time and follows the lines of the figure.

The tendency is towards longer coats and some coats are full length covering the whole dress. For price considerations there are always shorter models and the big business will come in three-quarter and seven-eight lengths.

The liking for belted models has not diminished, and belts going all the way round, and models that are partly belted are shown. When the coat is of check or mixture fabric the belt is of the same material; but when fur fabrics, velvets, plushes, etc., or some plain colored material is employed the coat may have the belt of the same trimming material used for the collar and cuffs.

Nearly every coat seen buttons up to the neck, but as a rule the collar is convertible, and the coat may fasten lower giving some form of lapel effect.

Fur is the only trimming of importance, and where fur would prove too expensive the fur fabrics are used. The band of fur or fur fabric edging the bottom of the garment is a new feature that is certain to be adopted.



PLAIN TAILORED MODEL.

This suit is of navy blue velour, and shows the coat fastening up to the throat with high military collar of velvet to match. Touches of braid appear on the cuffs and at the waist line. The skirt is of moderate width and is perfectly plain.

For Children and Misses

Heavy Cottons Will Replace Much of Woolen Material—Middy and Blouse Styles Lead.

FOR the coming Fall a more extended showing of heavy cotton materials made up into children's dresses may be expected because heavy cottons will have to take the place to a very large extent of woolen fabrics. Serge dresses are being shown but the prices are up and are likely to go higher when the selling season opens up. The high price of serge and the scarcity of this material is bound to be severely felt in the children's and misses' dress section. Cotton diagonals, cords, piques, ratines, and checked and plain fabrics that are chiefly cotton will be the leading materials for children's wear. Serge, of course, is not eliminated and both serge and gabardine are used in the production of better priced misses' and children's dresses.

Middy and blouse styles predominate and many dresses come in the regulation sailor styles, and for misses' wear modified Norfolks and bolero effects are found in the new lines. Where the one-piece dress is used there is a tendency to give it the appearance of a coat and skirt effect. The collars are flat and the sleeves are both long and three-quarter.

The belt is of the material as a general rule and a pretty effect is given by scalloping the edges and trimming both collar and suffs in this way.



EARLY FALL WAIST.

This waist is of allover net and crepe de chine in white. The net forms the bolero and the sleeves which have a lining to the elbow of Jap silk. From the elbow down the sleeves are full and gathered at the wrist into a straight cuff of crepe finished with full pleatings of the net. The collar is of the net with a band of bright blue satin on the edge. Shown by the Winsome Waist Co.



Child's dress of pink novelty cotton, diagonal serge. The feature of this dress is the use of machine imitations of hand work for trimming. There are the embroidered motifs and the scalloping of collar, cuffs and belt, as well as the rows of shirring that confine the fullness of the skirt. The buttons are covered with the material of the dress and are in half ball shape. Shown by James Richardson Co.

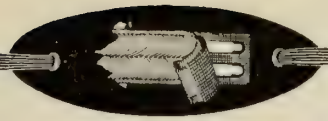
Patent leather belts both in black, white, and in colors are also showing.

NEW MODELS.

For the first time in many seasons women will have a figure, and the smart woman will be seeking a corset that will indicate at least a return to curves at the waist.

One of the chief points in fitting is not to fit the bust too high. The top of the corset should just reach to the curve of the bust, and it should be full enough to allow the breast to fit into it. The woman with the short waist will want the 4-inch, and the woman that is medium tall the 4½-inch height, while the tall woman will take the 5-inch corset. Should a higher corset be required models up to six inches high can be had as special orders.

Not only are the corsets higher in the bust but there has been a modification of the extremely long skirt.



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Corset Efficiency—

Efficiency applied to corsets means a great deal.

It means corsets with the style that attracts, the price that sells, the lines that fit, the construction that wears, the quality that is remembered long and which ensures return business. P.C. Corsets with their scientific and practical construction, their durable encased steels, their super materials and their excellent fitting qualities represent real corset efficiency.



Note the graceful lines, the real values.

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Combination of Materials the Leading Style Idea

Serge and Other Cloths Will Be Combined With Silk—Silk Fabrics in High Favor—Velvets to Come Later.

THE new dresses ought to be easy to sell for the styles are simple, pleasing, and practical. At present the interest is centered on the serge dress, and the manufacturer who is not in present need of material is making up simple dresses, all of serge, with the exception of course of the trimming features such as collar and cuffs. When the widespread shortage in this fabric becomes apparent more models featuring the combination idea will be shown. Already such models are making their appearance and are of serge and satin, serge and taffeta, or serge and velvet. Other cloths are combined in this manner and this combination idea is sure to be a feature of the Fall and Winter dress season.

Many of the silk models show this feature—the waist being of the plaid and the skirt of plain silk or satin to match the ground of the novelty silk. The coming season promises to see a big business in silk dresses, for compared with other fabrics silks are cheap, and there is the desirable novelty obtainable both on color, pattern and weave.

All the staple colors and the new dark tones in dark blue, navy, military blues, olives and Russian greens, nigger browns, taupe, fur shades, as well as the new mulberry, and purples come in silk materials. Practically all the leading silk weaves will be made up into dresses.

For cheaper dresses, messaline and faille, as well as poplins, crepe poplins, and bengalines will be used, and for the more expensive gowns, taffeta, charmeuse and other satins will be employed.

New ideas that point the way for future changes come in the redingote and princess dresses. This style is cleverly modified and made adaptable by the use of panels back and front extending from hem to back of skirt.



New Fall model. Shown by Clayson Mfg. Co., Ltd.



"Avenu" coat trimmed with "Nutria." Shown by Greenshields, Limited.

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NATIONAL GARMENTS

Raincoats——————Utility Coats

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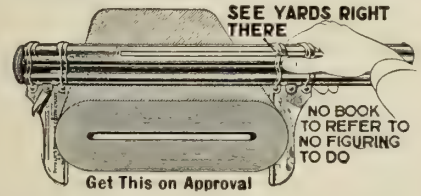
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If you have been putting up with the inconvenience of the ordinary pin ticket—the jabbing of the fingers; the tearing of expensive fabrics—then it is time you tried out Noesting.

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have done away with all this, as hundreds of Canadian merchants who use them can testify. They're safe, humane, profitable—and cost no more than the old-fashioned kind. So why not have Noesting? **Order from your jobber or direct from us.**

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La Grecque Corsets

Made upon lines that are authoritative—smart and graceful. They have a strong interpretation of French grace and construction, made practical for American figures. They comprise a complete line for the dealer, from the dainty Lattice Ribbon to the substantial La Grecque Belt, which stands alone in the corset world as the favorite for stout figures.

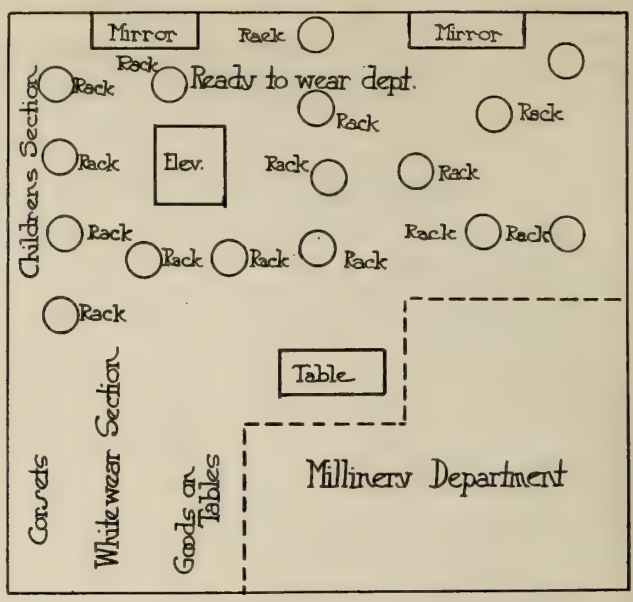
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VAN ORDEN MFG. CO.
NEWARK, N. J., U. S. A.



Charge Alterations Only on Wash Goods

System in Force in Ready-to-Wear Department in Woodstock—No Price in Ads for Days After Opening.



WOODSTOCK, Ont., July 30th.—When a representative of The Review called on the ready-to-wear department of the John White Company's store here the department was engaged in selling off a few of the left-overs of what had been a remarkably good season in wash dresses. Very few were left to sell at reduced rates and as a rule the stock is in good shape preparatory to the Fall opening.

A rough sketch is given here of the relation of this department to others on the same floor, the second of this large, airy store. The ready-to-wear department occupies the whole of the back of this floor with the elevator opening near the centre. At the front of the store and connected without partition with this department is the millinery, occupying most of the front, while white wear, including corsets, occupies the other corner. The three departments fit in admirably and it is the effort of most stores planning the location of their departments to have these three closely related to each other as a sale in one is often followed up by a visit to the others, resulting in further sales.

The goods in this department are shown mainly on circular racks whose location is roughly indicated. The drawing gives an idea of the number of these, and something of their location, but this of course changes frequently, if for no other reason than to give variety to the appearance of the department. It will be noticed that children's goods are on the left hand side of the department. These are kept together.

Fitting Room on Fourth Floor.

Down the full length of this floor run three green carpets, the centre wider than the other making a very handsome decoration as well as deadening the sound. The floors are of polished hardwood. Along the back wall are two mirrors for the use of ladies examining the goods they are trying on. At the left hand corner just at the back of the ready-to-wear department is the rest room, while the fitting rooms are located on the fourth floor. It is the custom when a lady wishes to try anything on in any department for her to be taken up by the clerk to the fourth floor. The clerk remains there while the goods are being tried on and at the same time when any alterations are being made instructions are given in the fitting room for these. Having the fitting room upstairs next to the workroom has been found a most convenient arrangement, because the top floor is given up very extensively to manufacturing.

The Ads. for the Opening.

Two sample advertisements of this firm's Fall opening of last year are reproduced in this issue. The usual plan is to make merely a general announcement of the opening with millinery given first place, ready to wear second, and dress fabrics third. In the opening announcement nothing is said as to styles, no particulars are given at all, only the bare announcement made because it is felt that women will come anyway and they prefer to see things for themselves, without having anything "picked out" for them. On the day after the opening or sometimes on the same day a description of the leading styles and suits appears in the advertisement of the store just as if the writer had been present at the opening with the rest of the public. The Fall opening takes place on a Thursday and an announcement may be made on Saturday as to an evening showing.

It is not until several days after the opening that prices are given as it is thought that the question of style is the main one in the earlier days when the goods are on exhibition.

Charge Alterations on Wash Goods.

The system of charging for making alterations in goods that are bought from this department is a fairly simple one. The rule is to charge for cotton goods up to $10 but over that no charge is made. There is no charge made on woolen goods no matter what the price is at which they are sold. The theory is that the store must charge on the wash goods of the smaller price, particularly as the profit is smaller than on the other lines, and in this case the customer just pays almost exactly the cost of the alteration. This seldom runs above 35 or 50 cents. In marking up the goods, however, in other lines there is usually an addition made of 50c, 75c or a dollar to cover the cost of alteration. In a number of cases, of course, there are no alterations but in other cases there are those which cost more than the amount allowed so that the store averages up about even.

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And Get Acquainted With

WILE'S COATS

Our Canadian Representative, Mr. P. B. Hart, has a collection of our samples at the Lindsay Building, 5th Floor, Montreal, where he will be glad to see you.



E. J. WILE & Co.

160 5th Ave., at 21st St.

NEW YORK



FOOTWEAR DEPT.

Novelties Run on for Fall

High Skirts Mean Continuance, Though Staples Will Be Stronger—Buttons Supreme.

THE boot and shoe trade is by no means through with novelties in footwear, and the prediction may be made that the novelty reign will last until fashion takes a change and favors longer skirts. It is because the boot is so prominent that elaboration in footwear styles are having such a big run. It is well for the buyer to get this fact firmly fixed, for it will help in judging what to buy. Many women have not accepted the very short skirt and never will do so, and these women have not accepted to any extent the so-called millinery vogue in footwear. The buyer will know which trade his department caters for and can divide his buying among millinery styles and staples to suit the trade he is doing.

There is little doubt that fancy styles in shoes have stimulated sales, and that business during the past year would have been less without them. But it is not every merchant who has made money on them. This is because of the heavy stock that has to be carried. Buying a shoe style does not mean just stocking a few pairs, but it means the stocking of sizes, half sizes, and in all the widths—this means a very considerable stock of merchandise that calls for quick action, for when some other novelty comes along there will be very little sale for the one it supersedes, for shoe novelties are on the same basis as other novelty lines and require much the same handling.

Novelty shoes are high priced because it costs more to produce them and there is more loss in selling them, for when a style is put out in cheap numbers it ceases to be a novelty.

Enter the Trim Shoe.

Besides introducing novelty lines the vogue of the short skirt has had another influence: it has introduced the trim shoe built along slender appearing lines. Shoe lasts are feminine, slender and graceful, and there is a complete absence of the mannish styles in vogue a few seasons ago. Slenderness is gained without going to the extreme in toes—that was tried a few seasons ago, and did not take. Toes are moderate, being neither long nor short, but just medium, and the general shaping of the boot gives the slender effect. It is this feature that has introduced the diamond and other pointed tips, and the straight line of vamp and quarter as well as the lines of strapping that trim the top.

High Boot Strong.

There is no doubt about the acceptance of the high boot, and the boot that is, as the stylists call it, "glove fitting." A few extreme models will show the cuff—not in turn-over effect, but stitched on to lengthen the top and to add smartness to the appearance of the boot. Not only does this leather cuff make the boot look better, but it helps the fit as well, which is a most important point this season.

Laced boots were introduced ostensibly because the top could be drawn around the foot and ankle smoothly. Laced boots are selling to a fair extent, but it is the button-toned boot that is the best seller, and the big business will be done on boots about 14 buttons high. The combination of cloth and patent is the one most favored, and the black cloth top is outselling colors. Colors will not be abandoned, but they will be dark and subdued with dark blue as the leader. Nigger brown, Russian and olive green, dark tan and grey are the leading colors. Mat kid is used in place of fabric for boot tops. Vamps are in patent leather, patent colt, and many boots show fancy foxings of the same.

More attention is paid to the heel of the shoe, for the heel is becoming as important as the toe, and heel shapes are almost as varied. In up-to-date departments they are paying a great deal of attention to the heel and to whether it is suitable to the foot of the wearer. All these new points are brought out by the vogue of the short skirt and the consequent prominence of all parts of the boot.

Shoes in New York

Many Choosing the High Instead of Oxford—Satin Shoes for Evening—Russets Strong in Paris.

NEW YORK, August 2.—(Special).—A glance into the windows of the New York stores or a walk along the Avenue is quite sufficient to bring home to the least observant that this is a period of extravagance in footwear. It is not sufficient even for the woman of average means to be well and neatly shod, but the footwear must either match or be suitable to the costume worn. This means that many pairs of shoes are needed, and there is little wonder that the furniture departments are featuring shoe stands and cabinets.

So many of the young women go in for sports; they play golf or tennis or go boating. With the golf skirt or middy, shoes of canvas or white duck with a flat, comfortable heel are worn. The all-white shoe is always in good taste, and many women prefer it, but the fashion development favors white shoes with the foxings, tips, and with strappings often made more fanciful by perforated patterns of colored leather matching the color of the belt and tie, or the hat and hose. The eyelets are also colored to match and so are the laces. The sports shoe with the white sole has proved a big selling success.

We are specialists in Misses', Children's and Infants' Footwear



No. 3920, Last 20 Miss Box Calf, slip-sole School Shoe.

Miss 11-2 $1.90
Girls 8-10½ 1.55
Ch. 4-7½ 1.30

SPECIAL SHIPPING DELIVERY

21 days from receipt of order

The possibilities of a children's shoe department must be instantly apparent. When you consider that there's no let-up to children's shoe needs, and when you take into consideration our excellent service. In 21 days from the time we receive your order, the goods are delivered. This means a steady stock without large investment.

Get the children's shoe trade and you'll get their elders'. Write for samples.



No. 913, Last 32 Miss Pat-cloth top, Bal. Dress Shoe. Braid Insertion.

Miss 11-2 $1.90
Girls 8-10½ 1.55
Ch. 4-7½ 1.30

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THE ADAMS SHOE CO. LIMITED

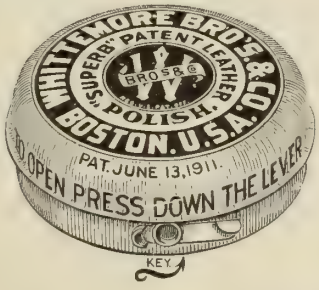
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Finest Quality **Largest Variety**

Whittemore's Shoe Polishes











Oldest and Largest Manufacturers of Shoe Polishes in the World

"GILT EDGE" Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retails 25c.

"QUICK WHITE" (Liquid) makes dirty Canvas shoes clean and white. A sponge in every package, so always ready to use. Retails for 10c. and 25c.

"SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Cover remover attached to each box. (See cut.) Retails 10c.

"DANDY" COMBINATION. For cleaning and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retails 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color).

"ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retails 25c. **"BABY ELITE" COMBINATION** (10c size). **"ELITE" PASTE** in 5 sizes.

"ROYAL GLOSS" self-shining dressing, for ladies' and children's black shoes. (See cut.) Retails for 10c.

Send for circulars giving full particulars of our other Polishes to WHITTEMORE BROS. CORP., Boston, Mass., U.S.A. For sale by the Wholesale Dry Goods Houses in all Canada.



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Sept. 11th to 16th

There you will see the waterproof qualities of "Nugget" demonstrated to **your** customers. They are going to think of "Nugget" every time they think of shoe polish and they will ask for "Nugget" in **your** store. See that **you** don't disappoint them. They won't take substitutes.

THE "NUGGET" POLISH CO.

LIMITED

9, 11 and 13 Davenport Rd.

TORONTO - - ONTARIO

A new development that is traceable without doubt to the shorter skirt, is that many women are choosing the high boot, instead of the usual Oxford. The special plea is that the boot gives more support than the shoe. These boots come in all-white buckskin or canvas, and some of them have the colored trimmings noted in sports shoes.

"Are American women taking a leaf out of the book of their English cousins and taking to walking?" is the question that comes uppermost when one is shown the stout shapely high-laced shoes of black or tan leather. These boots are English in cut and have the broad toe and low heel, and look as though comfort had been studied as well as appearance.

For afternoon wear, or for tea, or an informal dance, the footwear worn is of a very different character. Both Oxfords and pumps are worn, and those of kid are the smartest. As a rule they are in combinations, black and white being in footwear, as in all else that fashion touches, in the first position. The other combinations most seen are black and blue, black and grey, and black and gold. White pumps with the trimmings of blue, and pumps of blue kid trimmed with white are worn with the smart little full skirted frocks of blue taffetaa.

High Boots Smarter.

In Paris they are wearing high laced and buttoned shoes, but the high boot is considered too warm by the majority of women for the American climate. Very smart dressers have been wearing them, however, at many of the Summer resorts in white kid or in grey or champagne. These high boots are certainly smarter with the very short skirts than Oxfords or pumps.

Fashion always does the unexpected, and it cannot be said that evening shoes are unduly elaborate. The shoe favored is in satin, matching the color of the gown, and as many women are adopting the black gown, the black satin evening slipper is very much in evidence. The finish is either a rosette of maline, or a buckle of rhinestones, jet or black enamel. Some are just simple toe slippers without either bow or ornament. Colored satin slippers match the gown, and some are made of gold or silver brocades.

Russet in Paris.

From Paris comes the news that the smart Parisienne has taken to wearing russet shoes instead of those in pale colors. The tops are of gabardine in pale grey or beige, and the vamp is of russet leather. These boots are laced up the front and the laces match the russet leather, and are knotted with long loops. All the new footwear in Paris has very short vamps and very high heels, and with the coming of warm weather pumps and low shoes of patent leather or silk with Louis XV. or Spanish heels have made their appearance. As a rule, the stocking matches the shoes in color.

WORSTED CLOTH FOR SHOES.

The New York Journal of Commerce reports that the demand for worsted cloth which was expected to shrink to very small proportions when women's kid shoes became so popular, is improving and the makers of these fabrics anticipate a good trade during the Fall and Winter. The bulk of the business, it is declared, is being done on black corkscrew weaves, but other weaves are being called for.

Next to black the shades in best demand are light and dark taupe, bronze, blue and bottle green. These fancy shades are used to match the kid vamps and quarters.

MILLINERY

Imported Models in Canada

Black and White and Blue and White Lead—Very Little Trimming—Most Are of Velvet.

EARLY imported model hats are being received, and a description of some of them gives a good idea of the materials that are used in the production of Fall millinery, and the way in which fashion says they are to be used. To begin with, all models seen so far are either in black and white, navy and white, or navy, though it is certain that other colors will appear later.

A tricorne model has the crown and upper brim covered plainly and smoothly with navy taffeta, and the brim faced with velvet exactly matching in color. The upper edge of the side crown, and the edge of the brim is decorated with a simple embroidery pattern worked in darning stitches in white wool. At the side of the crown is placed a fancy mount of white ostrich.

Another model is a large picture hat covered plainly and smoothly with erect pile black velvet. The low round crown is banded by a narrow line of ermine and at the side is placed a pom-pom of the same fur and a tassel of ermine tails.



AEROPLANE MODEL.

Latest idea in millinery in Paris. Trimmed with white and corbeau satin. Shown by Vyse, Sons & Co., Ltd.

Another black velvet model is a large flat trimmed sailor with a moderate sized crown. Both the brim and the crown are covered in sections with the edge of each section piped and wired. The brim on the left side is slashed to the base and turned back flat to the crown with two revers. Just above the slash on the side of the crown is placed a large cabochon made of ostrich flues from which hangs a tassel of the same. Another large sailor shape has the brim rolling up a little on the side. This shape is covered plain and smooth with erect pile black velvet while the sole trimming is a large made bird of ermine backed with black velvet. This bird has outstretched wings and two ermine tails form its tail, and there is a black bird's head attached.

A beretta of black velvet and taffeta is shaped very much like a college cap only the cap piece is straight and has no points. The top of the cap is of velvet and the under part is of taffeta while the cap piece is of velvet. The sole trimming consists of two long burnt quills crossed at right angles centred by a piece of breast. Both the quills and the breast are black.

Another all-black velvet model also on the picture sailor order has a wide irregular brim which is slightly rolling and has as its sole trimming a demi-plume of uncurled white ostrich posed against the crown and drooping over the brim. The unusual touch is given by the ermine body which covers the mid-rib of the feather.

A new shape takes on the lines of the Chinese coolie hat. This shape is given by the way the brim is managed. A bias strip of velvet is shirred with a wide heading and this heading is secured to the side of the crown. The other edge is then gathered and attached to the head size covering the whole of the brim. There is an all-round bandeau or under brim and this is covered with velvet, and draped with the same navy blue taffeta that overlays the crown. The sole trimming is a metal bug enameled in shades of blue and green and ruby that is pinned into the wide shirred edge.

White silk soutache forms the trimming feature on the brim of a black velvet tricorne which is further trimmed with a tassel of white ostrich posed on the corner of the brim.

Three members of the staff of Geo. Goulding & Co., Toronto, joined the overseas contingent the last week in July: Stewart Beaton, Robert Mitchell, and Fred Fisher. In addition to these three members of the staff are already at the front: Sergeant A. J. Slatter, now a prisoner of war; J. I. Walsh, Patricias, wounded: and W. R. Morgan, the only one of his machine battery who has survived.

What a Canadian Buyer Learned in Paris

Flop Effect Likely to Rule — Satin, Silk and Velvet —Shapes Very Small or Very Large.

Much Attention Paid to Italian Bersaglieri Effect — Kid Flowers and Kid Crowns —Deliveries Slow.



Large hats with drooping, rippling brims are the latest. This model is champagne silk brocaded in silver with under-brim of black velvet. Rose with pink centre and silver outer leaves, and with black velvet foliage is posed on the drooping edge of the brim.

THE buyer for one of the largest wholesale millinery houses in Canada, who has just returned from his annual trip to Paris, was asked by a representative of Dry Goods Review what were the most marked fashion tendencies for next season. He replied:

"Shapes are either very small, or very large. There are very few felts —mostly satin, silk and velvet, and it looks to me as though the shape which will be most domineering this season will be of a flop effect. There are lots of combinations of white and other shades, but the colors are mostly dark shades. For instance a dark red bearing the name of Garibaldi, is being shown extensively in Paris; also champagne, especially in combinations of champagne and corbeau, both in hats and mounts.

"Hats are rather plain, and have very little trimming. What gives tone to the hat are the lines. They are very easily trimmed. The trimming must be properly placed, but is merely a touch here and there. Few flowers are being shown this year, but there are wool flowers. In trimmings, considerable attention is being paid to the coque or Bersaglieri effect. This is the influence of Italy's entrance into the war, and is really fashioned on the hat of the Italian soldier.

"Beaded ornaments figure very prominently in this year's models. Fancy designs in wings and feather pom-poms are also being used. Of course birds of paradise, egrettes and heron cannot be imported into Canada, and will not be seen in models as they are in other countries. In this market people are buying kid flowers, and kid crowns with velvet under brims.

"The war has not had such a marked effect on styles this year as last. Apart from Garibaldi red, and the Bersaglieri effect, the war plays little part. Last year there were Joffre colors, Allies colors, and many others. This year I think black is going to be the color. Black and white is still a big combination. The war is having a serious effect on what is called in Paris 'articles de luxe,' i.e., the high priced goods. Very little business is being done in these lines; it is mostly in smart, nobby medium priced stuff.

"Deliveries are slow. Makers in Paris want more time, as they are very busy on account of the English and Canadian markets not buying this year in Germany, especially in hats and feathers. The goods are being turned out fast enough, but transportation facilities are bad. Prices, I find, are reasonable."

AN ELONGATED TOQUE.

One of the new elongated toques following somewhat the lines of a Scotch cap is made of black velvet and is banded by a narrow cord ribbon with a bow and short ends bobbing behind. On the side of the brim are placed two crossed whips fastened by an enameled shaded dragon fly.

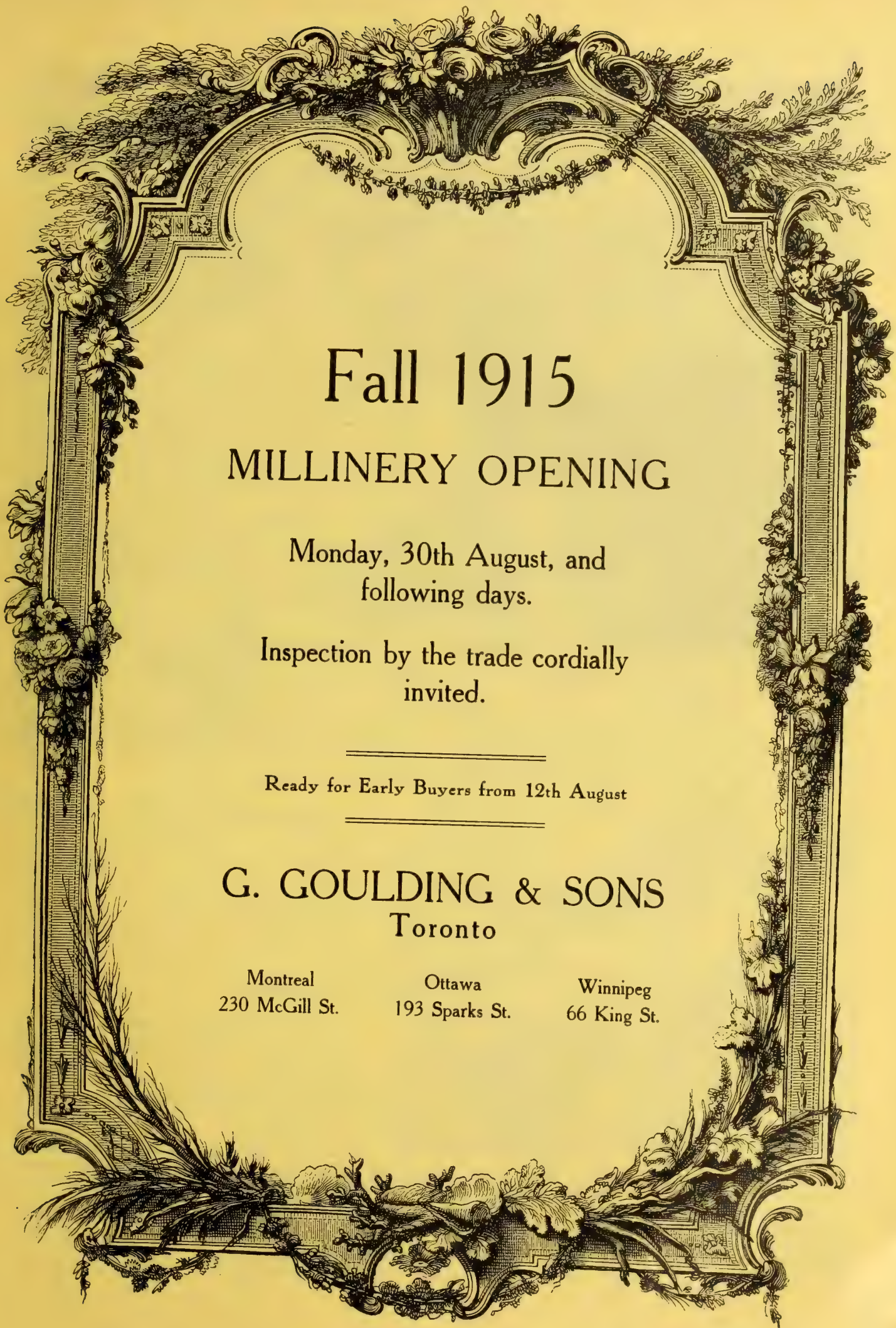
SOME OTHER PARIS IDEAS.

Paris hats on the walking order are trimmed with large buckles. These buckles come in nickel and steel and also in beads and spangles.

Besides ostrich in feather lines, wings, particularly elongated narrow sword-like effects, are showing. Stripped quills, with a very decided curve, and whips are also lines that are featured in the new trimmings. Crewel work or wool embroideries are new this season. These embroideries are worked on strips for edging brims and banding crowns, and come also in various motifs for applique purposes.

Fur is to have an immense vogue and will come into use early. Beaver, Krimmer, which is grey caracul, ermine, martin, opossum, coney, and imitation seal, squirrel, and mole are all selling. These furs come in one, two, and three inch widths.

Fox, however, is the fashionable fur and the smart vogue of the Summer will become a rage in the Fall and Winter season. Red fox, cross fox, taupe, and white, black and blue fox skins will be in great demand. The sets which have been such a feature in recent years will be largely developed from fox furs and will consist of the hat, neck-piece and muff. With the advent of furs will come flowers, and the novelties are very beautiful. Flower stocks are hardly complete yet but enough is shown to allow predictions of a big season to be made. Large single flowers are shown in velvets, plushes, and in metal brocades. Bunches of grapes and berries also come in metal effects. Grapes and large single flowers also come in pure white, but the big business will be done it is expected in big flat looking roses in all shades.



Fall 1915

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Black and White Dominates the Early Trade

All Blue Shades Are Strong, With Corbeau the Leader—African Brown, Russian Green and Wine and Amethyst Are Popular Colors, With Garibaldi Red and Italian Green as the New Shades.



BLACK AND WHITE SAILOR MODEL.

This hat is in the popular black and white. The irregular brim is covered in black velvet and so is the side crown while the soft top is of satin soleil in white, with four points edged with jet beads made of the same fabric placed so as to point to the centre of the crown. The trimming consists of a bow of fur and velvet with a fancy mount springing from the centre.

THE lack of confirmation is one of the chief difficulties that the millinery trade is called upon to contend with this season, and is one of the reasons why buying is being delayed; buyers are awaiting developments and are buying closer than ever this season. Of course this does not apply to such articles as black velvet of which the success is assured.

So far, black and white is paramount—the body of the hat being of black velvet and the trimming either of ostrich fancies, fur, or soutache braid. Navy blue and white is considered smarter than black and white and colors are bound to come later. Besides dark blue, African brown, and Russian green are interesting the trade while the novelty shades that have appeared so far are Garibaldi reds, and chartreuse which is a greenish lemon yellow.

A great many periods are said to be drawn upon for style inspiration, but so far sailors, small elongated toques, tricornes, and tams or berettas are the models showing. For the dress hat, capelines promise well, the reason being that the flaring floppy brim balances and is in keeping with the full dress skirt. Hats of this kind have soft crowns and flexible brims. The brim most favored droops in soft, irregular ripples. The crown is made of a circle of material that is often different from that of the brim with a side crown of the same drawn over a stiffened and wired band. Some of the brims are of felt while the crown is of velvet, and satin crowns and velvet brims are frequently seen.

Another idea is to stiffen the portion of the brim a few inches from the crown, and use a soft fold of material for the rest of the brim.

Rigid New Toque.

The newest toque is along the lines of the Scotch cap only the shape is rigid. The crown is a long oval and the brim is higher on one side and scoops over somewhat. Sailors come in a big variety of shapes, and models that may be classed as on the portrait sailor order have wide brims of every conceivable shape—triangular, elongated, and palette shaped, and all rolling picturesquely to the left side.

Tricornes Very Plentiful.

There is never a season when the tricorne does not make its appearance in some form but this year's tricornes, both in small and medium-sized models, are extra plentiful. Beretta models on the student cap order are also interesting.

Many wide brimmed models have the brims slashed and turned back in revers that are flattened down to the crown.

Very Little Trimming.

There is wonderfully little to say about trimmings because very little trimming is used—just one simple motif on the hat being the rule. Nevertheless there is plenty of milliney work on the Fall hats but it fell to the share of the preparer, not the trimmer.

Velvet Leading Material.

Velvet continues to be the leading millinery material, and many hats are all of velvet—velvet, however, is also combined with taffeta and satin. Other materials are panne, plush, hatters' plush and fur fabrics.

The ribbons selling at present are narrow, and the heavy cords are the best sellers. Many of these ribbons have a thick cord edge or one finished with a picot. Later, wide ribbons in taffeta, satin, moire and faille are expected to sell. Some of the new ribbons show these finishes in contrasting colors to that of the ribbon itself.

Ostrich Fancies Rank High.

Among the trimming novelties ostrich fancies rank high. The class favored are in the shape of military mounts, and stick-ups, pompons, cabochons, tassels, etc. Bead ornaments and bead embroideries in the form of appliques and bands come in many forms. The motifs come in the form of lizards, frogs, butterflies, dragon flies and bugs and insects. These are made of vari-colored beads and are appliqued flat to the hat in much the same manner in which flat flowers were employed during the Summer season. Beaded bands for edging the trims of sailors and toques are also shown in big variety. Enameled beetles, dragon flies and bugs form a new trimming feature that is well thought of.



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Beretta of black velvet with piping of taffeta edging the crown. Large elongated wings in natural shades, one pointing upwards and the other to the shoulder, form the trimming. There is a small rosette of narrow ribbon well to the back on the left side.

Pastel Shades in Paris

Though Velvet is Still Used—Flopping Brims Go With Flaring Skirts—Crin Hats in Pale Pinks, Blues, and Other Pastel Colors With Flowered Organdie and Taffeta Dresses.

PARIS says that skirts are to be wide the coming season, and is designing hats that will match. These brims are wide and flare around the face in irregular ripples for there is little or no stiffness in the brim. This kind of brim would seem to point to a revival of felt, but though felts are appearing the majority of these new capelines or sailors are of velvet. One of these hats designed for a popular actress was of rich black velvet with a full large crown. The brim was double, the lower one being of soft, fine, very supple felt and the upper of black velvet, and both fell in the softest ripples. Right at the edge of the felt brim was a line or wreath of the smallest possible ostrich feathers in the palest yellow green with the ends fastened in under a band of silver cloth, while a large bow of ostrich in the same shade as the diminutive tips was placed slantwise over crown and brim in front.

Though much black velvet is still used some of the leading model houses are beginning to make up charming models in the new pastel shades. Pearl grey, champagne, and other delicate tones. These hats are trimmed with black, very often in the form of pleatings. Paris has been greatly inspired by the entrance of Italy into the war, and as political events are always speedily reflected in the fashions, we are finding Italian green put forth as the newest color—this and the striking hat with its mass of coque plumes at the side that is worn by Italy's mountain soldiers the Bersaglieri.

This hat is myrtle green and has a panache of feathers nearly as big as itself; it is somewhat on the sailor order with a round crown and a wide rolling brim, and is worn to one side of the head.

Pastel shades are making their appearance in millinery. The late Summer models are of crin with low crowns and brims that are wide and transparent, and drop down on each side and tilt up in scoop shape both front and back making their wearers look as though they had stepped out of an eighteenth century picture. There is almost no trimming and all the grace of the hat lies in the charming line and pose, but the newest thing about them is their color: they are pale rose, pastel blue, helio, or soft Nile green, and they harmonize wonderfully with the flowered Summer frocks. Blue is certainly the leading color but horizon blue has taken the place of the bright shades such as Callot and National.

Hats of faille and taffeta or of Georgette crepe are making their appearance in horizon blue and this color is repeated in the trimming touches on the white organdie frocks. The transparent brim will not down and hats with the crown of silk and wide brims that tilt up back and front have this brim made of tulle or of Georgette with the edge of the brim corded with silk and wired. These hats have no trimming, relying on the lines of the shape and the way in which they are worn for their attractiveness. When these drooped brim hats are trimmed at all it is either with a band of embroidered ribbon or with a soft silk ribbon tied both front and at the back.

Stiff fan-shaped ornaments or bows made from narrow cord ribbon are used in many ways and similar shaped fancies are shown in ostrich. These ornaments are used above the slash where the wide brims are cut and rolled or pressed back in revers.

A new idea is to tilt the trimming forwards from the crown so that it shoots over the brim.

Selling Hats and Bonnets

Good Business From Millinery in Infants' Department—Black and White Check—Cretonne Sets a Novelty.

THE tendency nowadays is to carry all infants' wear in the one department, and this arrangement seems to be most satisfactory to everybody since it means more business for the store, and time and trouble saved for the mother as she can shop in greater comfort as everything the child needs to wear can be bought without leaving the department. This kind of shopping made easy means better sales. No section has profited more from this arrangement than baby millinery. The goods are better displayed and the mother goes into the department when she wants to buy baby a bonnet or a hat, and when she visits it to buy other articles she sees a cute little headpiece that baby would look "just too sweet for anything" in and as the price is not extreme she buys it, and baby has two hats where under the old way of selling he would only have one.

Infants' and children's millinery in the past represents a neglected opportunity in the majority of departments. Very few milliners had any taste for designing children's hats, and there was no inducement to produce models. Milliners made them up only for special orders and then under protest as a child's hat did not pay for the

(Continued on page 58.)

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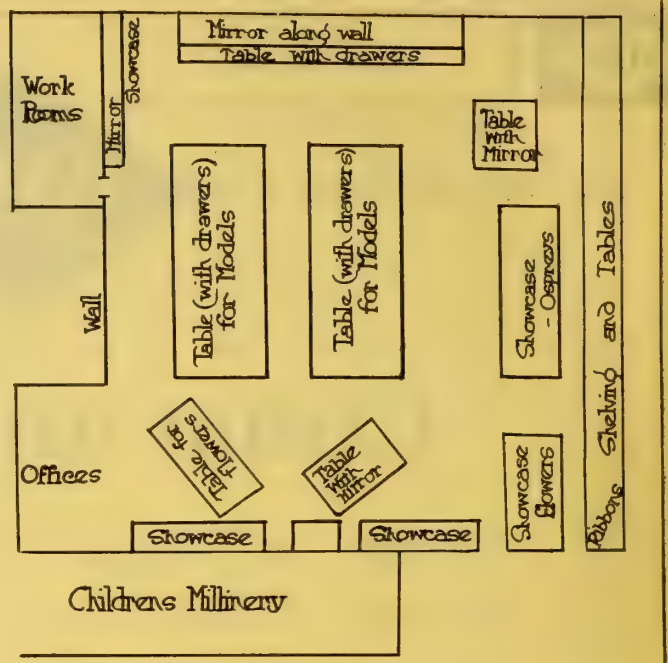
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Millinery Department Dispenses With Fall Openings

Store of Duncan Ferguson & Co., Stratford, Gives up Old Custom—Specializing in Mourning—Keeping Track of Workroom and Profits.



STRATFORD, Aug. 2—(Special).—The sketch given here represents the general plan of the millinery department of Duncan Ferguson & Co., of this city, when it is in full swing. During the summer months it is a little compressed but at the Fall selling it stretches out, and its turnover makes it one of the biggest departments of the kind in a wide area of Western Ontario. The business is growing steadily and the experience this season has been that sales have kept quite up to the best of previous years. As a matter of fact the number of sales exceeded, The Review understands, previous figures, although, as all found, the demand for lower priced hats, kept the average down.

Big Business in Mourning Goods.

One of the features of the business done by this department is in supplying mourning goods. A large stock of samples is kept on hand and the store has built up a reputation for this line of millinery. At a time like this when war will bring death to so many Canadian homes, this reputation will stand the store in good stead. This is a branch of the business to which little attention is given in most stores, but it is one that it will pay to cultivate.

Looking forward to the Fall, The Review asked Miss Watson, the manager, as to her plans for a Fall Opening.

No Special Opening.

"We are not likely to hold an opening this Fall," was the rather unusual response. "We have dispensed with a special opening the last year or two and find it works much more satisfactorily.

Tires Out Staff: No Buying.

Miss Watson went on to point out that a special opening disturbs the running of the whole department for weeks before the event, and tires out the staff, as "something big" is looked for. Moreover, when the public visit the department on such an occasion they do not come with the intention of buying, but just to look things over; and often to be entertained. They are not in a business mood. Further, while special models have been laid aside for particular customers, these as a rule ask to see them anyway, so nothing is gained."

A further reason, Miss Watson pointed out, was that the formal opening and showing of goods was later than was the case where this was dispensed with, later, in fact, by several weeks, coming well on in September, as it was compelled to, practically, by custom.

On the other hand, Fall goods could be shown in the ordinary way, with far less trouble and less ceremony, late in August, and people came in in the usual mood, to buy, as well as to examine goods. As a matter of fact the workroom is quite busy with Fall orders in August.

Keeping Track of Profits.

A slightly different arrangement for keeping track of the costs of materials used in hats is employed here from that in operation in the dressmaking department. In the latter a printed slip is filled in with an itemized list of everything that goes into the make-up of the dress and this is charged up by each of the other departments where goods are bought, to this department. In the case of millinery, however, the shapes, ribbon, flowers, feathers, etc. are already in the department on sale, and the selling prices marked on these allow a liberal profit to the department itself.

When a customer decides on a hat and the trimming, a list is made up of all the items involved, on a slip of paper, and an estimate given of the total cost. For trimming the charge runs from 50 cents to $1; and for making from $1.50 to $2. If the actual cost of the ribbon, for instance, comes to more than was estimated: the charge to the customer is usually increased to take care of this; but, unless the amount is fairly large there is no reduction made if the cost happens to be less, as this balances up in other ways.

The salary cost of the workroom is figured out weekly, and the amount allowed for work done, added up so that a tab can be kept on whether a profit is being made on the labor as well as on the shapes, trimmed hats, flowers, etc.

Clearing Out Slow Lines.

Speaking of the clearing out of slow lines, Miss Watson said that the first lot were colored hats which she let go in May when she found they would not be good sellers



Evelyn Varon Model

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These were marked at 98 cents and the balance went at 39 cents in June.

The rest of the Summer hats were being cleared out



ADVANCE FALL MODEL FROM PARIS.

From Paris comes the military toque of faille silk and black velvet with the ornament at the side of gold fringe. Photo by Underwood & Underwood.

in July at half price except some white hats on which no reduction was made as the demand was holding up.

SELLING HATS AND BONNETS.

(Continued from page 54.)

time taken up in making them when measured by the price obtainable for a lady's hat, for there was always a lot of hand work on children's millinery. No particular stock was on hand and there was no proper display made. Since the manufacturer has taken hold and is producing children's millinery special designers have been employed and machinery and piece work have been utilized so that there is still the appearance of much work but the process has been simplified so that prices are popular and most reasonable. This fact alone is resopnsible for a big increase in sales.

The buyer now purchases a representative stock and is in a position to make a tempting display that means a greatly increased business. Not content with showing millinery on tables and in cases in the department, many stores have a display case in some prominent position in the front of the store or on the ground floor. One store has a case in the entrance that is used to display baby goods, and millinery gets its share. In another store the stairway is so arranged that there is space for a case half way up and this is dressed with baby and children's millinery. This, of course, is in addition to the display made in the department.

Models for the Fall come chiefly in corduroy, and velvet in useful staple colors relieved with facings and trimmings of silk or ribbon in contrasting shades. Soft crowns or crowns on the tam order are very popular, combined with drooping brims that turn up with sharply creased irregular flanges. Shirrings and pleatings caught down on both edges are very much used to trim the new models, and some of the crowns are cut in tabs which are edged with shirrings and which are fastened down on to the brim. A very pretty effect is gained by running the silk or ribbon that drapes the crown under the tab. Handmade rosettes, and flowers, bows that are tied and shirred in a variety of ways, simple flowers and bunches of velvet fruit are the trimmings used. Many pretty models are of white corduroy, and corduroy in fancy and staple shades. Black and white check is a novelty and some smart little models are developed in black and white check velvet.

Babies' bonnets and hats come in bear-skin and plush as well as in corduroy velvet.

Cretonne has even invaded the baby department in the form of garden or play sets. These sets of an apron that completely covers the dress of the small wearer, a sun-bonnet and a basket in which to carry a lunch or other small matters. Apron, hood and basket are made of flowered cretonne, in small patterns of course, either bound or edged with puffings of pink lawn.

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STRACHAN, BURDEN & PLASKETT, LIMITED

MANUFACTURERS OF

Flowers and Feathers

We extend to the millinery trade a cordial invitation to visit our showrooms during the millinery opening, Aug. 10th and following days.

STRACHAN, BURDEN & PLASKETT, LIMITED

59-61 Wellington St. W., Toronto

"The largest exclusive Flower and Feather House in Canada"

Come and See Us When in Montreal for the Opening

We show a full range of everything new in the line of hats for the coming season at the lowest prices.

WE CAN SAVE YOU THE EXPENSES OF YOUR TRIP

MONTREAL HAT COMPANY, LIMITED

300 St. James Street - - - - MONTREAL

N.B.—If you can't come, write us for a sample order. Satisfaction guaranteed.

FUR DEPARTMENT

Styles for Fall

Animal Effects Leading in Sets—Longer Coat Fashionable—Russian Blouse Latest Model.

THE trade expects a big season in furs, for furs is most fashionable,, and prices promise to be very attractive. Smart women have been wearing furs all the Summer and even sweater coats have been trimmed with fur. White fox stoles and neckpieces have also been worn, whenever it was possible, right through the Summer season.

Animal effects lead in sets and the muffs and neck-pieces show a varied arrangement of heads, tails and paws. In neckpieces the stole made from a single skin, and worn with both the head and the tailpiece hanging over the shoulders promises to be very fashionable. This fashion suggests the vogue of all long furs, and of this class, fox is the leader. Red fox, cross fox, taupe and the expensive black, blue and silver fox furs are all fashionable.

The new muffs come in three leading styles—the round, the pouch and the pillow—the round being the smartest—and these shapes are varied in a number of ways.

Besides fox, all the long-haired furs—lynx, both dyed and natural, fitch, skunk, etc.—are fashionable. In making up sets crepe de chine is used in the form of ties and for edging the opening of the muff, and as a rule the color matches or tones in with the color of the fur: for instance, a set of taupe fox seen in a leading fur department has the single skin



Lady's Persian lamb coat, 42 inches long, with pretty effect in dropped muskrat. Collar can be detached and used as small neckpiece. Can also be had in Hudson seal trimmed with mink or marten; also made in near seal. Shown by Laberge, Chevalier & Co.



Popular model for season 1915-16. Made in Hudson seal and Persian lamb. Full skirt and military belted effect. Shown by L. Gnaedinger, Son & Co.



MOOSE HEAD BRAND OF FURS

These are Canadian-made furs, made by Canadian workmen in styles that appeal strongly to Canadians.

L. Gnaedinger, Son & Co., the oldest Canadian fur house, are showing a large range of furs, and prices are popular.

The values have not been equalled since years.

It will pay you to show these stylish furs this season.

Write for a catalogue of Moose Head Brand Furs. Just off the press.

L. GNAEDINGER, SON & CO. - - Montreal

MONARCH HATS

A TRADE-MARK THAT HAS STOOD THE TEST OF YEARS

A line that embraces only the most reliable quality of hats shown.

Felt Hats Straw Hats

The travellers with this line of samples will be showing them very shortly. You will find it profitable to inspect the values.

L. Gnaedinger, Son & Co.

90, 92, 94 St. Peter Street, MONTREAL



His Majesty George V.

Our Warehouse To Your Store

Excellent Values in Furs—Muffs, Stoles, Mitts, Coats—Ladies' and Men's

We have no travellers. This expense is eliminated entirely. The advantage is being given to the retailers, as is evidenced by the excellent values contained in our range. Instead, we will send samples of the lines interested in to any retailer in Canada from which he may select.

No obligation to buy—if the samples do not meet your requirements, return them at our expense.

Our range of furs consists of Ladies' muffs and stoles in Black Dogs, Mink Marmot, Thibets and Hares.

A general line of men's furs, including fur and fur-lined coats, and fur mitts, etc.

Write for our sample trunk to-day. Note our values for Fall and Winter, 1915-16.

The British Fur Company

WHOLESALE MANUFACTURERS OF FURS

406 BATHURST ST. College { 1547 / 3205 **TORONTO**

stole fastened by long ties of crepe de chine exactly matching the color of the fur; each tie ending in roses of the same. The muff to match was of a single skin also in pillow shape and this was edged with double frills of the crepe.

The season's business will be done largely in Canadian and American furs, as they are most easily attainable, as little or nothing is coming over from Europe, and the furriers will have to work with the stocks already on hand, of such furs as Persian lamb, etc.

Mink always is a favorite fur in Canada; so much so that it stands as a fur above fashion changes, and is likely to occupy its usual position in the coming Fall. Beaver promises to be good. It has been coming into prominence for some seasons now, and some very attractive sets with the round, pouch and pillow muffs are showing for the new season. These sets are also being duplicated in Hudson seal.

Hudson seal is the leading coat fur, but of late is not being used alone so much as earlier in the season, for the combination idea is strong in coat fashions this season. The long-haired furs are chiefly used, though some very handsome seal coats are trimmed with beaver. Skunk, lynx, natural and dyed, and both natural and dyed raccoon are some of the leading furs used as coat trimmings. Wide flounces or bands finishing the bottom of the coat form the newest and most striking style feature, and this fur is repeated in the large collars and deep, wide cuffs, that combine in giving a very handsome appearance to the new coats. The collars are made for warmth and comfort as well as appearance, for they are high at the back and roll away from the throat in a short V effect in front.

Practically every model buttons up to the throat, though they can in most cases be opened lower, forming revers. The large revers are now out of date, and no shawl collars are worn. A new feature is the use of a scarf in animal fashion as a neck finish in place of the collar.

The fashionable tendency is towards the longer coat, and where models seen are shorter than 40 inches it is because the price consideration has operated. Many coats are 48 inches long, and very dressy models are full length. All the new coats flare, and many models ripple from under a wide fur belt. The Russian blouse is the latest model and here the skirt is set on low down and the belt is placed below the normal line of the waist.

BIG RETAILERS' PICNIC IN REGINA.

The annual picnic of the Retailers' Association of Regina, Sask., drew over 3,000 to Regina Beach, and was the most successful of the kind yet held. The sporting events numbered fifty with a large number of prizes in goods carried by the various stores. Among the events were baseball games between the wholesalers and retailers, football games between the retailers and the department stores, retailers and wholesalers and others. The Williams store won the final game in baseball against the retailers. One of the prizes was awarded to those holding nine programs whose numbers corresponded to the number selected by the committee. The prizes were presented at the store of R. H. Williams & Sons, Limited.

DRESS FABRICS AND SILKS

Pile Fabrics Sold Ahead

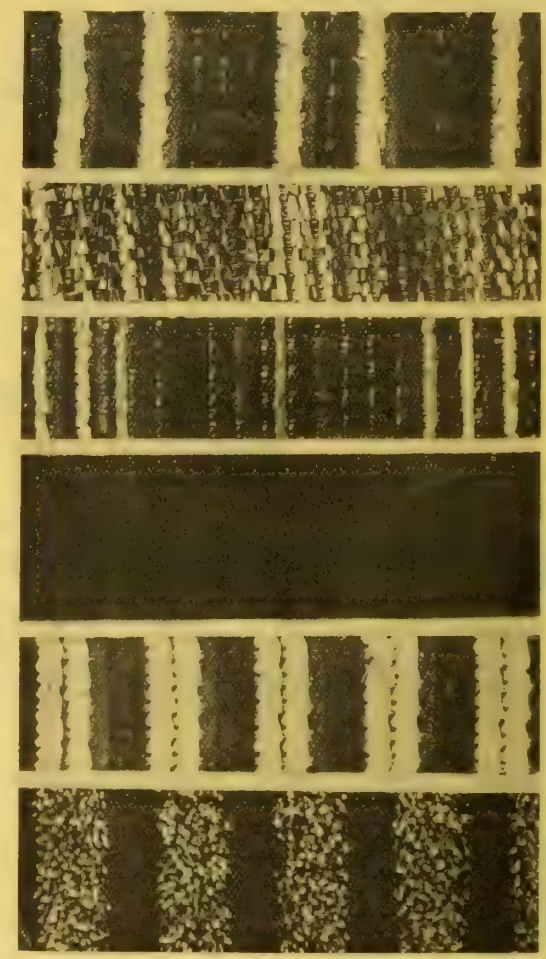
Black Leads in Millinery Lines—Plain Velveteens, Corduroys and Cord Effects in Short Supply.

BUYERS are not placing orders ahead unless they are very sure that the goods they want will not be available later. The sold up condition of the majority of pile fabrics is a sure indication of the way they will sell when the season opens. Pile fabrics have a number of good seasons behind them but it would seem as though the height of their popularity is yet to come, for it is still on the increase and is being stimulated by the numerous handsome novelties that are being put on the market.

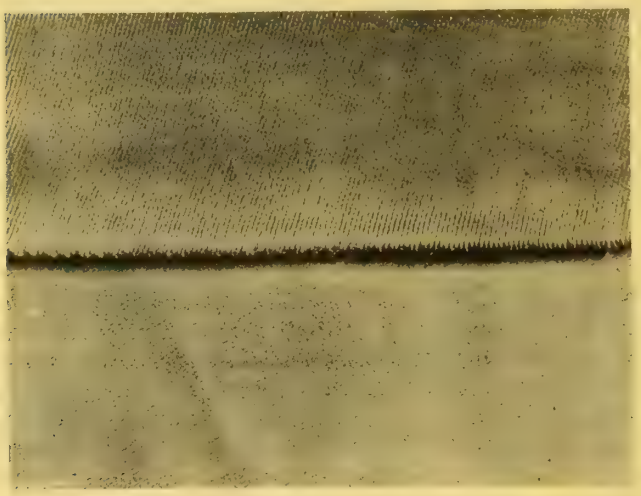
Corduroys and novelty cord effects have been selling all summer for sports coats, separate skirts and in white, pink and sand shades for sports suits. White corduroy at the present time is one of the best sellers in the silk department and is so much worn that its sale is cutting into that of novelty cotton goods. With velvet cords finishing the season so strongly it is safe to assume that the Fall distribution will be large. This is borne out by the advance purchases made and by the long deliveries on orders placed now. Prices have been generally advanced, but the advance is due chiefly to the increased cost of dyeing and production. Some lines are sold up and are withdrawn while others will not promise delivery until after certain specified datings.

Velveteens also promise well, and large orders have been placed in spite of the fact that prices are advanced to cover extra dyeing costs, and the additional costs of production and laying down.

The millinery trade is again pinning its faith to black velvet, and though rich dark are also indicated, erect pile velvets lead. The millinery trade is also placing orders for novelty effects many of which are made of artificial silk. A beautiful material that promises to be much used has the pile surface resembling satin soleil. Novelties in "channel cords" come in black and white.



Top—Striped velvet, one stripe in mingled, black and white, and the other in black or solid color; second, black and white striped waterfall; third, channel cord wide whale; fourth, waterfall in narrow stripes showing the colors of the Allies on a black ground; fifth, waterfall in mottled black and white effect; sixth, waterfall in black and white stripes. Shown by The Shelton Looms, Sidney Blumenthal & Co., Inc.



"WOOLEN" DRESS GOODS OUT OF COTTON.

Novelty lines to replace former low-priced woolens. Top, mercerized cotton with appearance of silk in black and white; bottom, grenadine in staple colors with slight pattern running through it. Shown by Montreal Cottons.

Opening Announcement

SPRING, 1916

HURON TEXTILE CO., Inc., have now in preparation a high-class and intensely interesting collection of

Fine Novelty Cotton Dress Fabrics

Full particulars and address of Canadian Office will appear in the next issue of this paper.

HURON TEXTILE CO., Inc.

22 Thomas Street
NEW YORK

Outlook Good for Silk

Crepe de Chine, Georgette, and Meteors Well Ordered for Fall—Regimental Stripes, Plaids and Dark Floral Prints the Leading Fancies.

THOUGH buyers are only purchasing to supply present needs a very fair sized Summer business is being done. Silks are selling and are in general favor and this fact alone gives encouragement for the new season. Silks have sold well and retail stocks are in good shape, therefore business is bound to come. Besides, compared with other fabrics, silks are cheap, and novelties are showing, and this fact alone indicates a good season.

Taffetas are still in the limelight and in black and navy are in short supply. Taffetas will be shown for Winter wear though as a rule this silk is a Summer article. They are showing in evening shades and in colors suitable for dressy wear. Many beautiful color effects come in shots of glaces and in this connection pink is usually one of the colors, such combinations as pink and white, pink and blue, pink and helio, pink and gold being unusually strong.

Satin finished silks are by no means superseded. They are being taken up by the dress and waist manufacturers and will also be needed for foundations under the sheer materials such as nets, voiles, marquisettes and crepes that are being taken up by the better trade.

Crepes are in high favor and large advance orders have been placed for crepe de chine, Georgettes, crepe meteors and other weaves. Georgettes have been taken by millinery buyers, and give every indication of being a leader in waist materials, particularly in flesh, and other pink shades.

Ribbed weaves are selling well; failles are again selling, but more faith is expressed in bengalines for Fall selling. Cord weaves in heavy ribs are also put forth for millinery and trimming purposes.

Now that skirts are wider silks that stand out and have more body to them are taking the place of the soft drapy weaves. Faille Francaise is one, and the old-time favorite peau de soie is again showing.

In novelties regimental and national stripes will vie with tartan and fancy plaids. Dark effects in warp prints are also showing. These silks are combined with plain colors for dresses and are also expected to call for separate waists.



1. Printed cotele for trimming purposes. 2. Printed satin de chine, white ground, pattern in soft pastel shades, for evening wear. 3 and 4. Printed satins for linings and for handsome gowns. 5. Heavy cord trimming silk striped in novelty colors. 6. Silk changeable novelty in three colors, navy, red and blue, in striped effect with overpattern in shadow spots. Shown by Belding Paul Corticelli Co.

Why Not Open a Permanent Remnant Dept.?

Home and Colonial Drapers will find one to be a valuable adjunct to their business. If this be impracticable, buy remnants for your *sales*. At once profitable and attractive.

The Best House in the Trade for these is

JOHN STONES

Shiffnall Mills

BOLTON, ENGLAND

SUITINGS FOR FALL.

Montreal, Aug. 2—(Special).—Plushes and fancy fur effects are big sellers. Seals are also very strong in black, Russian green, and certain blues. Scottish tweed ulsters are also in big demand.

Plush is about the same in price as last season. It is going very strong in white for children—white and khaki. For women, grey is being worn, also Russian green, brown and lake navy. Black seals are also exceptionally strong. Women are wearing plushes for suits

(Continued on page 70.)

To Help You Sell

The fall sewing season will shortly commence, and the retailer who recognizes the value of hooking up his advertising with his window display, and who knows how, most efficiently, to dovetail them together, will increase his sales to the greatest extent. The McCall Dry Goods Selling, Advertising and Draping Service tells you how.

For nearly 50 years The McCall Company has studied unceasingly the sale of piece goods and dress accessories.

Every branch of the selling art has been the subject of thought and exhaustive experiments by those in our organization considered among the most expert merchandisers. Advertising, display, store planning, salespeople, have each been sifted to the final truth.

Because we have seen that the department with the widest influence is where the patterns are sold—The Pattern Department starts sales for all women's departments.

The best of our knowledge of merchandising, gathered from hundreds of stores and localities, over a long period of years, is contained in our Draping Service.



A Service of valuable aid for store executives, advertising manager, piece goods and pattern salespeople, display manager and window trimmer; containing photographic reproductions of lessons in figure draping and window trimming. Simple to understand; correct in suggested designs; accurate in detail.

The Heart of the Store

Piece goods, trimmings, notions and findings, laces, neckwear, hosiery, corsets, shoes, gloves, bags and parasols all find their pulse in patterns.

In this day of intensive selling we have seen a way of giving you, the retailer, a very material aid in the merchandising of these departments. We have a point of contact with you. If you will avail yourself of it, as do some of the greatest stores in America, including Marshall Field & Company, of Chicago, and R. H. Macy & Company, New York City, you will greatly increase your sales' checks in the piece goods and allied departments.

This point of contact is The McCall Dry Goods Selling, Advertising and Draping Service. The success with which this service has met proves it to be the final word in dry goods selling efficiency.

It is the only service of this kind that can be obtained anywhere at any price, and you may have an issue of it simply for the asking.

This is too vital an opportunity to pass over lightly. Will you send in a request for your sample copy to-day?

THE McCALL COMPANY

World's Largest Manufacturers of a Paper Pattern

McCALL BUILDING - NEW YORK



He: "Your friend, Mrs. McCall, certainly wears stylish clothes. They must cost a lot."

She: "No, she makes her own clothes. I wonder why I can't do that this season and save money."



Visitor: "My husband thinks Mrs. McCall always looks well dressed—I know she is economical—how does she do it?"

Friend: "Oh! She uses McCall Patterns and gets the newest styles here at home the same time they are shown in New York and the other large cities. You should see their latest fashion sheet—I get one every month."



Visitor: "You see I promptly got a McCall Fashion Sheet. It has the best fashion illustrations I ever saw, and it's absolutely free."

Friend: "McCall's organization is wonderful—they issue from 50 to 60 new styles monthly—the work of over 800 people who gather fashion news and make patterns of styles that are accepted in the world's fashion centers. I've already selected several from this month's issue."



Woman: "Why! Mr. Prosperous Merchant has filled his window to-day with his newest fabrics, draped to show this month's McCall styles, just as they look when made up. This one in the window is the very pattern I picked out. I must make it in just that material."



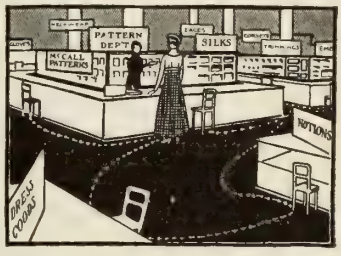
Salesgirl: "Have you your material yet? We offer a bargain to-day in dress goods suitable for that pattern. Did you notice it in the window?"

Customer: "Yes, thanks, I'll look at the dress goods. I want copies, too, of the 'Book of Fashions,' showing every thing a well-dressed woman needs—it's only 5c with the 15c pattern I bought, and of McCall's Magazine—at 50c a year—it's a wonder."



Customer: "I want 4¾ yards of that material to make up this pattern."

Clerk: (To himself) "That fashion window has certainly sold a lot of dress goods. The pattern girl sends every pattern buyer here and they know just what they want—no trouble to make sales to them."



Customer: (To herself) "This is the most convenient store I ever saw and the clerks are so polite and seem to know just what I want. I have bought everything to make my new dress right near the pattern counter."



Woman: (To herself) "I like McCall Patterns because they are so simple to use. The directions and diagram are so clear and unmistakable. Best of all, the fit is perfect and the complete dress looks exactly like the fashion illustration."



Husband: "That is the best looking dress you have had in a long time. I'm proud of you."

Admiring Friends: "Why, it's the latest style from Paris! Where did you get it?"

Wife: "I made it myself. You'd be surprised at how little it cost—I can make anything now with a McCall Pattern at a fraction of what my clothes used to cost."



Local Merchant: "Since I put in McCall Patterns, the best dressed women have become my regular customers, for the newest styles not only in patterns and dress goods, but in shoes, stockings, millinery, corsets, etc.—instead of going to the large cities or dealing with mail order houses."

Women Customers: "Yes, women know that the store which handles McCall Patterns should have the best of everything."

"MAGOG" Kimona Flannels

DOMINION GUARANTEED TEXTILE CO. COTTON FABRICS LIMITED

for the coming season are unusually attractive in design and coloring—soft yet firm in texture—perfectly woven, with all the comfort and wear of wool—easily washed, without shrinkage. They are the favorite fabrics for House Dresses, Blouses, Children's Frocks, Kimonas and Pyjamas. Designs include the newest Florals and Overstripe effects.

Shortage of dyes is limiting production, so get your orders in to your wholesaler early for "MAGOG"

Meleton Suiting - - at 8c
Empire Twill - - " 10c
Erminette - - - " 10c
Angora Flannel - " 11c
Lapland Robes - - " 11c
Liege Flannel - - " 15½c



Dominion Textile Co.

Limited

MONTREAL TORONTO WINNIPEG

Manufacturers of 200 qualities of Printed Goods in 30,000 Patterns, and 1,000 qualities Greys, Whites, Sheetings, Cambrics, etc.

VELVETEENS

Owe their richness, lustre and beauty,—and their utility too,—to the skill of the Dyer and Finisher, and the wise buyer will make sure that his costume velveteens are in the best dye and finish obtainable.

For a century and a half Messrs. J. & J. M. Worrall, Ltd.—"The Premier Velveteen Dyers of the World"—have led the way in the treatment of these beautiful pile fabrics, and their discovery of processes yielding fast-to-rubbing dyes gave to Velveteens a quite new value—and utility.

These fast-dyed Velveteens were awarded the Grand Prix at the Franco-British Exhibition in 1908 and at Turin in 1911, and the careful buyer will ask for and insist upon a guarantee that his Costume Velveteens are in

WORRALL'S
FAST DYES

GRAND PRIX FRANCO-BRITISH EXHIBITION, 1908.

WORRALL'S FAST-DYED VELVETEENS

DYED AND FINISHED BY J. & J. M. WORRALL Limited MANCHESTER

THE PREMIER VELVETEEN DYERS OF THE WORLD.

GRAND PRIX TURIN EXHIBITION, 1911.

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most salable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."



SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

SUITINGS FOR FALL.

(Continued from page 66.)

in light weight. There is a big demand for stripes, especially for those between ¼ and ½ inch in width, in all colors.

Monkey skin plush for ladies' costume is also a big seller. Nutria plush is being used quite a lot for trimming base cuffs and collars. Hudson Bay is being trimmed a lot with Nutria plush.

New arrivals on this market include a channel cord plush in a dark grey shade, known as battleship grey.

Blue and grey worsteds for suiting are selling well, also pin heads and pick and pecks both for ladies and gentlemen's suits. Grey twill rules the strongest, of course. There is a tendency this season for blue vicunas and cheviots to replace blue worsteds. The latter has been a little unsatisfactory, showing the dirt a little too much.

No Relief in Woolens

Few Novelties Showing And Business Will Be Done Mainly on Staple Lines.

THERE is little more to say on the situation in woolen dress fabrics for it has been outlined at length before and there is no change in conditions that favors the retailer. British mills that are not making army cloths are full up with orders for months ahead. Moreover, they are not in a position to take on further contracts, as they wish to be sure of their supplies before committing themselves further.

The season's selling is developing along the lines of staple fabrics. Serges are in the lead, and whipcords are selling. Gabardines are included in the range. Some buyers have faith in Bedford cord and there is a very general development in favor of tweeds, homespuns, and mixtures.

In the States broadcloths and cloths on the kitten's ear and sheared Zibeline order are selling. Some of these cloths come in checks in black and white and in two color effects and in plaids. Poplins are selling on this market and are expected to be good also for Spring 1916.

So far as can be learned there is nothing new in wool fabrics for Spring 1916 serges will sell, and tweeds and homespuns will be more prominent. As these are materials that the Canadian mills are able to make there is every reason to suppose that they will do an increased business in the coming Spring. Whipcords in length weights, and gabardines are expected to sell, and there is some feeling that the popularity of cords in pile and cotton lines will bring Bedfords into prominence again.

GOOD FOR FINE DRESS GINGHAMS IN 1916.

Montreal, August 2.—(Special).—A Canadian textile manufacturer announces that orders for fine dress ginghams for next Spring are practically all in, and it looks as though this is going to be the biggest season they ever had. They attribute the heavy demand to the difficulty experienced in securing deliveries from Europe.

Prices of shirts, flannelettes, denims, etc., made by this firm have not yet been named. The line for next year will be staple, as manufacturers are unable to secure fancy effects with the dye-stuff available. They are working with dyes from month to month, hardly knowing what the future has in store for them.

DRESS ACCESSORIES

Glove Prospects for Spring

Silk Glove at 50 Cents Promises to be Cheapest Fabric Line on Market—Novelty With Black Frilled Wrist.



White silk glove, with contrasting frilled wrist, and black mottled embroidery on white; also made in black and colors. Shown by Perrin Freres.

On account of the scarcity of chamoisette and lisle gloves, it seems inevitable that for the coming season the demand for silk gloves will be from a hundred to two hundred per cent. greater than it has been. From the present outlook it appears that a silk glove retailing at 50c will be the cheapest fabric glove available, and the production of this glove will be limited, as there is little profit for the manufacturer. Then it will be a case of the retailer who wishes to be equipped for business next Spring, buying silk gloves in all qualities, both short and long.

The silk market is stationary just now, and it looks as though prices for the coming season will be about the same as last. Manufacturers are figuring on selling about 65 per cent. short, and 35 per cent. long. Colors are expected to range as follows: 50 per cent. black, 40 per cent. white; and 10 per cent. colors. They also figure that the long glove will be 16-button, 24 inches long.

In chamoisettes there is practically nothing to be had for Spring. The position is that only two firms are producing this glove for the Canadian market, both of which will be able to deliver only a fraction of orders taken. The chamoisette glove was a German product, and French and English manufacturers have not yet been able to produce this cloth; if they are able, it is likely that home consumption will take the whole of their output. In most cases it will be necessary for retailers to substitute silk gloves for chamoisette and lisle, both of which are practically off the market for next season trade.

Woolen Gloves Scarce.

Manufacturers figure that if they fill about fifty per cent. of the orders they have secured for woolen gloves, they will do very well. It is rumored that the British Government has commandeered all men's woolen gloves made or being made, which means that many of the woolen gloves intended for Canadian trade will find their way to Flanders for the troops. This is bound to have an effect on the supply of women's woolen gloves. Prices since the war began have advanced from 40 to 60 per cent., and are still tending upward.

The latest thing in leather gloves in Canada is a woman's washable cape in sand and putty shades, which retails for about two dollars. It has been shown in the United States for the last year, and proved a success; in fact it is getting in the States so that it is hard to sell leather gloves unless they are washable. These are now being introduced here, and are guaranteed washable. It remains to be seen whether they are as popular here as across the border.

It is rather early in the season to talk about leather gloves. Not until September is it possible to say anything about the demand. Prices since the war, have advanced from 15 to 40 per cent. Deliveries seem to be good, but here again it is difficult to speak with certainty, as those which are coming through now were ordered nine months ago. Fall supplies arriving now are not coming in as freely as they did last year, but there is little cause to complain as yet. Shipments of woolen gloves are most unsatisfactory.

New Glove for Spring.

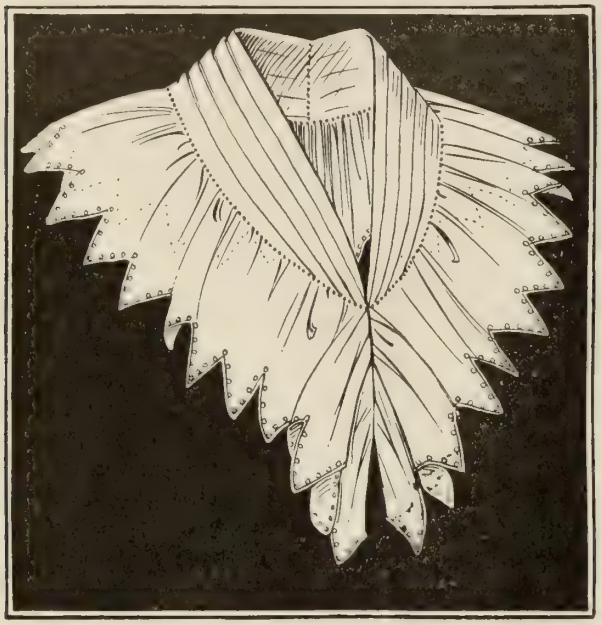
A new silk glove is on the market for next season. It has a contrasting frilled wrist, with black mottled embroidery on white, or vice versa, depending on whether the glove is white or black. This glove is also made in colors with black frilled wrist.

Just now the demand for gloves in Canada is quiet, as it always is in July and August. Not until the holidays season is over does the average retailer get down to his stock and look things over. There are two classes of merchant, those who look months ahead, and the others who wait until the consumer tells them what they should buy. The latter have not yet bought for Fall.

High Collars for Fall

Net Vestees with Flat Collars Selling. New York Showing the Stock and Jabot—Fichu, the Late Summer Novelty.

VERY little that is definite can be gleaned as to Fall styles in neckwear. That Fall models will be high all are agreed but just what form the height will take is a matter of some comment. Designers are not busying themselves with Fall at the present but are making instead models for late Summer and for the early days of Fall. Designing neckwear is a pretty strenuous business, for there is nothing that is staple to the business now-a-days—and give us something that is new is the constant cry of both merchant and traveler. For the rest it is a steady succession of new ideas, and each week must see new designs put out. This is why there is such a regular change in neckwear fashions. Just at present it is the fichu that is selling best, and the high novelty in fichus is the one that just reaches to the bust line. As noted last month the fichus that are shown at present have very little in common with the elaborate draped Marie Antoinette idea—there is some sort of flat collar idea to which fichu ends of organdie edge are attached. These ends are draped and trimmed round with lace and are as easily put on as a collar. They are very becoming and any one can wear them. Fichus are developed in both organdie and net laces, and organdie though it has been a neckwear leader for so long is still a leading seller.



Shown by Phoenix Novelry Co.

From what has leaked out so far the high stock and jabot are in for a revival for Fall. The stock and jabot had a big run some years ago, and it has been completely dead since. The stock is high and the jabot is large and important. These stocks and jabots are made of net or of Georgette crepe and the majority are trimmed with guipure lace. Should heavy laces of this kind come in for neckwear it would mean a quickening of the demand on St. Gall, and will use up the surplus stocks of heavy laces now in the country.

The Georgette crepe neckpieces are trimmed with with hand-embroidery, narrow lace and even fine pleatings of net. Bands and bows of narrow ribbon and metal laces as well will be used. Big collars made of wide pleatings in organdie, crepe and net with slashes an inch or so down through which a narrow ribbon is carried and which is tied in a prim little bow in front are among the new ideas.

The vestee is returning with cooler weather, and some of the new vestees have flat collars attached. Net is the favored material and net vestees promise to be very much in evidence this Fall.

The latest Parisian idea in neckwear is the pleated vestee or guimpe made of colored batiste. The colors selected are soft pastel shades in blue, pink, shrimp, pale yellow, helio, etc., and these are worn with dresses in dark shades.

Dainty Tea Aprons.

Neckwear manufacturers do not confine themselves to the making of neckwear exclusively, but produce such kindred lines as boudoir caps, tea aprons, etc.

Designers are busy with new lines of dainty frivolous tea aprons for the Fall and the holiday season. The designs are simple and dainty the novelty being produced by using the sheer transparent materials that are being shown in such abundance such as lace cloths, rice cloths, seed voiles, voiles with a cord stripe or check, leno stripes, etc. Some very pretty aprons come in sheer plain voile and these are by no means the least attractive. The trimmings are fine Valenciennes insertions and edges, hand-worked embroideries and dainty ribbon bows. A little touch that is new is to make the band and the apron strings all in one and to run a lace edge as a trimming under the band at the top of the apron.



PARIS MODEL OF DRAPED VEIL.

This is a late Lewis hat and is reminiscent of old-fashioned riding hats: it is made of suede with a large buckle as the sole trimming, and one of the new long veils that reaches almost to the waist of the wearer is draped over it. Photo by Underwood & Underwood.



No. 1141—$6.50 doz.
Black seal grain leather, nickel or gun metal frame.



No. 1178—$8.00 doz.
Moire, in colors black, blue, tan; nickel or gun metal frame.



No. 1119—$8.50 doz.
Black thread grain leather, nickel or gun metal frame.



No. 1147—$10.50 doz.
Black thread grain leather, nickel or gun metal frame.



No. 1166—$12.00 doz.
Tapir grain leather, in colors black, brown, blue, green, purple; nickel or gun metal frame.

FALL LEATHER BAGS

MADE IN CANADA

SEE OUR LINE

YOU CAN INCREASE YOUR SALES AND MAKE LARGER PROFITS

Our Workmanship is Better
Our Prices are Lower
Than anything heretofore
Made in Canada.

MANUFACTURED BY

FLETT, LOWNDES & CO.

144 Front St. West, Toronto LIMITED

French Kid Gloves

Good values in Kid Gloves to retail at 75c, $1.00, $1.25, $1.50, $2.00.

Men's Suedes at $1.25, $1.50, $1.75.

Men's Cape at $1.00, $1.25.

And a number of other lines which will give a good profit.

Hosiery

The well-known

"Patricia Brand"

plain or ribbed cashmere, also worsted hosiery. All good sellers.

Plassard Perfumery,

a dainty toilet line at popular prices.

Although French Kid Gloves are scarce, we are fortunate in having a large and well-selected stock.

See our travellers or write direct for samples.

Alexandre Glove Company

UNITY BUILDING - MONTREAL

The Defiance Button Covering Machine



PATENTED

OVER

500% Profit

It's not a man's job to run a Defiance button-covering machine—a mere child can operate it easily. The cost of operation is therefore very little. The cost of moulds is 2c dozen, for which, when covered with goods supplied, you get 15c dozen.

Every dry goods store in Canada should add the Defiance button-covering machine to their store equipment—the cost is little, but the profits are large and the demand for covered buttons is steady.

Note our special introductory offer.

A Complete Button-Making Outfit for $10.50

Comprising:

1 Hand Machine, including Implements to make 3 sizes, 24-30-36 Half Ball	$ 7.50
5 gross, 24 Half Ball Black Moulds, 15c	75
5 gross, 30 Half Ball Black Moulds, 20c	1.00
5 gross, 36 Half Ball Black Moulds, 25c	1.25
Cost for the complete outfit	$10.50

Mail your order now—don't delay—go after the business.

DEFIANCE BUTTON MACHINE CO.

53 East 8th Street, New York, U.S.A.

Established 1886

Tinsels the Ribbon Novelty

Colors are Rich and Dark, and Business Will be Done on Fewer Shades.

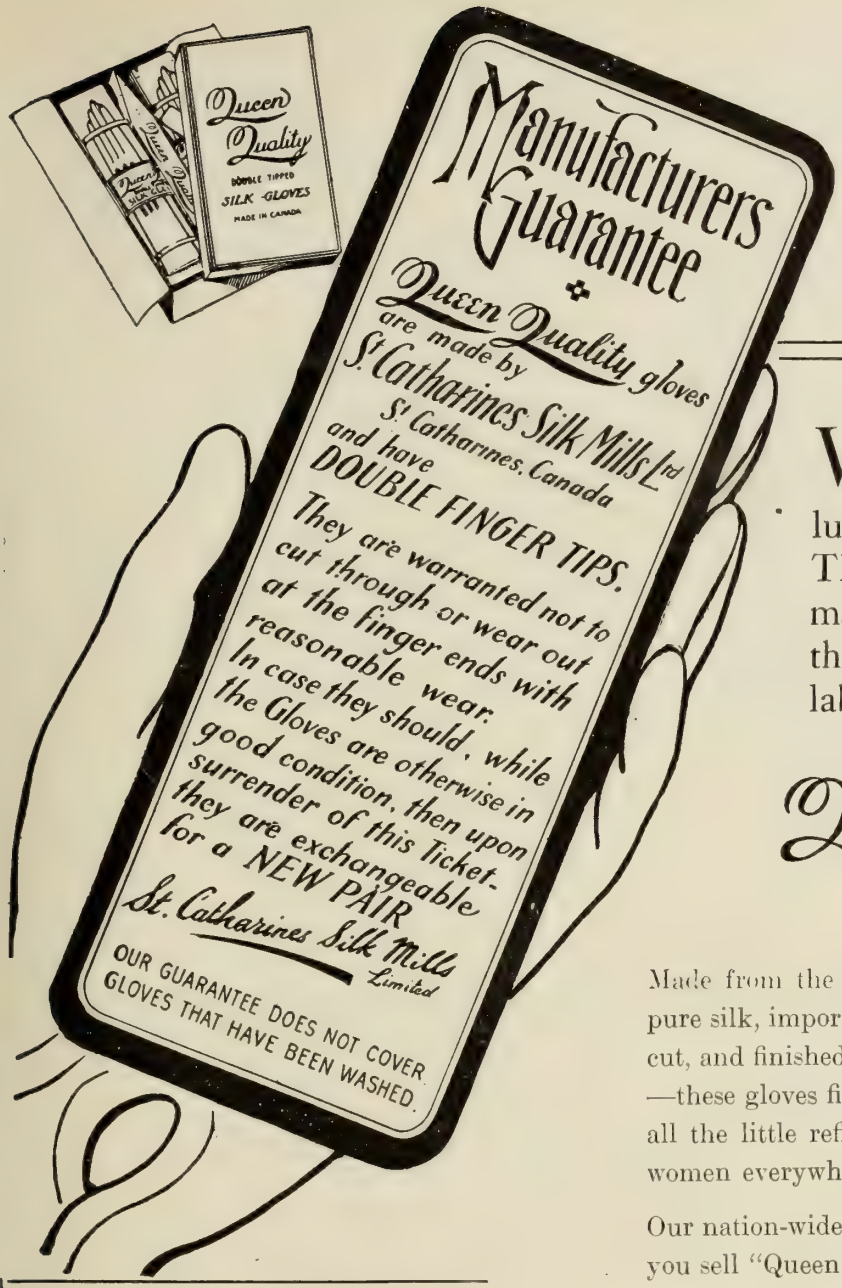
THE outlook is improving for ribbon and now that Fall styles are developing, other uses are being found for ribbons. So far the narrow ribbons are most used for millinery which always furnishes the largest ribbon outlet. Soft, bright ribbons in satins and moires, both in wide and narrow widths will be used on many kinds of Fall neckwear in the shape of bows and bands. Other uses for wide ribbons come in the form of sashes and girdles, and there is an idea that wide ribbons will be used in making the new waists veiled with transparent material.

In fancies, save for the usual warp prints which are always on the market for fancy work purposes, the only novelty seen so far is the tinsel ribbons. Tinselled effects come in both wide and narrow ribbons, and some of the neckwear manufacturers are making use of the narrow effects.

Fewer colors and fewer shades tell the tale of dye troubles. The colors that are selling best are dark shades. Deep amethyst and a wine red that is nearly brown are the new colors, and military, navy and crow blues, and Russian greens and the fur shades and grey are the other colors.

J. A. Stadneck, general merchant, Arborg, Man., was burned out, but is fully insured.

Jacobs & Vrooman have succeeded Hoffman & Jacobs, general merchants, Manitou, Man.



THIS GUARANTEE With Every Pair of GLOVES You Sell

WE stand back of you and protect you absolutely on our products. There are no finer gloves made anywhere in the world than the gloves bearing this label.

Queen Quality
Silk Gloves

Made from the finest grade—"Extra Classical"—pure silk, imported from Japan in the raw, woven, cut, and finished in our own workrooms by experts—these gloves fit perfectly at all points, possessing all the little refinements demanded by particular women everywhere.

Our nation-wide campaign of advertising will help you sell "Queen Quality" Silk Products.

Write NOW for Portfolio

containing proofs of our 1915 series of advertisements for "Queen Quality" Silk Gloves and "Queen Quality" Italian Silk Lingerie. Every advertisement in the series possesses an air of distinction and daintiness that fairly "breathes" quality. You will note that every word is true, **ABSOLUTELY**—every claim is just. If you wish to use any of these cuts in your local advertising we will gladly furnish electros free of charge.

It will pay you to display "Queen Quality" Silk Products in your windows and on your counters. The prices are remarkably low, quality considered, and your customers are even now asking for these lines. We will help you get your share of this desirable trade. WRITE NOW.

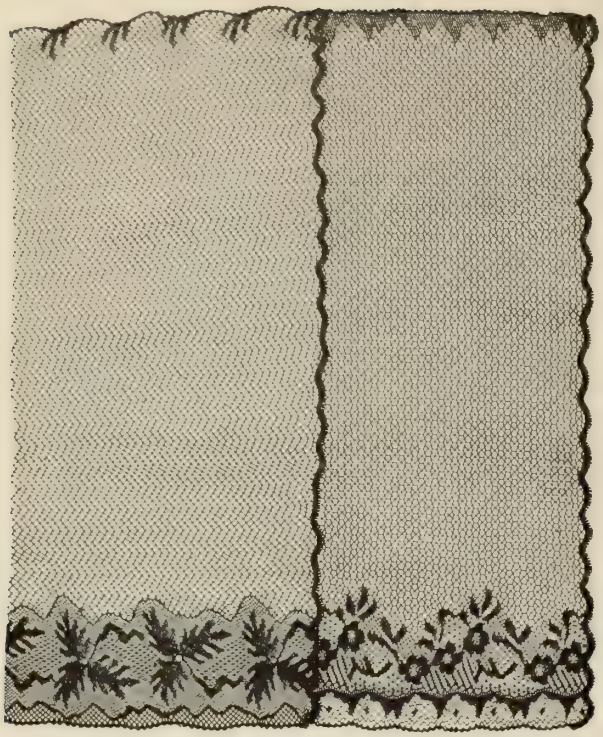
St. Catharines Silk Mills Limited, St. Catharines, Ontario

Richard L. Baker & Co.

Sole Selling Agents:

100 Wellington Street West, - - - TORONTO

51-Q



SHADOW BORDERS THE LATEST.

Veilings in craquele and hexagon meshes with shadow borders. Shown by Thompson Lace and Veiling Company.

Many Novelties in Veilings

Shadow Borders the Latest—Fine Meshes in Hairline, Hexagon Filet and Craquele are the Leaders.

THE late Summer and the Fall, until the snow flies, is the best season of the year for selling veils, and with the fashion interest in veilings strong, a good season is predicted.

Buyers in search of attractive novelties will have no difficulty in making their selections as the market is full of them. Borders in shadow effect are the latest. There is a border from 2 to 3 inches wide at the foot of the veil and one to correspond about 1 inch wide at the top. The body of the veil is in some fine mesh in filet, hexagon or hairline or craquele pattern.

Expensive veilings come in hexagon, filet and craquele meshes with scroll patterns darned into the lower portion of the veil. Plain meshes are shown with the border effect worked out in chenille dots that stand out from the veil.

The day of the draped veil is by no means over, for milliners are using it to trim the new hats. Some of these veils are merely drapery though others are intended to be worn over the face. Some of these drape veils have a velvet beauty spot placed so that it will be in the centre of one cheek, while others have the border composed of velvet squares.

Black is by far away the best seller, but grey and seal are also selling.

NOTTINGHAM REPORTS.

The lace business in Nottingham does not show much improvement, for the demand from all markets is very small. The orders coming to hand are for Valenciennes and Torchons and also for a few allovers. In the net section the situation is far different: a boom is on. Plain nets and mosquito nets are being largely purchased by the military authorities and the general trade is taking nets in fair quantities. There is also a demand for veilings, and orders are coming to Nottingham because of the delivery difficulties consequent to the war that beset French-made goods. Manufacturers of curtain nets are fairly busy and there is little complaint from this section of the trade.

AMONG THE TRADE.

E. H Balcom, general merchant, of Port Dufferin, is dead.

S. R. Giffin, of S. R. Giffin & Sons, general merchants, Goldboro, N.S., is dead.

Ninety members of the department stores in Hamilton have joined the Home Guard. Among the most enthusiastic is Mr. Day, general manager of The Right House.

One of the gest known merchants in Kingston, Mr. Robert McFaul, was suddenly removed by death last month, through being run over by a street car. The body was identified by a friend and neighbor, Mr. R. Waldron. The late Mr. McFaul conducted the "Carpet Warehouse" for a number of years. He was 67 years of age at the time of his death. He left one son, Herbert D.

After an illness of 18 months, Mr. J. H. Holt, president of the firm of Holt, Renfrew & Co., furriers, died in Quebec on July 26, aged 64. In the death of Mr. Holt, Quebec loses one of its most energetic and progressive business men. Until he was taken ill he personally directed his large business. His wife, a daughter of Thomas McIlwaith, Hamilton, Ont., survives.



CLOTH-COVERED BUTTONS

are the most stylish and the cheapest buttons you can use. You can convert your scraps and remnants of cloth, silk, etc., into Covered Buttons with the

"HANDY" BUTTON MACHINE.

It is the most **rapid, durable** and **easily operated** button machine on the market. Any boy or girl can operate it and make **perfect** buttons of **any style.** We carry a large stock of dies and moulds for making the most extensive line of covered buttons offered by any manufacturer.

"HANDY" Machines (patented), Dies and Moulds are manufactured only by

INDEPENDENT BUTTON & MACHINE CO., Chicago, U.S.A.

When writing for particulars please give us the name of your jobber.

New Striped Draperies

Novelties Run to Stripes and Set Patterns in Soft, Old-Time Colors—Combining With Other Decorations.

THIS is between seasons in the drapery section, and clearing stock schemes rather than preparing for the new season hold the attention of the buyer. It is no use pointing out that some raw materials are getting scarce, and that the dye-stuffs problem is beginning to be acute. Buyers realize in a way that they will be called upon to pay more for some of the goods they want later on, and they know that there are fabrics that cannot be replaced when the present stock is gone because the mills that made them are either in the war zone or are now out of existence. With these exceptions, which affect the better trade most, it will not be difficult for buyers to select attractive stocks.

Chintzes and cretonnes are used in decorating and furnishing every room in the house, and their sale is growing each season. Selling draperies is largely a matter of having the right stock on hand, and showing the goods so that the customer can form an idea of the effect gained in combination with wall paper, furniture and other decorative articles. In short, the endeavor is to convey an idea as to how the finished room will look.

Draperies should never be shown alone. Take a roll of wall-paper and place it over a stand and use it in connection with the drape of cretonne, and you arrest the customer's attention by suggesting the harmony between the pattern and colors of the paper and the pattern and colors of the fabric. When a buyer arrives at the stage where he studies kindred stocks before putting in his own he has made a big stride towards building up a department that will have no difficulty in increasing business.

The newest patterns show a well-covered surface in simple floral and in-set patterns of the kind used in old tapestries. These patterns are newer than the bright-hued floral patterns which are composed of most of the flowers under the sun, such as roses, dahlias, clematis, and many other showy flowers. Some of the new ideas come in striped effects. A very new pattern shows a set stripe composed of baskets of flowers alternating with a stripe formed of a small set pattern. The ground is black and the pattern is worked out in French grey, purples, greens, orange and yellow. Set stripes in dark colors alternate with one with an ecru ground enriched at set intervals by a small floral design.

CARPETS ARE ADVANCING.

DUE to the shortage in carpet wools, and the dye-stuffs problem, and to shortages in other lines, carpets are advancing. As noted last month, there have been two advances in rugs and carpets in a very short period, and the trade expects still further advances will have to be made. Not only are prices higher, but deliveries are slow. The mills can take care of orders but they cannot promise early deliveries. Another feature is that very few new patterns are offering, as the situation does not warrant the expense of their production.

The making of rugs and carpets gave employment to many thousands in Smyrna and Bagdad, but the industry at the present time is almost at a standstill. Lack of wool and money, and the closing of the Black Sea, Medi-

Call For Reinforcements From U.S.A.

Don't take unnecessary chances on a dull season in your bedding department. Send to the "States" for reinforcements that will guarantee you a record business in this department. Send for a range of

Hygeia Comfortables

cotton, wool and down filled, with coverings of plain and fancy silks, satins, sateens, exquisite brocades, silk mulls, cambrics and silkolines, etc. We use only the finest quality fillings, clean and sanitary, no shoddy in any way.

Hygeia Comfortable filling is made by our special carding process, which makes it extremely light, yet very warm.

Canadian merchants who would ensure a big business this Fall and Winter will do well to write to-day for samples—Hygeia Comfortables shown in your windows and interior displays will bring big business. Compare our values.

Samples sent immediately on request.

Huston Manufacturing Company

CHESTER, PA.

DON'T DELAY

You really cannot afford to wait with stocking

Emmerich Guaranteed Feather Pillows

for each day of delay means lost PROFITS.

The moment you send for samples you open the way to a greater number of satisfied customers and greater profits for your bedding department.

EMMERICH pillows are business builders. They please your customers and make each one a booster for your store. The fact that every "EMMERICH" pillow bears an absolute guarantee of satisfaction assures you of this.



Join the many wide-awake Canadian dealers who use EMMERICH GUARANTEED PILLOWS and start a pillow campaign. Let us help you. We'll plan it and furnish everything except the store. But act quick, for the season is almost upon us.

Once you've investigated their merits you'll never use others.

WRITE FOR SAMPLES TO-DAY.

Sent entirely at our expense.

CHAS. EMMERICH & COMPANY

MAKERS OF FINE FEATHER PILLOWS

CHICAGO

Branches: NEW YORK PITTSBURG BOSTON CLEVELAND BUFFALO

terranean and Persian Gulf ports are among the numerous causes for this condition. Many of the men are with the Turkish army. Much of the wool that would ordinarily be used in making carpets has been requisitioned by the Turkish Government for army purposes.

Novelties in Curtains

Madras Fabrics Lead the Selling—Stripes Prominent in Curtain Patterns.

MADRAS fabrics stand at the head of the list in curtain fabrics. They are rapidly taking the leading place so long occupied by nets. Nets come in many novelty patterns and are selling to the popular trade, but the novelty fabric now is Madras. Madras fabrics are coming into extensive use for draperies and for windows and archways. These fabrics come in beautiful color effects, both in solid colors and in tapestry and in verdure effects. The tapestries that are newest imitate the patterns and colors of old specimens. The line of Madras fabrics in white and ecru with the pattern brightened by the weaving of a motif here and there in delicate color is a varied one and contains a wide range of attractive patterns.

There are many attractive novelties shown in scrims, and a big feature, though not quite a new one, is the use of Cluny insertions and edgings. These scrims come both in curtains as well as in piece goods, and the patterns as a rule can be matched. Borders in combinations of woven-in stripes are also selling and practically the same patterns are duplicated in marquisettes and voiles. Many patterns in both nets and Madras come in stripes—that is the ground of the curtain is striped with a floral or conventional border on the edges.

Black and white is firmly established in decorative schemes and a novelty for Fall comes in black and white silk applique. This fabric is sun fast and is said to wash also. The majority of the patterns come in striped effects with a delicate set border.

Another novelty is a curtain that is half voile or scrim and half sun fast fabric with the voile strip having a lace and hemstitched border. The idea is to combine both the curtain and the drapery in the one fabric. The voile part is both ivory and ecru and the sunfast material comes in all the furnishing colors.

Among the July benedicts in the dry goods trade was William Abbott of the Anderson Co., St. Thomas, Ont., who took as his bride Miss Olive Crutts, a popular young lady of that city, daughter of Levi Crutts, M. C. R. engineer.

The Montreal Feather and Down Co.
488 St. Paul Street W.
Montreal

Manufacturers of Cotton, Wool and Down filled comforters in Sateen, Satin and Silk. Bed Pillow, Cushion Forms and Tea Cosies. Price list on application.

All goods guaranteed, the best in quality and workmanship.

STAUNTON WALL PAPERS FOR 1916

An exquisite assortment of new and exclusive designs specially manufactured for the needs of the Canadian householder. For the dealer who handles them, satisfactory business and wholesome profits.



An effective decoration from the new line.

Our salesmen are now on the road, so kindly hold your order till one of them calls on you.

STAUNTONS LIMITED
Wall Paper Manufacturers
TORONTO

In brief:—



The men of your town are not dead ones, they know what they want.

And you know what they want.

You're going after their Underwear business this Fall, and if you don't get it, the underwear will be to blame.

Then why not select the Underwear which ensures best results—immediate sales, satisfied customers and "come back" business?

Make it **St. George**—the pure wool unshrinkable underwear for men. Write today for samples.

Schofield Woolen Co., Limited

OSHAWA, ONTARIO

KNITTED GOODS

A Perplexing Situation : Yarns and Dyes

IN an ordinary review of the situation for the Knit Goods Number the point of styles is one that assumes the greatest importance and naturally appeals to the reader most strongly. On this occasion style has faded away in the background and there looms up very uncertain and puzzling the bigger question of supplies and prices. For several months past The Review has been pointing out the difficulties that are facing the manufacturers in the way of securing sufficient quantity of wool and yarn and dyes from England to cover the ordinary output for Canadian business. Visits to a large number of knit goods manufacturers and an examination of conditions under which they were working, or would be forced to work very shortly, only serve to emphasize the very serious nature of affairs.

No Guarantee on Underwear or Dyes.

One manufacturer of a well-known line of underwear has sent out a notice declaring that the firm would not guarantee the delivery of any line of underwear made of part wool or all wool owing to the unsettled conditions in Europe. Another firm engaged chiefly in the manufacture of sweater coats are sending out a notice to customers stating that they will not guarantee the uniform quality of any dye that is used in the manufacture of goods ordered from them for the simple reason that they themselves cannot be sure of the quality of the dye that they are able to secure now on the world's markets.

Withdrawing Some Lines.

The supply of wool and yarns and of dyes makes a double problem which is causing the knit goods makers many an anxious moment. Owing to the difficulty of securing yarns makers are withdrawing certain lines of underwear and of hosiery and certain of the fast colors are off the market entirely in sweater coats. Underwear in some cases has had three advances since early last Winter and the Fall goods were placed on the market and the majority of the sweater coat manufacturers are figuring out now just what they shall charge the retailer when late orders for Fall goods come in. With some there is a disposition to allow those who placed orders early this year to secure repeats at the same rate quoted them in the Spring and to increase prices for those who failed to order early. Some, on the other hand, are making a general rule that all orders received from now on will be subject to a considerable increase.

Will War Orders Delay Delivery?

In discussing general conditions that affect the trade at the moment of writing it must be taken into consideration that War orders may be given at any time and that the filling of these if they come in any large quantities would affect very materially the filling of late orders to the trade. In any case with a large section of the placing omitted entirely by the retailer and the fact that the demand from the public is not likely to be greatly curtailed for this Fall it means that heavy orders must be given within the next two or three months and that the manufacturers will be crowded with orders tumbling down upon them, and this, inevitably, must result in considerable delay in delivery to the retail trade.

There is a disposition on the part of the manufac-

Summary of the Main Features of the Case

Prices in Fall underwear have advanced 25 *per cent. on the average over last year.*

Some underwear mills will not guarantee delivery of any line of underwear as the wool spinners cannot guarantee delivery of yarns.

Notices are being sent out by some makers that the dyes for certain colors may turn out to be streaky.

Two sets of samples will be submitted next year by one or two firms: one, the former all-wool at a higher price: the other, a cotton-wool mixture to sell at the old price.

British knit-goods men announce general advance of 5 *per cent. to cover increase in wages and dyes situation.*

Several woolen goods makers are going into Summer underwear.

Cost of dyes has increased 100 *to* 300 *per cent.*

Wool yarns have advanced 30 *to* 60 *per cent. in some instances.*

Several improvements announced in underwear for Spring, 1916.

Hosiery advances from 20c *to* $1 *a dozen, according to weights and percentage of wool. Many lines withdrawn.*

Where firms are forced to use logwood dyes as some in Canada already are, instead of aniline, the process of dyeing is only 1-3 *or* 1-4 *the old rate.*

Cotton dyes situation worse than woolen.

Prediction that sales of sweater coats will be mostly in greys. Blues are mostly discontinued through lack of dyes.

One mill made this statement: No all-wool sweater coat can be made now to sell under $24 *a dozen.*



A complete winter out`t in brush effect, with trimming of plain weave.

turers to blame the retailers for the delay in placing orders and in the case of knit goods it would appear to be deserved, because evidence for months back has pointed to the fact that prices could not be lower and the chances were that everything would be greatly increased and that there was no outlet for relief for many months or perhaps for a year to come. On the other hand it must be remembered that a good many of the retailers have had to go easy in the matter of placing orders, and they extended to the knit goods business the same theory of hand-to-mouth ordering, just when they required the goods, that they did to all other lines. There has been a similar complaint from nearly all directions on the part of manufacturers, that Fall buying has been held back until the retailer was on the verge of the period of selling to the consumer.

THE ROLL OF HONOR.

Mr. C. I. Van Nostrand, one of the managers of R. D. Fairbairn Co., has left for the front as a lieutenant in the aviation corps. Several other employes of this firm joined the colors.

The death in action in France is announced of Archibald McKinnon, an employee of James Paton & Co., Charlottetown, P.E.I.

WILL NOT GUARANTEE DELIVERY.

The following notice which is being sent out by a Canadian manufacturer, gives some idea of the conditions existing to-day:

"We do not guarantee delivery of any line of underwear manufactured by us which is made of part wool or all wool. Owing to the unsettled conditions in Europe we find it impossible to obtain satisfactory delivery from the wool spinners."

Much Higher Prices in 1916.

While prices on late orders for Fall will be considerably higher than they were when placing orders last Spring there is unanimity in the opinion that goods for next year will be much higher. A fair number of the manufacturers have made contracts months ago and some over the year ago which are not yet run out and on this account are able to keep the trade supplied at a more or less medium figure when one considers the present price of yarn. Not one of them expects to be able to renew contracts at anything like the figure that has ruled for several years past.

MAKING COTTON CONTRABAND.

The cotton situation as well as the price is likely to be affected considerably by the movement in England to make cotton contraband of war on the ground that the Germans are using it for the manufacture of smokeless powder. This may explain the reason that the exports from the United States this season so far have reached an enormous total. However, present stocks are large, and it is figured that something like 5,000,000 bales will be carried over into next year. Dun's Review says that this will prevent any sharp advances in prices at present.



EVERYTHING KNITTED.

This child's outfit of knitted goods includes even its doll's clothes.



Penmans' Popularity is Universal! Why?

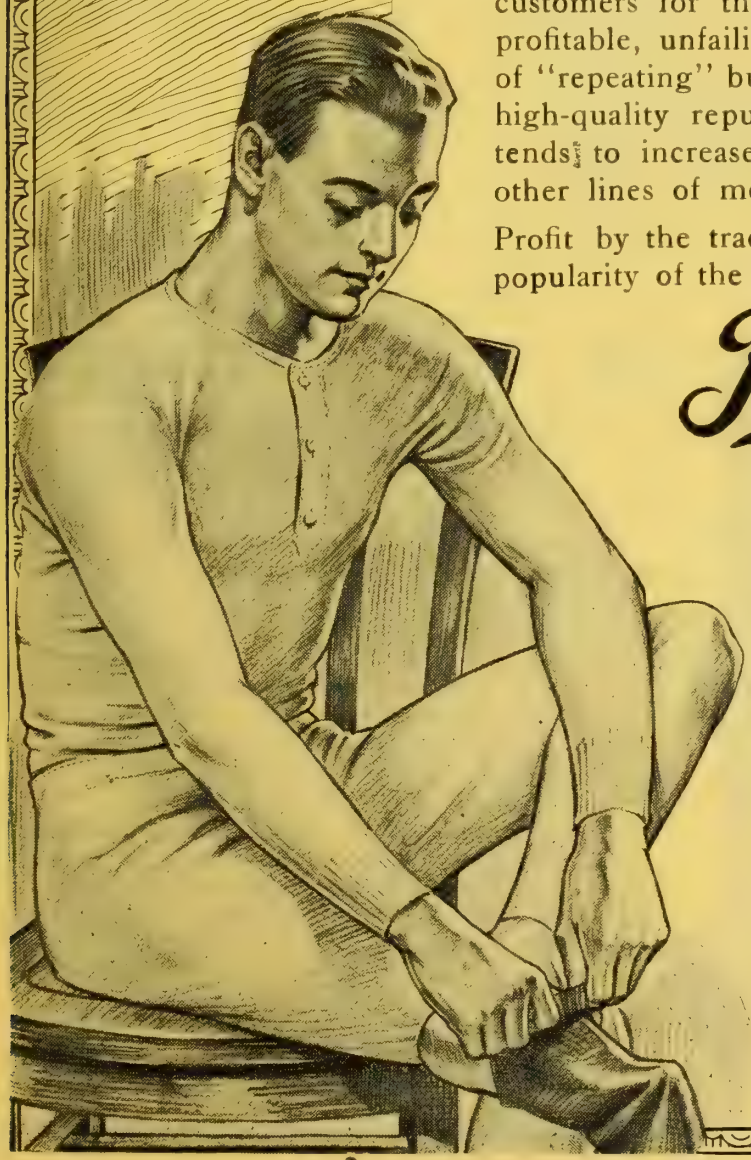
Because we please the sellers as well as the wearers.

To wearers, Penmans spells quality in the goods, smooth ease and comfort in fit and texture, thoroughness and care in the making, and genuine good value at every point.

This in turn means satisfied customers for the seller, a profitable, unfailing volume of "repeating" business and high-quality reputation that tends to increased sales in other lines of merchandise.

Profit by the trade-winning popularity of the full line—





Penmans

Underwear Hosiery Sweaters

N.B.—All Penmans Goods are Made in Canada by

Penmans Limited
PARIS, ONT.

Forced to Duplicate Sets of Samples for 1916

One of All-Wool at Higher Price; Other of Cotton and Wool at Lower—Instances of Advances in Yarns and Dyes—Spinners Get What They Ask.

A VERY interesting alternative is being developed by one firm to meet the inevitable increase in prices for next year and may be adopted even for late orders this Fall and Winter, that is the issuing of a duplicate set of samples, the one consisting of the identical lines that they have issued for 1915-1916 with the same weight of wool, but quoted at a considerably higher price, running from 25 to 35c a sweater coat. Another set will be brought out to accommodate those who demand goods at a certain price to sell at a certain price. These of course will contain much less wool than the other and the place will be taken by cotton in such a proportion as to bring the price per lb. of yarn used down to that of the past season, so as to allow them to issue the goods at the same figure as before and allow the retailers the same profit by selling at no advance in price.

The price in one line of yarns has increased from 56 to 92 cents per lb. Another firm showed figures by which Botany wools had gone up nearly 60 per cent., and merinos 29 per cent.

The Review also saw a copy of a circular issued by a firm that had a considerable quantity of dyed stuff to sell in which prices ran all the way from $1.85, $1.90, $2.30, $2.40, $3.50, etc. The original cost of these dyes over a year ago ran 20, 30, 35 cents, etc., up to 60 cents. Not only so, but there is no guarantee that those offered now are of the proper quality.

Will Not Depreciate Standard Lines.

The head of a firm manufacturing hosiery made the following statement to The Review: "All our goods in the past have been made to sell at a price round $1.85, giving a good profit to the retailers to sell at 25 cents a pair. Now we must either reduce the quality of the article or increase the price. The manufacturer is thus between the devil and the deep sea. A manufacturer who has turned out an article of a quality such as has brought him in good business and an article that has become well known to the trade and to the public is not going to put out an article of an inferior quality. He must either cancel that line or put it out at a higher price. The chances are of course that in most cases he will manufacture an article to sell at the 25c rate where his branded article could not be sold."



The "Collier" cut in women's underwear. Shown by Peerless Underwear Co.

Another point in connection with increased prices that lies behind the increased cost of manufacture is in the spinning as well as in the raw wool and the dyes—the spinning cost has advanced several times.

"It is not so much a question of price but of getting the goods at any price," said one manufacturer. "Spinners are not anxious for business. You write to a spinner and he says, 'my quotation is so and so, but you cannot get it for three months.' Much of the spinning was done in Roubaix and in other points in the northern part of France, particularly the worsted spinning and where a poorer quality grade of wool could be used than it has been possible to do in England, as well as the finest. Leicester was in the habit of shipping tops to Roubaix but the Germans have taken their machinery and shipped it to Germany, and the English must spin the yarns that they require."

One manufacturer showed a certain line of yarn which had run between 1s. 11d. the lowest figure, to 2s. 8d. the highest range in the past.

"We have just had a quotation of 5s. 7d., which does not include the war tax and the other higher cost of landing. One cent a lb. was what we allowed before for landing; now it runs from 3¼ to 4c."

Another quotation from a correspondent showed that fine yarn bought at 2/6 to 3/8 is now being offered at 6/3 with no delivery until November or December.

A sample of advances that have been made was one line that sold at $4 before was advanced in Spring to $4.25 and now to $4.50 a dozen. When making a new contract the price will be very much higher, said the head of the firm in question.

ADVANCES OF $6 IN SWEATER COATS.

One manufacturer announces that he will raise sweater coat prices as follows for late Fall orders: 39c line to 45c; 42c to 45c or 50c; 52c to 62c—in fact the last may have to be cut out, owing to the scarcity of Saxony yarn. Prices of Saxony quoted show advance from 88 cents to $1.20 per lb.

Mr. H. A. Harwood, who for the past 17 years has been buyer of small-wares, notions, fancy goods and women's furnishings for Johnstone Walker, Limited, Edmonton, is severing his connection with the firm, with other objects in view.

MADE IN CANADA



Play safe in your Fall Knit Goods buying

You take no chances of getting slow or unprofitable sellers or of giving your patrons unsatisfactory goods when you sell "Bentro Knit" Men's and Women's Coats, **Knitted Novelties, Mittens, Gloves, Toques and Caps,** etc.

Every number in the "Bentro Knit" line is a trade-getter and a customer-satisfier. The values are well known to the trade and to most of the quality knit goods buying public.

Our Fall range is full of money-makers that will appeal to you on sight.

Samples sent on request

The Williams-Trow Knitting Co., Limited

STRATFORD, ONTARIO

J. M. ROBERTSON & CO.
66 Wellington St. West
TORONTO

J. B. TROW & CO.
Old Birks Bldg.
MONTREAL

H. E. ROBINSON
Coy Ave.
SASKATOON

J. W. NIXON
Mercantile Bldg.
VANCOUVER

R. E. SMITH
Northern Ontario
501 Main St. E., HAMILTON

Woolen Mills Going into Summer Lines

Some Manufacturers That Have Been Limited to Heavy Weights in the Past Are Making Up Cotton for 1916—Light, Airy Meshed Goods Popular.

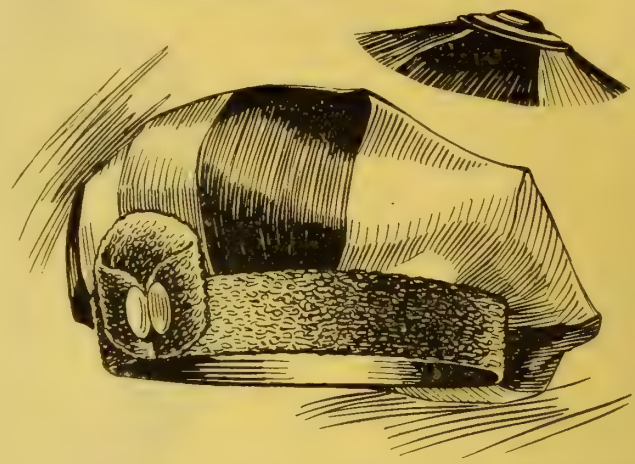
ONE of the features of the knit goods situation in Canada is the movement of several mills towards light Spring and Summer lines. The Review has two in mind particularly, which, before, had been limited to winter underwear and sweater coats mainly, that are preparing to place very light lines upon the market for the 1916 Summer season.

There are several reasons assigned for this. One is that there is a growth of feeling towards the lighter weight garments, so much so that many men and women are now wearing Summer weights the whole year. This sentiment already shows signs of strengthening as a result of the impossibility of getting all-wool goods at anything like the old prices. A large percentage of cotton must be introduced to keep the cost down and the use of cotton is likely to increase greatly. There is a feeling here among many manufacturers that the British infantry may follow the cavalry in cotton drawers for the Fall campaign.



One of the new lines of summer underwear being brought out for 1916 *in cotton, lisle and mercerized by the Harvey Knitting Co. in a variety of fabric styles—elastic band, bloomer knee.*

A third reason given is that with retail buying for Fall encroaching so closely upon the actual selling season the manufacture of heavier lines is being crowded mainly into a shorter space, and the making of goods for Summer will fill in a considerable period when the plant otherwise would be comparatively idle.



An attractive tam just designed by the Avon Hosiery Co. in red, white and blue colors. The buttons at the side are white and red and the bow navy blue. The band is also in navy blue. The smaller drawing shows unique arrangement at top of red, white and blue buttons. Another is made in Allied colors.

Some New Features for Spring.

The tendency for next Spring is towards a reduction of trimming in women's garments.

One firm is going extensively for the first time into Summer underwear and is arranging a standard system by which the dealer will be able to tell the customer whether a certain style is made in a certain fabric or not. The catalogue is ingeniously arranged and will prove a great convenience to the trade. One other feature is that separate vests and drawers as well as combinations are made in the same fabric.

One of the new features of this firm's goods is that they are made narrower across the back and fuller for the bust, so that the cut will be lower naturally in front where before it was even at the back.

Another feature is a sloping armhole, which it is claimed will not pull in the sleeve as at present, but fit more snugly. Their lines are made in fine combed Egyptian white cotton, and in lisles and mercerized as well. They will also turn out a white merino and Australian wool fabric for Fall selling.

One of the features in a new garment for Spring is an extra length cuff on the leg. The purpose of this is to make the upper part go up under the skirt, whereas with skirts as high as they are now the cuff is usually visible.

A new "envelope" combination is also being brought out in Canada.

An unusual accident startled the firm of Gordon & Walters, New Westminster, B.C., when a lady was struck by a runaway auto and hurled violently through a plate-glass window. The force of the car carried her over a counter piled high with dress goods. Fortunately she escaped without serious injury

Selling Hosiery for Boys and Girls

Sell by the *brand*. And build up a name for handling the brands of hosiery for boys that will wear the best, and girls' stockings that look the best.

Select the lines you will specialize on most carefully. You can conscientiously recommend any or all the following lines, and sell them at a moderate price to net a handsome profit:

ROCK RIB—One-and-one rib hosiery for BOYS. 3-ply heel and toe, double elastic leg. Extra hard wearing. Sizes 5 to 10½. 1 doz. pairs to the box.

HERCULES—A two-and-one rib for boys—a stocking that recommends itself to mothers who don't enjoy darning. Sizes 5 to 10½. Dozen pairs to a box.

PRINCESS—Extra fine hosiery for girls, one-and-one rib; two-ply English lisle yarn. Very carefully made; fast dyes; splendid finish; handsomely boxed. Sizes 4½ to 10.

BUSTER BROWN—The best known stocking for boys—and justly so. Looks well, wears well. A sure repeater. For girls you will need Buster Brown's Sister's Stockings.

Order From Your Wholesaler

The Chipman-Holton Knitting Co., Limited

Largest Hosiery Manufacturers in Canada

Hamilton . . . . . **Ontario**

MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Toronto

Branch Offices:
MONTREAL AND WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE-MARK

SUNSHINE HOSIERY REGISTERED

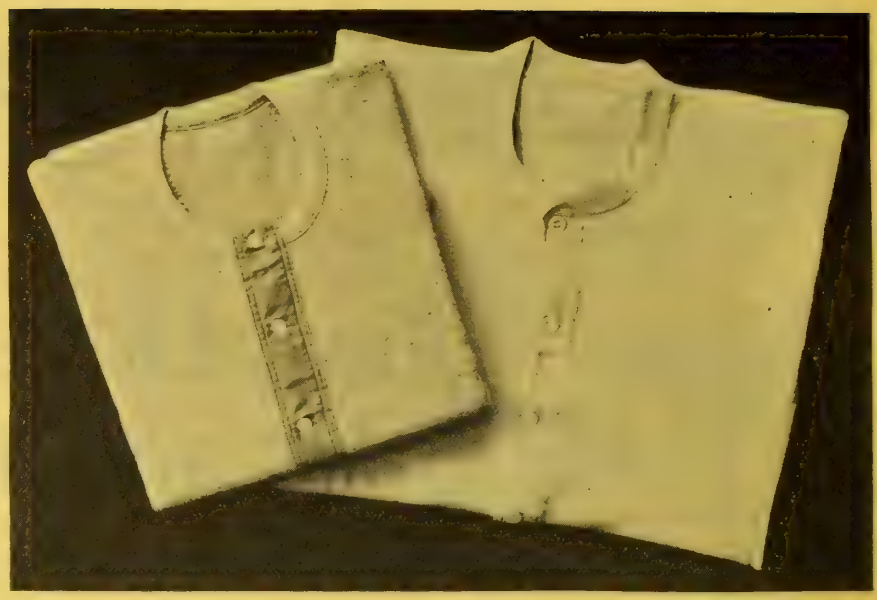
Hosiery for Spring

No Advances Expected in Lisle, Silk or Cotton — Outlook Dark in Woolens.

"Looking towards the supply of hosiery for Spring, 1916, I have no worries," declared one of the largest retail buyers in Canada to The Review.

"During the past year or so the production of silk, lisle and cotton hosiery has progressed rapidly in Canada as well as in the United States, and we are placing large orders in both countries. It does not seem likely that there will be any appreciable advance in prices.

"But when it comes to wool hosiery, it is a far different matter. Last Spring I ordered double the ordinary supply of cashmere hose in England —enough for two years—and so I do not feel anxious about having enough. But most of these will be subject to the 5 per cent. advance which has been decided on by the hosiery manufacturers in England.



Two new lines shown by Mercury Mills. On left a natural wool garment and on right a lightweight combination.

Holding August Sales as Usual.

"So far as our selling policy is concerned we have kept prices down to former years and will do so as long as our stock lasts. We even are holding our "August Hosiery Sale" in spite of many predictions that we would not. Of course most of these are Summer lines but some are cashmere and these we are offering at regular sale prices. The reason for this is that our August sale has become an established event to which our customers look forward, and our sale now is simply a matter of keeping faith with them. Besides we prepared for this in our early Spring buying."

Speaking of conditions in the woolen yarn market, this buyer laughed at the early prophecy that no cashmere hose that could be sold under 50 cents would be on the market next year.

It seems inevitable that there will be an increase in the price but not to that extent. Next year will be worse than this year because no matter what happens there cannot be any relief in the near future.

Spinners Making Big Profits.

"It is not so much the wool market—prices are high but supplies keep up—as the spinners. Formerly 80 per cent. of the yarn used and sold in England was spun in France and Belgium—finer work as a rule than could be done in England. Now the spinners have far more orders than they can attend to and are making large profits on their work.

"Another difficulty is a supply of knitting needles. These were made in Germany, and as a matter of fact some have been sent over to English mills from Canada."

Knit Goods Men in U.S. Calling for Relief

Hosiery and Underwear Manufacturers Ask Government to Guarantee Adequate Protection to Develop American Dye Industry—Some Difficulties Explained.

NEW YORK, August 2—(Special).—The dye stuff difficulty was sufficient for a meeting of the National Association of Hosiery and Underwear Manufacturers to be held in Philadelphia last month, when a resolution was passed calling on the Federal Government to encourage the establishment of dye works in the United States by some guarantee that a sufficient tariff would be imposed on outside dyes as to enable the United States men to work out the situation at a profit to themselves.

The resolution declared that the hosiery and knit good manufacturers in common with nearly all other branches of the textile industry were suffering severely because they were unable to obtain dye stuffs which had hitherto been imported. They went on to declare that it was entirely feasible and practicable to manufacture this dye stuff in the United States and that American capitalists stood ready to furnish capital for the production of the dye stuffs provided sufficient protection was afforded to guarantee that their investment will not be wiped out by foreign competition after the termination of the European war.

The need of dye stuffs, they declared, in these industries was becoming more serious and acute. They, therefore, asked the Government "to promptly enact some new tariff regulations or make proper changes in the present tariff guaranteeing adequate protection to persons, firms or corporations who are contemplating or who may be induced to develop the American dye-stuffs industry."

A copy of the resolution was sent to the President and every member of the Senate and the House of Representatives.

In England, as will be remembered by readers of The



The Imperial



The All-Satisfactory Underwear For Your Men's Dept.

Straight as a bolt goes the Imperial sales, mounting the steep grades of business to big sales, satisfactory profits, pleased patrons. Imperial Underwear sets a high standard for excellence of fit, quality and value—to follow it you must see it and compare it with those lines you know.

Imperial Underwear comes in several weights, including Merinos, Natural wool, Scotch wool, Scotch knit, and heavy elastic-ribbed—not forgetting the new line of combinations we are putting out this season.

Don't miss seeing this new line—it is perfect in fit and finish and up to the high Imperial standard.

Kingston Hosiery Company

KINGSTON, ONT.

Straight Talks from Moncton

By Humphreys

NUMBER SEVENTEEN

The man who conserved his cash last Winter by going without a new stock of underwear will of necessity buy early this season.

That's the fact—now to turn this fact into profit for yourself.

First—Select a stock of the underwear that pleases all men—Humphreys Unshrinkable in both two-piece and combination, all styles and the better qualities, of excellent finish and made of the finest quality maritime wools, with their

natural soft texture

pre-shrunk by the breezes off the Old Atlantic.

Then—Set up a display that cannot but attract the eyes of the men who pass your store, the men whose trade you desire most. Brighten up the display with natty signs we will supply you with.

The result—will be an unmistakable increase in underwear business.

Don't forget the name — "Humphreys Unshrinkable"—and remember the label.

Samples on request.

E. H. Walsh & Co., Toronto

Selling Agents for Canada

Humphreys Unshrinkable Underwear, Limited

Moncton, N.B.



This illustrates a one-button hatch which is designed to solve the difficulty of keeping the buttons of a combination in order. A collar button may be used if the single button comes off. Shown by Zimmerman Manufacturing Co.

Dry Goods Review, the Government subscribed a large portion of the capital required for the organization of a new dye stuffs factory there.

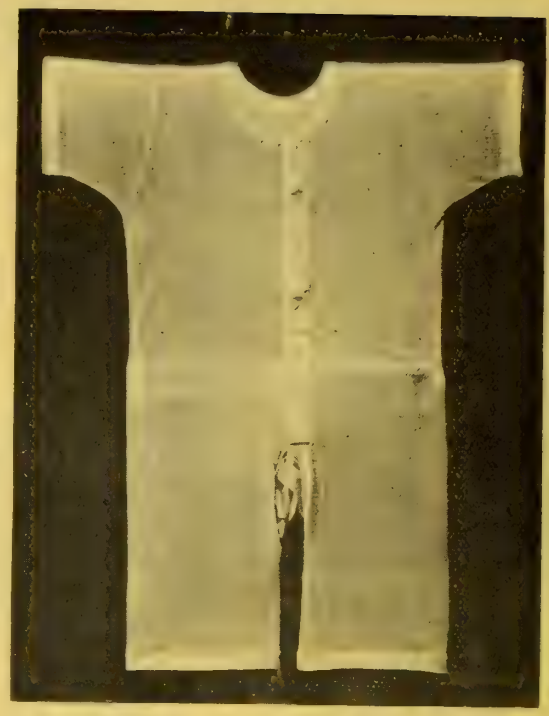
Relief in Protective Tariff Alone.

The president of the association declared that the manufacturers all over the country saw relief only in a protective tariff and that they were willing to buy American made dyes even at a considerable increase in rate. "There is only a small stock of colors now remaining in the country and these are in the hands of speculators who are holding them at fabulous prices. Many mills in all parts of the country," said the president, "are already idle because of the scarcity of dye stuffs and many more will have to shut down if American manufacture of anilines is not encouraged by adequate tariff enactment."

He added that dyes could be made in this country just as well as in Germany or elsewhere, but labor conditions make impossible the growth of the dye stuff industry in America unless foreign competition, sure to come at the close of the war, is taken care of through tariff regulations.

Difficulties in Building Up Industry.

The Textile Manufacturers' Journal of New York, in dealing editorially with the question of dye stuffs, refers to the number of announcements of new discoveries of substitutes for different colors and states that the majority of these will prove to be worthless. It goes on to say: "With all the evidence of increased interest and activity it is recognized that it will be very foolhardy to predict or even suggest that a full line of colors requiring the construction of complicated plants and the absorption of



New line of summer underwear, men's closed-crotch combinations, in light, airy mesh, being placed on the market by the C. Turnbull Co.

dye products could be accomplished in a year or two. It took Germany forty years of study and experience to perfect this industry and it is unreasonable to expect anything approaching such development could be obtained within a short time. One of the most conspicuous drawbacks is the lack of skilled chemists and operatives who have had years of experience in producing what has to be made. It is within the bounds of possibility that conditions in Germany at the end of the war will be so unfavorable to labor that a rush to this country by this class of skilled operatives will be made; to-day this seems very unlikely. After the war is over we shall need a higher tariff on dye stuffs if this industry is to be fostered. To-day it is not a question of tariff but primarily the ability to do the thing right. If this is secured eventually support would be forthcoming."

In referring to the difficulties amongst cotton manufacturers the Journal states that one of the large New York yarn dyeing concerns has been forced gradually to eliminate colors from his sample card, until now it is reduced to 16 whereas a year ago over 30 shades existed.

TRADE MARK

MADE BY THE GODERICH KNITTING CO.

"You don't miss the water till the well runs dry"

This homely proverb can be well applied to the knit goods situation. After the present supply is consumed, wool will be a very scarce and expensive commodity. Put in your order at once for **Maple Leaf Brand Hosiery and Mitts** that are made up to a standard, not down to a price. Pure wool and fast dyes.

Send for Samples and Prices.

Goderich Knitting Co., Limited, GODERICH, ONTARIO



There will be Winter sports as usual

and people are going to need and order the sport's own garment—the sweater coat. You can get this trade by showing them Colonial Knit—their warm, stylish and exclusive appearance will instantly appeal to them.

Be sure to see this high-grade line.

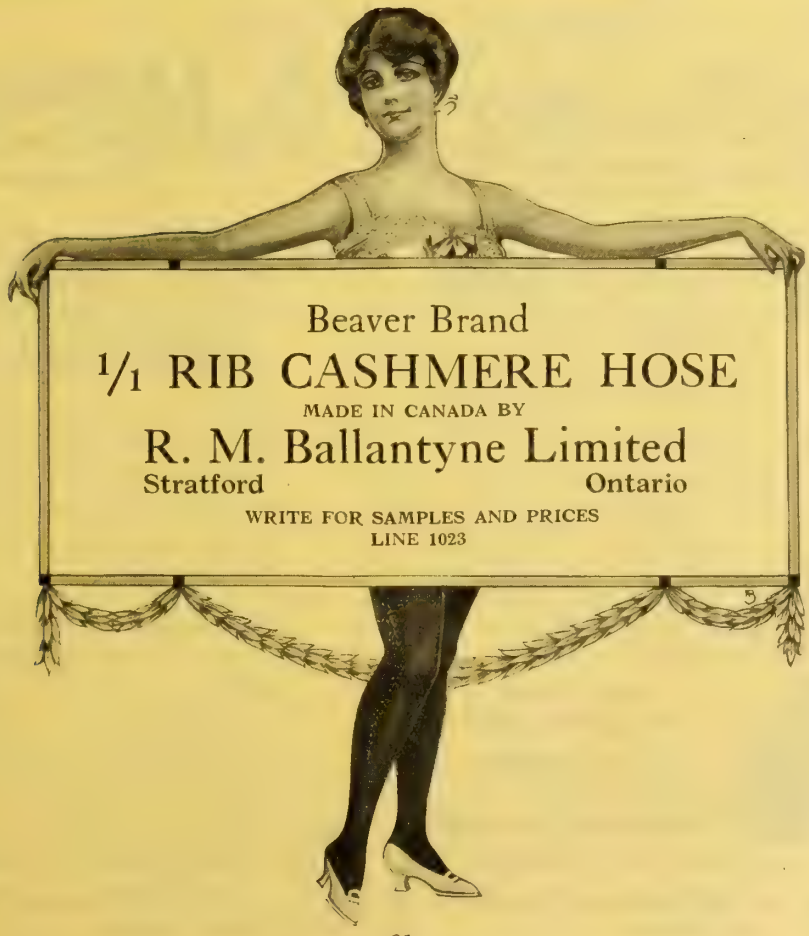


AGENTS

Toronto—W. H. Partridge, 17 Melinda St., Toronto.
Northern and Western Ontario—Whelply & Searle, 63 Toronto Arcade, Toronto.
Eastern Ontario—Colin F. Stewart, 61 Marmaduke St., Toronto.
Montreal—A. J. Gendron, 16 McGill College Ave., Montreal, P.Q.
P. Quebec—J. P. Bourget, Drummond Bldg., Montreal.
Maritime Provinces—R. S. Sime, 21 Cobourg St., St. John, N.B.
Brandon—W. M. Borbridge, Brandon, Man.

The Colonial Knitting Co., Limited

GUELPH, ONTARIO



Beaver Brand

1/1 RIB CASHMERE HOSE

MADE IN CANADA BY

R. M. Ballantyne Limited

Stratford **Ontario**

WRITE FOR SAMPLES AND PRICES
LINE 1023

LADIES', MISSES' AND CHILDREN'S FINE UNDERWEAR

Zenith AND Crescent BRAND REGISTERED "Velva"

FOR FALL

have the full approval of the Canadian Underwear trade. Don't decide on your Fall, 1915, stock until you have considered well these three popular brands of ladies', misses' and children's underwear.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents

RICHARD L. BAKER CO., 100 Wellington St. West, Toronto, Ont.

"Craftana"

Registered No. 262,0



THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

JAEGER (Fine Pure Wool)

A GOOD HARVEST with HIGH PRICES means GOOD FALL TRADE

With low stocks and light buying in the Spring, sorting-up orders will be large and the stocks of goods bought at anything like old prices will soon be absorbed.

All woollen goods for 1916 show big advances in price. It will pay you to see what our travellers have to offer from stock now in Montreal, the balance of old contracts.

Dr. Jaeger's Sanitary Woollen System Company Limited

Head Office and Warehouse

243 Bleury Street - - Montreal

"Italian Silk" Hosiery for Ladies and Misses

Leader Ribbed Hose for Boys and Girls

Two of our popular-priced—Made-in-Canada—lines, that are worth while featuring for next season.

Every stitch from the toe to the top gives perfect satisfaction, for "The Wear is There."

THOMSON KNITTING COMPANY

LONDON *Manufacturers of Quality Hosiery* ONTARIO

SELLING AGENTS:
Wm. R. Begg & Company, 20 Wellington Street West, Toronto; A. E. Montgomery, 212 Hammond Block, Winnipeg, Manitoba. J. B. Trow & Company, Old Birks Building, Montreal, Que.

Harvey UNDERWEAR

Samples of Women's and Children's Knitted Underwear for Spring, 1916, are now in the hands of our representatives, who will call on you in due course.

Many new features are introduced in the range.

Our new catalogue may be had on application.

Harvey Knitting Co., Limited

WOODSTOCK **ONTARIO**

Agents:

Western Provinces: H. P. Lang, 600 Welton Building, Vancouver, B.C.
Ontario: J. E. McClung, 33 Melinda Street, Toronto, Ont.
Quebec: P. de Gruchy & Son, 207 St. James Street, Montreal, Que.
Maritime Provinces: F. S. White, St. Stephen, N.B.

Made-in- **Peerless** *Canada*

REGISTERED

REPRESENTATIVES

Ontario—
C. & A. G. Clark, 35 Wellington St. West, Toronto.

British Columbia—
J. J. Mackay, 504 Mercantile Bldg., Vancouver.

Quebec—
Ernest Hamel, 66 Rue de L'Eglise, Quebec, Que.

Maritime Provinces—
E. R. Woodill, 21 Roy Bldg., Halifax, N.S.

Manitoba and The West—
The Hanley & Mackay Co., 139 Albert St., Winnipeg.

Montreal—
W. A. Kennedy, 101 Mappin-Webb Bldg., Montreal.

The Standard of Quality Underwear

The quality of Peerless Underwear has become the standard by which all better class underwear is judged—the standard that you need not be afraid to key your underwear business to.

Any Peerless representative will be pleased to submit samples upon request. Write to-day.

The Peerless Underwear Co., Limited
HAMILTON, CANADA

THE OUTING BRAND
Knitted Wear

Order now for Fall and save money

Anticipate your Fall and Winter's requirements and provide for them from the "Outing" range.

Place your order with us now and ensure prompt delivery.

V 56 is the Outing Brand style selected for the Militia. **Send for samples.**



V-56
Made-in-Canada

Frank W. Robinson, Limited
BATHURST and WELLINGTON STS.
TORONTO
The Coats that are Tailored to Fit

"CEETEE"
UNSHRINKABLE
UNDERCLOTHING
ALL PURE WOOL

LOOK FOR THE SHEEP ON EVERY GARMENT

WORN BY THE BEST PEOPLE

GUARANTEED UNSHRINKABLE CEETEE PURE WOOL

SOLD BY THE BEST DEALERS

WRITE FOR PRICES

The C. Turnbull Co. of Galt Ltd.
Galt . Ontario.
Manufacturers of Turnbull's high class Ribbed Underwear for Ladies and Children. Turnbull's 'M' Bands for Infants and "CEETEE" Shaker-Knit Sweater Coats.

¶ A condensed advertisement in the DRY GOODS REVIEW will bring good results.

MONARCH-KNIT

MADE-IN-CANADA



Monarch-Knit Pictorial News
English dogs of war in gala attire. Today they are stripped for action.

Owing to present conditions of raw wool and dye stuff market, merchants should plan for their requirements in Knit Goods early.

OCC A neat coat for juveniles, made in good quality with shawl collar.



O1040 — Misses' Mackinaw, also made in ladies', men's and boys' styles.

L385—Staple line for ladies, finished with shawl collar.

THE MONARCH KNITTING COMPANY LIMITED

Accompanying cuts are a few illustrations from "Monarch Knit" lines.

The Monarch Knitting Co., Limited

DUNNVILLE, CANADA



M269- Extra fine quality Cardigan Coat for men, made in special colors for club orders.

Getting and Holding the Boys' Trade

Sending a Souvenir to Children on Their Birthdays—Annual Boys' and Children's Week a Good Business Getter in Napanee Dry Goods Store—Hand Bills Sent Out in Parcels.

Written for The Review, by M. Taylor, The Robinson Co., Napanee.

NAPANEE, August 2.—Get the good-will of the parents and they will speak favorably of you at home. Consequently, you will have the good-will of the boys. When the mother is buying general dry goods, draw her attention to some particular line of boys' wear that you think will interest her.

Find out the boy's first name, and whenever you meet him have a jolly "Hello, Bill," for him.

Ascertain what line of sport he is most interested in, and get posted on that particular sport so as to be in a position to talk to him about it. If mother should write or phone for a suit, give the matter your very careful consideration and send the best value possible.

Get the birthdays of all the boys, and send them a souvenir each year worded something like this:

Master John Smith,
Smithville, Ont.

Dear friend Johnny:

We enclose you herewith a slight souvenir of the occasion of your birthday, and hope you may have many more happy and pleasant ones.

Yours faithfully,
Firm's Name.

Here is a case that came to me only recently. Father, mother and Johnnie were driving to market some 15 miles away. When nearing the town, mother asked father where they had better go to lunch. Johnnie immediately said, "Go to the store that sent me the birthday present." So, if you get in direct touch with the boy you win the good-will of parents also.

Another business-getter I found is having an annual Boys' and Childrens' Clothing Week. (See newspaper ad.) For boys' week, besides this ad. coming out in the paper we had several hundred handbills printed in the same style and enclosed one in each parcel going out of the store for a week previous, and mailed many to families at a distance whom we knew had boys. We also had our card-writer print cards, size 14 x 11, with "BOYS' CLOTHING WEEK" in good plain type. These were placed in conspicuous places in every department of the store.

Win the confidence of parents and boys and never deceive them. Let them see you are trying to further their interests as well as that of the store.

If they do not buy to-day, let them go away feeling that they have been treated as pleasantly and courteously as though you had made the sale. (April showers bring May flowers.) They will no doubt come back if properly treated.



AFTER MONTHS OF PREPARATION

We Announce an Extraordinary Display of Boys' and Children's Clothing and Furnishings for Seven Days only, Commencing Friday, April 17th, and Continuing Until Saturday, April 25th.

Our Clothing Section will be the centre of attraction to boys and their parents. We will have an immense showing of Boy's and Children's New Spring Suits, Overcoats, Reefers and Bloomers. No need to tell you that our stock comprises everything that could reasonably be desired for boys from 2 1-2 years to 17 years.

The newest and best that manufacturers produce are found here. All sizes from 20 to 35.

AS A SPECIAL INDUCEMENT FOR YOU TO COME AND VISIT US DURING THESE SEVEN DAYS you may take your choice of any of our Twenty-five Cent Ties with the purchase of any Suit, Reefer or Raincoat up to $4.00. With a Suit, Reefer or Raincoat up to $6.00, any of our 50c Shirts or Shirt Waists. Your choice of our 75c Shirts with any Suit, Reefer or Raincoat over $6.00.

Our aim is to encourage the boys to dress neatly and becomingly. We invite all the boys and their parents to see this special display in our Clothing Section, and ask you not to feel under any obligation to buy.

Over 300 Boys' and Children's Suits Now in Stock

Four of Our Leaders in Buster Brown Suits

Four of Our Leaders in Boys' Two-Piece Norfolk Suits

Seven of Our Leaders in Two-Piece D. B. Bloomer Suits

Dozens of Other Norfolk Suits in all the New Models and Colorings

Boys' Reefers

Boys' Bloomers

Boys' Overalls

Boys' Raincoats

Special—Boys' Blue Serge Suits at $5.00

Many Other Two-Piece D B. Bloomer Suits from $2.50 to $8.50

Our Boys' and Children's Clothing Satisfies the Boys' Comfort, the Mother's Pride, and the Father's Economy

MAIL ORDERS DELIVERED FREE BY PARCEL POST.

BOYS' FURNISHINGS

Boys' Blouses

Boys' Caps

Boys Pyjamas

Boys' Hats

Boys Belts

Boys Shirts

Quality Value Service

THE ROBINSON Co. LIMITED

Store Closes at 5.30 Except Saturday

Sample of bright ad. 4-cols. wide in local paper.

BIG RUN ON BOYS' KHAKI.

Boy's khaki military suits were received by the trade with doubt at first. Large department stores, who do an immense business in boys' clothing, were afraid of them. One store placed an order for only two of a size, which they followed up next day with an order for a hundred. Their total order to date is for fifteen hundred. While it is one of the best selling lines of the season, it was invariably greeted with skepticism.

There are two or three lines on the market, wool and duck. The latter are in great demand, and manufacturers have been compelled to place big orders with American duck manufacturers, Canadian makers not being able to

TRADE W.G.R. MARK

Boy's Blouse

1916 Samples

NOW on the road and our representative will show you the full line.

We still have a complete range in season for immediate delivery.

The
Williams, Greene & Rome Co.
Limited
Berlin, Ontario



The New Way is the Right Way



The day for the need of a traveling man to call for your order is past. The Canadian merchant knows that this expense to the manufacturer has to be added to the prices or taken out of the quality of the goods. The

Brotherhood Overalls



are sold direct to the retailer without extra expense of traveling men. They are not sold to jobbers and a sole agency is given to one merchant in every town.

The merchant who has the BROTHERHOOD agency knows he is getting the advantage of this saving of expense, by getting the very best quality of overalls on the market, at a price that is RIGHT.

BE ONE OF THE INTELLIGENT BUYERS. Increase your customers and your profits. We can show you how.

H. S. Peters, Limited, Welland, Ont., Can.

MANUFACTURERS

fill the orders quickly enough. Difficulty is being experienced with dyes. Duck suits are offered for $1.75, including cavalry riding breeches and coat, cap and puttees. The coat, straight pants and cap can be bought for $1.50. Wool suits are costing in the neighborhood of $2.75, the demand for which should be heavier towards Fall.

Good for Couple of Years.

It is expected that these military suits will be good for at least two years—as long as the war lasts. The Indian suits worn by boys last year and the year before were a short-lived fad. There can be no doubt as to the demand for them. All a dealer has to do, apparently, is to display them in his window, and the boys come for them.

It begins to look as though the Buster Brown and Peter Pan suits had had their day, and are giving place to the Oliver Twist and Tommy Tucker types. The tendency in the United States is in the direction of straight pants, but it may take a couple of years for Canada to go in strong for them. The big demand this year has been for Norfolks, with just a few double-breasted in high grades.

A Montreal manufacturer has experienced a big demand for a suit with three pleats, two small pockets on both sides on top of the pleats. Another good seller has only one pleat, which extends down as far as the belt, and has patch pockets, the belt being sewed on.

ADVANCE IN BLUE OVERALLS.

There is a danger, if the war continues, and the textile industry is deprived of proper dyes, that black and blue overalls and drill shirts will be difficult to procure, and that in their place the trade will be compelled to carry greys and browns.

In the case of negligee shirts, which do not require such heavy dyes, the situation is not so serious. For a long time textile manufacturers have been drumming into the ears of overall makers that before long there would be a shortage of materials. Little notice was taken of these warnings, the opinion being held that they were being made for the purpose of securing orders. Not until orders for materials were cancelled was the situation realized. Now it is necessary to submit orders to the mills, who accept them or decline them according to their urgency.

Manufacturers of overalls are in a quandary, as their ranges for 1916 should have been ready this past month. With several makers of indigo drills withdrawing their prices in the States, the situation is certainly a difficult one. They are getting out a line of logwood grey, made of a special dye.

PERSONALS.

The Modern Clothing Co., Limited, Toronto, has been incorporated with a capital of $40,000.

Brown & Robinson, Limited, Madoc, Ont., have been given a charter to carry on a general business.

Iroquois Falls Merchandising Co., Limited, with a capital of $40,000, has been incorporated in Toronto.

A Dominion charter has been granted the Hugo du Brock Co., of Toronto, to make and sell clothing, etc.

The Harvard Hat Co., of Toronto, has been incorporated with a capital of $40,000. Among the provisional directors are H. G. Ryan, H. S. Jones, Robert Watson and Max Sigal, manufacturers.

Distinctiveness in Fall Opening Background

Special Displays Called for as at Easter and Christmas—Setting for Black and White Treatment—Making of an Interchangeable Screen.

Special to Dry Goods Review, by G. A. Smith.

IN order to be able to produce practical and artistic background settings, it does not call for any great outlay in the way of expense or ingenuity if the merchant or display manager will only give this subject a proper amount of thought and consideration. The old adage that "what is worth doing at all is worth doing well," can be applied to an excellent advantage in window work. No matter how small or large the store, if an attempt is made to install decorative settings every effort should be made to see that the work is executed in a most thorough manner.

In order to accomplish these, preliminary arrangements and especially the drafting of the designs should be commenced a number of weeks, if not several months, ahead of the date on which the displays are to be installed. Notwithstanding the necessity for making these preliminary arrangements at an early date, many display managers, for one reason or another, delay the work with the result that the hastily prepared design and hurriedly finished setting inevitably show lack of detail as well as fault, which makes the setting unsatisfactory, besides entailing an unnecessary amount of work and overwork.

These difficulties and the accompanying dissatisfaction, which, by the way, are not uncommon, can be overcome or very largely eliminated if the work of preparing the settings and other decorations is planned a considerable period in advance. No matter how elaborate and costly the permanent background, some time or other the trimmer may be called upon to design, instruct and install settings of some special nature. The Spring and Fall openings, Christmas and the various holidays throughout the year call for some sort of setting that will not only show up the merchandise to a better advantage, but will be appropriate and practical in every sense. In addition, it is a strong factor is procuring for the store an unusual amount of publicity, that could scarcely be obtained so easily through other channels, as aid in meeting such requirements. As has been noted, we present several completed window settings for the Fall opening displays. These will be found to be of a most practical nature and very inexpensive.

An Aid, Not a Detriment.

A competent display manager well understands the basic proportion of window display, as it applies to the setting of the exhibit; viz., that the purpose of the backgrounds is merely to form a suitable setting for the merchandise.

Many of the old-fashioned backgrounds completely eclipsed the merchandise shown with them. On the other hand, the modern background not only contributes to the general effectiveness of the display, but also causes the merchandise to stand out more clearly, thus adding to its attractiveness.

All of this is brought about through the consistent adherence to color harmony or color contrast and by the selection of a decorative scheme that is in full accord with the character of the merchandise.

In designing a background's setting, then, details should be subordinated to a general effect.

Descriptions of Accompanying Illustrations.

The first of these settings consisting of number one, shown herewith, represents an interchangeable screen, one that can be taken apart, placed in a window and then set up in a few minutes' time. This feature makes it possible to place this fixture in most any place and size of window. The framework is made from ⅞-inch lumber placed together with small wooden dowels connecting at the intersections. This is then given a coat of French grey or light tan alabastine. Before applying the alabastine, first go over the entire framework with a coat of shellac. This covers up all grease and pitch spots, making a solid body for the paint to adhere to.

New Way of Arranging Artificial Foliage.

The openings of panels are then backed up with composition board painted in a contrasting shade. Felt, velours, cotton flannel, lining, linoleum wall-covering, imitation wood-grain papers can also be used as a backing. A composition ornament, treated to a coat of gold paint in antique finish, is placed at the top of uprights, as shown. Attached to the extreme left and top of screen, is a new method in the way of arranging artificial foliage. This may consist of any seasonable artificial vine, such as rose, grape, ivy, etc.

In this case we have used the rambler rose vine in pink. Placed over this, is a circle cut from heavy mat board to which are attached two parrots cut from cardboard and painted in the natural colors or solid black. Several ferns can be mingled in with the vine to relieve the flatness.



Background Designed to Illustrate this Article.

Black and White Treatment for Fall.

No. 2 illustrates a setting carried out in black and white treatment which is very popular in background work at the present time. It also promises to be a very prominent feature in the coming Fall opening displays. In this setting, we show three panels finished off at the intersections by means of pilasters, the panels being made from wall-board attached to a 7/8-inch soft pine frame-work. The pilasters and panels are then covered with imitation onyx paper, grey in color.

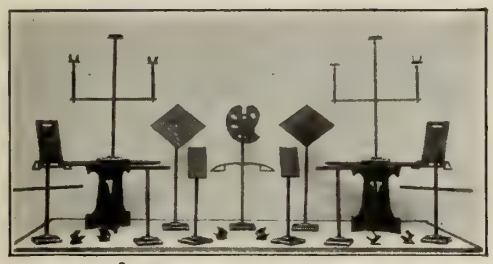
The tops of pilasters are finished off with a black drop ornament painted thereon in black, or can be executed through the use of black strips of cardboard. Placed in between each end panel is a half portion of a chopping-bowl painted in black and white in checker-board effect. This is then attached to the panel in the position shown.



This well-conceived, opening display of Roy Root, of The Robinson Co., Napanee, gives an excellent idea of a moveable background which Mr. Root utilizes frequently to make his trims stand out.

ONKEN IMPROVED AND RECONSTRUCTED YOUNITS

BESIDES THESE 4 WINDOW TRIMS THERE ARE 496 MORE IN THIS SET OF DRY GOODS WINDOW FIXTURES



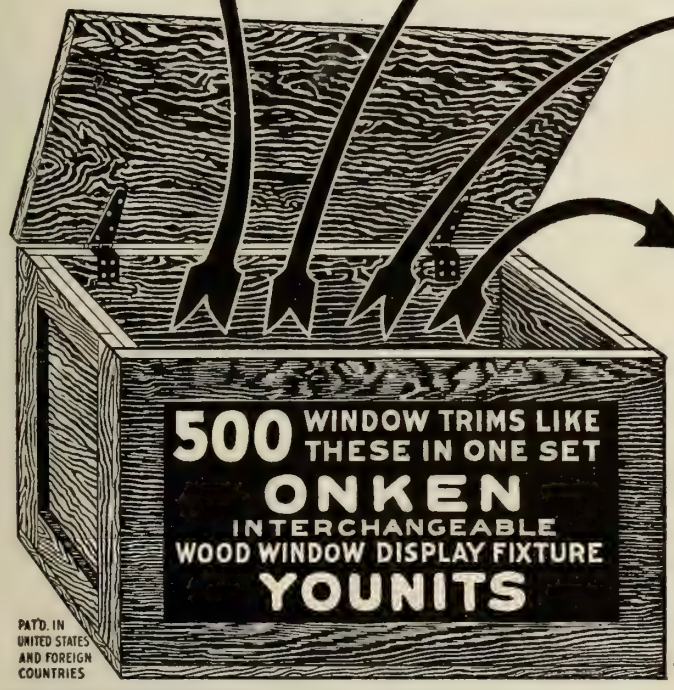


Full Set No. 119
$31.50

Half Set No. 119½
$18.50







THE STORAGE CHEST.—The 96 YOUNITS that make up this et are put up in A HARDWOOD, HINGED LID STORAGE CHEST (oiled finish). A good place to keep any part of the set that is not being used.

——This Means Each Trim Costs You About 5 cents Each.

——This Also Means That This Set of Display Fixtures Will Last 10 Years. We Guarantee This Since the **ONKEN** Interchangeable **YOUNITS** Have Been Very Much Improved and Reconstructed.

They Are Now Made With "No Screws Screwing Into Wood."

Catalogue on Request.

THE OSCAR ONKEN CO., 3821 Fourth Ave., Cincinnati, Ohio

ADDRESS ALL CORRESPONDENCE TO CINCINNATI

STOCK CARRIED IN HAMILTON, ONT., ENGLAND AND AUSTRALIA.

Order Thru Your Jobber or Direct—Immediate Shipments



This opening window, a Spring one, but well adapted for a Fall showing, illustrates a favorite device of a first-rate trimmer, Mr. W. A. Andrews, of the Anderson Co., St. Thomas, whose work has appeared on several previous occasions in The Review: the use of a figure, ready-to-wear or an uncut drape, in combination with a showing of dress fabrics. A hat makes a harmonious "triple entente," giving one a feeling that there is just enough used to satisfy at the one view as well as attract.

The background is a permanent one of circassian walnut and mirrors. The decorative accessories consist of white tissue paper festooning, with sprays of purple acacia, moss, ferns and white doves. White and purple baby ribbon is draped from a dove to an original opening card in shades of white, purple and green to match the general decorative scheme. This window was one of a series of four Opening displays each showing harmonious shades of one color; this being sage green, while the rest were blue, tango and rose, respectively.

A small composition ornament is placed underneath bowl forming a support to help hold same in position.

Seasonable foliage and flowers can be arranged as per illustration. The central panel, in this case, has been covered over with black felt. A border of the onyx paper, about 3 in. in width, is placed around the entire side of same. Resting on the floor, we show a small plateau which fits in between the two centre pilasters. This is made from 7/8-inch soft pine lumber forming the framework over which a facing of wall-board may be applied. This is then covered with the above mentioned onyx paper.

(Continued on page 107.)



An Interchangeable screen that can be Taken Apart.

LEST YOU FORGET

We beg to remind you that we are still **the only manufacturers of**

Display Fixtures, Busts and Wax Figures

in Eastern Canada

and are in a position to fill your every want satisfactorily and at lowest prices.

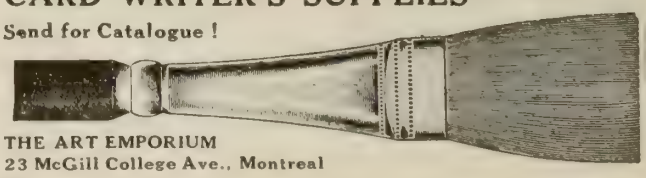
Don't fail to consult us when you want anything in this line.

DELFOSSE & CO.

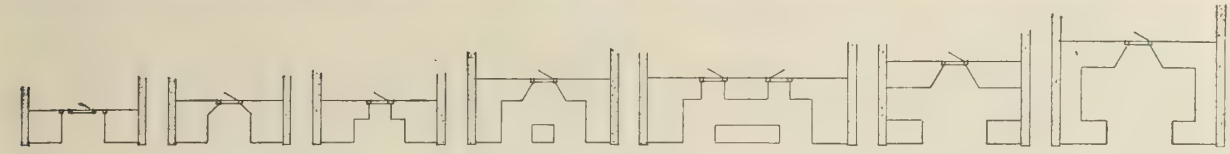
Cor. Craig and Hermine Sts. - MONTREAL

CARD WRITER'S SUPPLIES

Send for Catalogue !



THE ART EMPORIUM
23 McGill College Ave., Montreal



Does Your Store Front Fit Your Business?

Your business requires its particular type of Store Front. It must enable you to properly show what you have for sale—it must *fit* your business. To be most successful it must be individual—a representative, not a *mis*-representative. And we believe by our nine years' experience as Store Front specialists working with Merchants in the building of over 40,000 KAWNEER FRONTS, that we are qualified to work with you. We have many suggestions to offer you—ideas that will enable you to make the most out of the money you invest in your Store Front.

When you install a KAWNEER FRONT you simply *loan* yourself its cost. It will pay for itself by the *extra* sales it will produce. If we could take you to each KAWNEER user you'd be convinced. If you will investigate you will put in a KAWNEER FRONT, not by what *we* believe, but by what you find out.

The cost of a KAWNEER FRONT nowhere equals the increased net profits in the sales it produces. Many KAWNEER FRONTS have paid up in six months—some take eight months and some a year or two; all depending, of course, upon local conditions and the co-operation given by good window displays. It only takes an increased gross business of $1.29 per day for a thousand-dollar KAWNEER FRONT to pay for itself in ten years. Many retailers apply their advertising appropriation to new KAWNEER FRONTS and find it pays. If you put in a KAWNEER FRONT and continue your general advertising, you will find a marked increase in actual sales from your advertising through the assistance of the Front—it clinches the sales—it exhibits the *real* articles, not mere descriptions or illustrations.

Kawneer STORE FRONTS

Kawneer
Manufacturing Company
Limited
Francis J. Plym, President
Dept. Q,
GUELPH, ONT.

Store Front Book

"Boosting Business No. 21" has been compiled for your assistance—it will enable you to select the style of Front you need. Send for it—no obligation. The photographs and sketches will give you some valuable ideas. Just a card will do.

Kawneer Store Fronts awarded gold medal at Panama-Pacific Exposition. See our model Front there.



Some Big Store Needs You—For Important Work at a High Salary

You could start drawing the salary to-day—if you knew how to do the work.
You can start next month, or next year if you know how then.
For good men are scarce in the retail field. They are always in demand; always employed; always well-paid.
We have written a book that tells about a lot of men who have learned retailing and made good.
It will tell you about the opportunities there are for you—and how to grasp them.
It is free for the asking.
Send in your name and address and get your copy at once.

ECONOMIST TRAINING SCHOOL

Advertising, Window Trimming, Salesmanship, Sales Management, Show Card Writing.

247-249 W. 39th Street, NEW YORK CITY

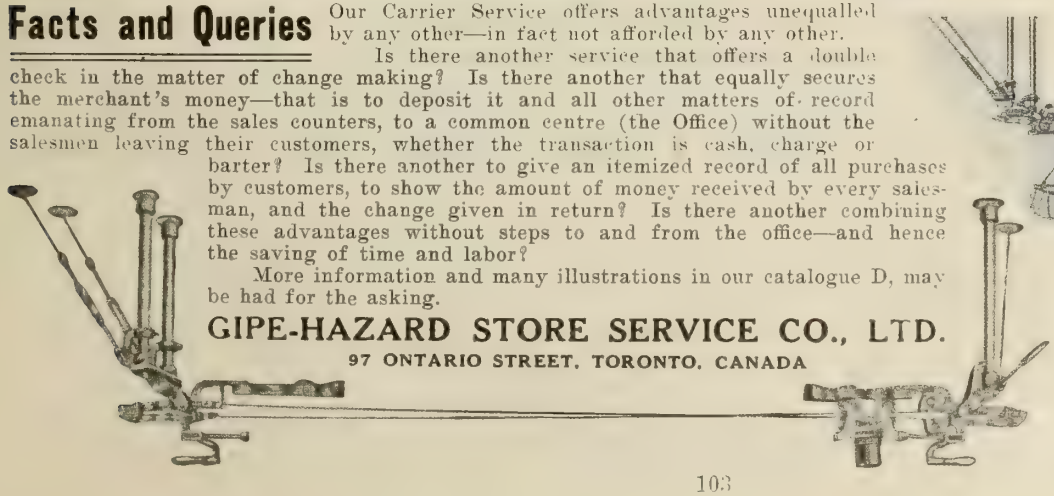
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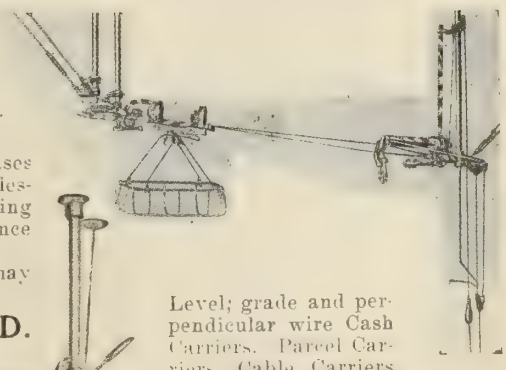
Our Carrier Service offers advantages unequalled by any other—in fact not afforded by any other.

Is there another service that offers a double check in the matter of change making? Is there another that equally secures the merchant's money—that is to deposit it and all other matters of record emanating from the sales counters, to a common centre (the Office) without the salesmen leaving their customers, whether the transaction is cash, charge or barter? Is there another to give an itemized record of all purchases by customers, to show the amount of money received by every salesman, and the change given in return? Is there another combining these advantages without steps to and from the office—and hence the saving of time and labor?

More information and many illustrations in our catalogue D, may be had for the asking.

GIPE-HAZARD STORE SERVICE CO., LTD.
97 ONTARIO STREET, TORONTO, CANADA





Level; grade and perpendicular wire Cash Carriers, Parcel Carriers, Cable Carriers and Pneumatic Tubes.



—here's another charming new Dale production

We are constantly adding new models to our present large stock in order to give the merchants of Canada the most up-to-date models, conforming in the minutest details with the prevailing fashions.

Illustrated is one of our newest. Imagine the mighty fine sales-producing displays you could make with such a beautiful, true-to-life model as this.

Dale Wax Figures are equal to the highest class foreign production and we can sell them to you 20 per cent. cheaper.

Write for catalogue.



Our new Waist Form

Beautifully finished, in washable flesh colors, enamel.

Sent on approval, express charges paid.

Dale Wax Figure Co., Limited

TORONTO

Mark a special "X" after this call

We cordially invite all merchants to make our show rooms at 99 Ontario St. (cor. Queen), their first and most important call. Come, inspect, criticize our high-grade wax figures and forms. Make our office your headquarters for receiving and answering correspondence. Special table for you.

Prepare for the big September clothing selling by planning for the proper display of your new goods.

ANNUAL CLEARING SALE PRICES ON FIXTURES

Our annual clearing rally is now on—come and pick up a few good lines for Fall. Prices are lowered during the fair.

A. S. Richardson & Co.

99 Ontario Street **TORONTO**

Palmenberg NEW YORK

To show the new styles you must have the new models and latest ideas in Forms, Figures and Fixtures. Get posted respecting them and order to the best advantage, by having a copy of our new catalogue. It covers the entire field of display.

J. R. Palmenberg's Sons

Established 1852

THE PALMENBERG BUILDING

63 and 65 West 36th Street, New York

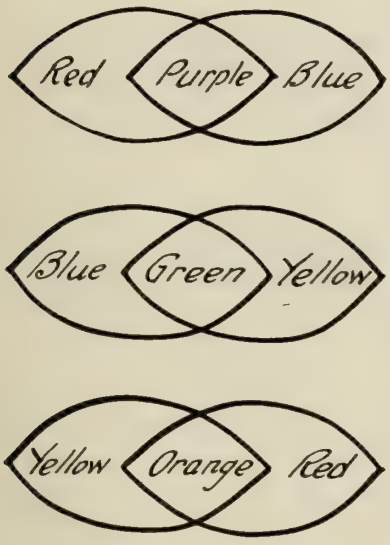
ALL CATALOGUES ON REQUEST

Factory: 89 and 91 West 3d Street, New York

30 Kingston Street, 110 Bedford Street, Boston — **10 & 12 Hopkins Place, Baltimore**

Cardwriting Made Easy

by R.T.D. Edwards



The above chart shows what primary colors to mix to produce secondary colors.

Fig 1.

IN chart No. 8 we have a continuation of last month's lesson namely brush stroke Roman. The lesson a month ago consisted of the upper case and numerals while this month we have the lower case. With these two lessons thoroughly mastered and with plenty of practice you need not be afraid to call yourself a cardwriter and fit to hold down the cardwriting end of any job in the Dominion where window trimming or advertising goes in combination.

This style of lettering is used very extensively throughout Canada and the United States, so no matter where you go you should always have it at your fingers' ends.

There is one thing which should be impressed upon the student's mind and that is the necessity of knowing brush stroke work. A few years ago a great many cardwriters contented themselves with outlining and filling in their work, but things have changed. The strenuous competition in the business world has caused a demand upon the cardwriter for more show cards in a shorter space of time, but the show card for all that must not suffer in appearance; it must be kept up to a good standard.

There lies the reason why the brush stroke lettering has become so popular. With one stroke of the brush the same result is accomplished as by three or four of the old method. This method has solved the problem both for Roman and block lettering. The result is that you can turn out a show card in about one-third of the time previously taken.

The Chart.

"A" is a letter that should be practised diligently as it is used very frequently. It is composed of four main strokes. Stroke four is the most difficult and should be practised many times.

Strokes 2 and 3 of letter "B" are usually made with one stroke of the brush, but it is best that the beginner make two strokes out of it. Pay special attention to stroke 1. It is used in many other letter formations.

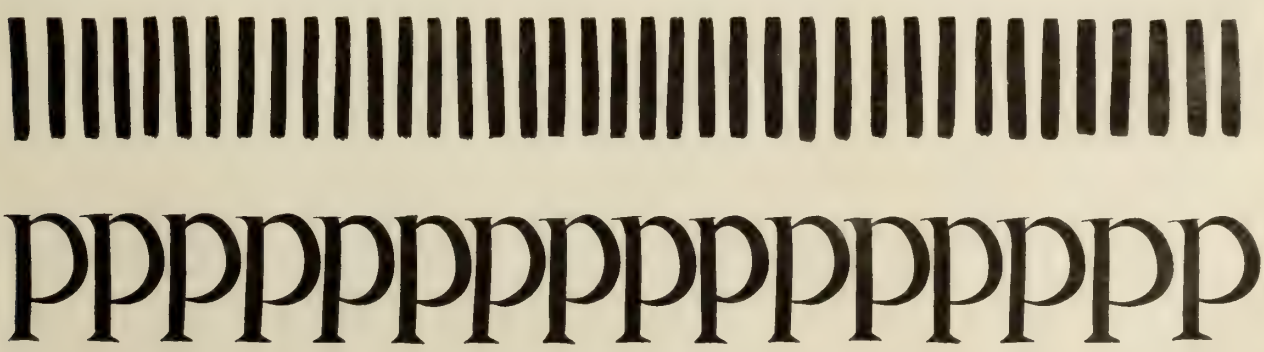
The "C" is a letter that can be made very quickly after it is perfected. No spurs or finishing strokes are required.

Letter "D" is similar to "B" only reversed. Practice stroke 2 often.

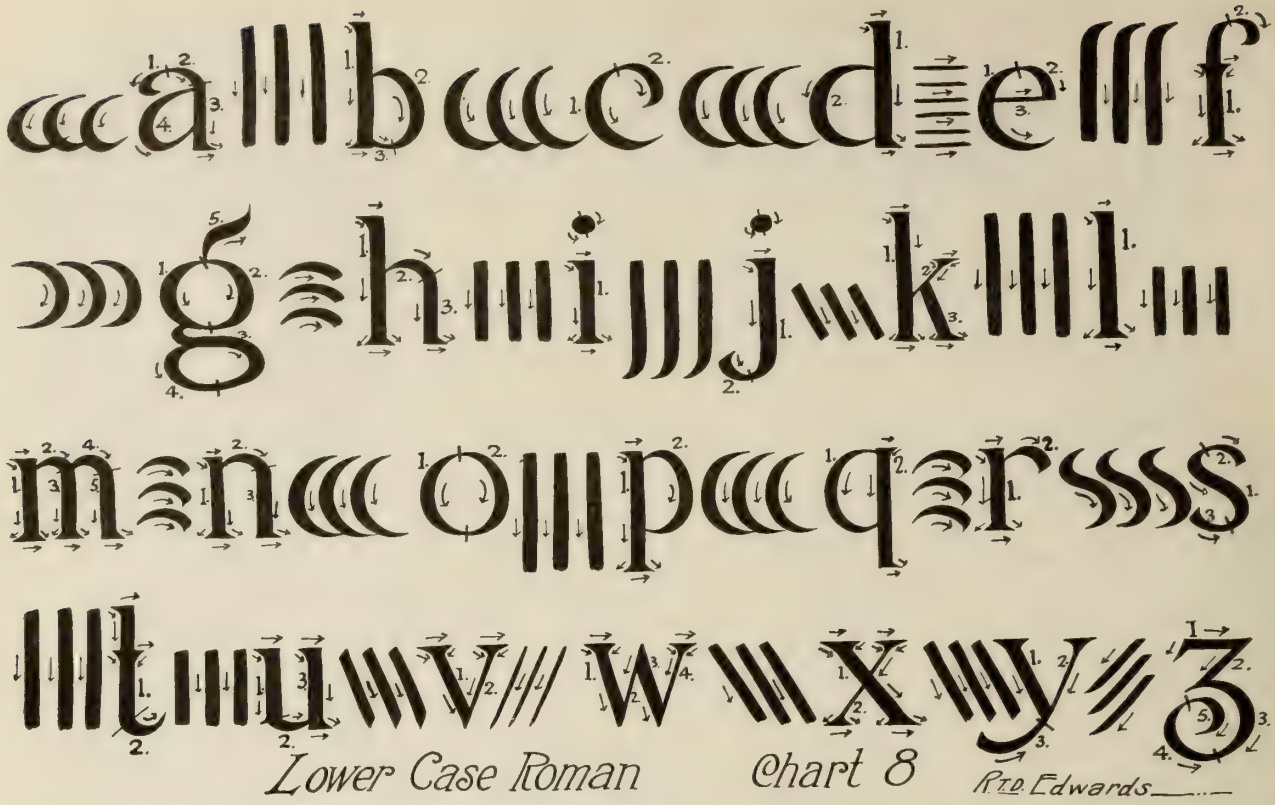
Stroke 3 of the letter "E" is nearer the top than the bottom of the letter. It is made with the side of the brush. Note that stroke 1 of letter "F" starts with a curve, then comes straight down to the lower guide line. Much time should be spent practising this.

"G" is known as the letter of many curves. This letter is made in so many different styles that hardly two cardwriters make it exactly alike. The one here is quite simple. It requires five strokes to complete it. No spurs or finishing strokes are required. Hours of practice on this letter alone are not too much.

The "H" is a letter composed of three main strokes. Strokes similar to stroke one appear in many other letters. The main thing in these long strokes is to get them at right angles with the guide lines. Stroke 2 is one



Exercise Work



that needs a lot of hard practice. Start it with barely any pressure on the brush using increasing pressure until the end of the stroke is reached.

The dots over the "I" and "J" are made with two short curved strokes, both starting at the top and ending at the bottom. These are made best when the paint is low in the brush. Stroke 1 of the "J" should receive special attention. Note the curve to the left at the bottom. Stroke 2 should join this so as to give the appearance of one continuous stroke.

The spur on stroke 3 of the letter "K" should project more to the right than that of stroke 2. Should this be reversed the letter would have an overbalanced appearance. This letter like the "G" requires much hard practice before it can be formed well enough to be used on a show card.

The stroke of the "L" is used in many other letters and needs little explanation.

The "M" and "N" are similar in formation except that the "M" has two more strokes than the "N." Note the practice strokes before the "M." These are strokes 3 and 5 of "M" and 3 of "N." These strokes do not start at the upper guide line but about one-third of an inch below it. The reason for this is to allow room for the curved strokes 2 and 4 to be put in and still not project above the upper guide line.

The letter "O" is made entirely of two strokes with no finishing strokes or spurs. You should practise making this letter quickly. Start and end the strokes with very little pressure, using heavier pressure when the strokes are to be made wider. The widest part must be midway between the guide lines.

The "P" and "Q" in this lower case lettering are just the reverse of each other, with the exception that the lower spur of the "Q" is only on one side of the stroke. Utilize much time and cardboard in the practice of these letters.

The "R" is the same formation as the letter "N" with stroke 3 left off. You should pay special attention to the finish of stroke 2. With practice this can be done by lifting the brush and needs no touching up afterwards.

The same applies to the ends of the strokes of the letter "S." This should be made without the necessity of finishing strokes. Stroke 1 of the "S" is the main body of the letter and is given as a practice stroke. There is no other similar stroke in the alphabet, so you should give this a good bit of your practice time.

Strokes 1 and 2 of the letter "T" are often made together, in fact I always make it that way but beginners should make two strokes out of it. Do not bring stroke 1 to the lower guide line. Stroke 2 must meet stroke 1 about a third of an inch above it.

The "U" is just the letter "N" reversed. The same principle applies to stroke 1 of this letter as to that of stroke 1 of the letter "T." It must not touch the lower guide line.

Room must be left for stroke 2 to curve downwards and still rest on the lower guide line. It is composed of five main strokes. Note the bottom part of the letter extends out further on both sides than does the top.

Spurs.

There is one thing which I cannot emphasize too strongly and that is pay special attention to the making of spurs. The spur must be small and neat. A large clumsy spur absolutely spoils this style of lettering.

The spurs are best made when the color is low in the brush. This enables you to get a very fine line. Try to get them all a uniform size.

The small cross strokes shown on some of the letters on the chart indicate where to start and stop the strokes.

The arrows indicate the direction in which to draw the brush in order to make the strokes the easiest. The usual rule for this is to draw the brush from left to right and from top to bottom.

Fig. 2 gives you an idea of how to go about the practice work. Rule the card with two main guide lines one and one-half inches apart and if the letter you desire to practise is one which projects below or above these lines

then a second guide line should be added one inch below or above as the case may be.

In last month's lesson you will remember I explained thoroughly how to produce your own show card colors without buying them ready mixed, so this month I want to show you how to mix other colors by combining the color which you should now have made up. The red, yellow and blue, along with black and white, as gone into last issue, are the foundation of all colors and shades which a cardwriter needs to use. The mixing of any two of the first three colors named will produce what is technically known as "secondary" colors. Combining red and yellow produces orange. Blue and yellow produce green, and red and blue make purple. While some of these colors can be bought in dry or distemper forms, it is well to know how to mix them.

Green—orange—purple. It is very hard for one to state just what quantities of each primary colors are required to produce the proper shades of secondary colors as the strength of the color depends entirely upon what it is made of and as the makes of color differ so much it is necessary to find out the proportions by actual test. For instance in producing a green, if ultramarine blue is used it is so much stronger than yellow that only a very small quantity of the former is required to get a good shade of green. So the only thing to do is to get actual practice. Mix small quantities at first and keep track of the proportions used and mix large lots accordingly.

While purple in itself is not used as much as the other two secondary colors its use will be shown when it comes to making shades in the lesson of next month.

You might experience some difficulty in getting a bright purple; this, too, depends upon the shade of red and blue used which must be found out by experience.

Orange is a very easy color to mix. Almost any shade of red and yellow will produce a pretty orange color. It is a good idea to keep these colors ready mixed always on hand and in good working order. You can obtain very small glass or porcelain screw top jars about two inches in height from any druggist which are excellent for keeping small quantities of the color ready mixed.



Hints to Buyers

A COTTON TESTING MACHINE.

The fiftieth anniversary of the founding of the Worumbo Co., 334 Fourth Avenue, New York, is being marked in a manner that is novel and will be appreciated by its customers. In a circular issued by the Worumbo Co., selling agents for this firm, it is stated that they propose presenting their customers with a suitable souvenir. As befitting a mill which makes nothing but all wool fabrics they have had prepared a complete apparatus which will enable anyone quickly and easily to determine the presence of cotton in a so-called woolen fabric. At the present time when wool yarns have reached such a price and the use of cotton to bring down the average price of yarn in garments is becoming more general, a machine of this nature will become all the more valuable to the retailer.

MAKES 5,000 BUTTONS A DAY.

The increasing interest in covered buttons is drawing considerable attention these days to the Defiance Button Covering Machine, of which there are over 25,000 now in use in Canada and the United States. This is used by button manufacturers, notion and dry goods dealers, and makers of cloaks, suits, skirts, dresses, waists, etc. One of the advantages of the use of this machine is that it reduces the button stock that a firm needs to carry, and in this way avoids carrying over unsaleable goods. With this handy machine, clippings of cloth, silk, braid, etc., can be made up into profitable sellers. The machine can be operated by a boy or girl and has a capacity of 5,000 buttons a day.

Those who are interested in this subject should write the makers, the Defiance Button Machine Co., 53 East 8th Street, New York, for a copy of a circular in which the operation of the machine and its very varied capacity are clearly illustrated.

THE "NEW HOUSE" FOR LIGHTING.

An old brown-stone mansion adjoining the Johns-Manville Building at Madison avenue and 41st street, New York, a survival of the olden days, has been taken over by the company in order to show in appropriate surroundings the various lighting fixtures for the modern home and office, all in their correct setting. Here a correct idea of the complete fixture can be secured in advance, as the various departments of lighting design will be co-ordinated and in co-operation with the architect: the J-M Linolite, the Frink system of concealed lighting, the beauty of the Mitchell-Vance brass and bronze work, etc. A visit to the "new house" will be amply repaid.

DISTINCTIVENESS IN FALL OPENING BACKGROUND.

(Continued from page 102.)

Four wooden legs are utilized as supports. They should be about 6 inches in height, and 4 x 4 inches square. A good flooring for this display can be made by painting a design in checker-board effect in colors of black and white on canvas or muslin; squares of black and white cardboard may also be used. In this case, be sure, to see that each square of cardboard is perfectly true.

DRY GOODS REVIEW BUYERS' DIRECTORY

Each manufacturer is entitled to classification under five heads, it being impossible on account of space to allow a more extended classification. Prompt notice should be given of any changes desired.

Artificial Flowers for Decoration.
L. Baumann & Co., 357 W. Chicago Ave., Chicago, Ill.
Botanical Decorating Co., Chicago, Ill.
Schack Artificial Flower Co., 1739 Milwaukee Ave., Chicago, Ill.

Art Novelties.
Moore & Gibson Corp., 43 W. 19th St., New York, N.Y.

Bathing Suits.
Home & Watts, 19 Duncan St., Toronto.
Allen Mfg. Co., Toronto, Ont.
Athletic Suit Co., Toronto.

Batting.
Robt. Henderson & Co., 181 McGill St., Montreal, Que.

Belts, Ladies'.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Blankets.
Penmans, Limited, Paris, Ontario.
Fraser, Mather Co., Winnipeg, Man.
Wm. Laidlaw Cumledge Mills, Duns, Scotland.

Boys' Clothing.
Jackson Mfg. Co., Clinton, Ont.
Geo. C. Poole Co., Darling Bldg., Toronto.

Boys' Wash Suits.
Home & Watts, 19 Duncan St., Toronto.
Flett, Lowndes Co., Toronto, Ont.
Oppenheim & Roggen, 84-90 Fifth Ave., New York.

Braids and Cords.
Moulton Mfg. Co., Montreal, Que.

Brassieres.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
La Rose Brassiere Co., New York.
Parisian Corset Co., Quebec, Que.

Burlap (Dyed, Oil Coated and Sized).
Stauntons, Ltd., 934 Yonge St., Toronto.

Burlaps.
The Dominion Oil Cloth Co., Montreal, Que.

Buttons.
Forsyth Kimmel & Co., Berlin, Ont.
Ashton & Pulford, 22 Black Piccadilly, Manchester, Eng.
A. Weyerstall & Co., 145 Wellington St. W., Toronto, Ont.

Buttons (covered).
Toronto Plaiting Co., Toronto, Ont.
A. Weyerstall & Co., Toronto.

Canvas Coat Fronts.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Carpets.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Jno. M. Garland, Son & Co., Ottawa, Ont.

Cash and Parcel Carriers.
The Lamson Co., 126 Wellington St. W., Toronto.
Gipe-Hazard Store Service Co., 99 Ontario St., Toronto, Ont.

Chiffons.
Novelty Lace & Veiling Co., 64 Wellington W., Toronto.
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

Cashmeres.
Scarborough, Nephew & Co., Halifax, Eng.

Children's Dresses.
Home & Watts, 19 Duncan St., Toronto, Ont.
Flett, Lowndes & Co., Toronto.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Cloth Charts.
A. E. Putnam Co., Washington, Iowa.
A. S. Richardson & Co., 99 Ontario St., Toronto.

Clothing (Duck and all Specialties).
J. A. Haugh Mfg. Co., King and Spadina Ave., Toronto.

Collars (Waterproof).
Arlington Co., 54 Fraser Ave., Toronto.
Parsons & Parsons Canadian Co., Hamilton, Ont.

Collars (Ladies' Linen).
C. W. Ferguson Collar Co., Troy, N.Y.
Williams, Greene & Rome, Ltd., Berlin, Ont.

Comforters.
The Toronto Feather & Down Co., Ltd., 35 Britain St., Toronto.
Huston Mfg. Co., Chester, Pa.

Cork Carpets.
The Dominion Oilcloth Co., Montreal, Que.

Correspondence Schools.
The Shaw Correspondence Schools, Yonge and Gerrard Sts., Toronto.
Economist Training School, 239 W. 39th St., New York, N.Y.

Corsets.
H. W. Gossard Co., Chicago, Ill.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Alphonse Racine & Co., Montreal, Que.
Van Orden Mfg. Co., Newark, N.J., U.S.A.
Voss & Stuffmann, Montreal, Que.

Corset Clasps and Sanitary Necessities.
Parisian Corset Co., Quebec, Que.

Cotton Blankets.
The Dominion Textile Co., Montreal, Que.

Cotton, Linen and Elastic Laces.
Parisian Corset Co., Quebec, Que.

Cotton Yarns.
The Dominion Textile Co., Montreal, Que.

Cottons.
Greenshields, Limited, Montreal, Que.
The Dominion Textile Co., Montreal, Que.
Montreal Cotton Co., Montreal, Que.
Pacific Mills, Boston, Mass.
Alphonse Racine & Co., Montreal, Que.

Curtains.
Lace Goods Co., Toronto.

Cushions.
The Toronto Feather & Down Co., Ltd., 35 Britain St., Toronto.

Dress Fabrics.
McIntyre Son & Co., Ltd., Montreal.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Limited, Montreal, Que.
Huron Textile Co., New York.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Law, Russell & Co., Ltd., Bradford, Eng.
Bradford Dyers Association, Bradford, Eng.
Scarborough, Nephew & Co., Halifax, Eng.
Pacific Mills, Boston, Mass.
Alphonse Racine & Co., Montreal, Que.

Dress Fasteners.
DeLong Hook & Eye Co., St. Marys, Ont.

Dress Forms.
Delfosse & Co., Montreal, Que.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
Hall-Borchert Dress Form Co., 41 Lombard St., Toronto, Ont.
A. S. Richardson & Co., 99 Ontario St., Toronto.

Display Fixtures.
Clatworthy & Son, Ltd., 161 King St. W., Toronto.

Dress Shields.
I. B. Kleinert Rubber Co., Wellington St. W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

Dress Trimmings.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Canada Veiling Co., 84 Wellington W., Toronto.
The Moulton Mfg. Co., Ltd., Montreal.

Dresses.
Star Whitewear Mfg. Co., Berlin, Ont.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Louis Stecher, 33 W. 34th St., New York.

Dry Goods.
Jno. M. Garland, Son & Co., Ottawa, Ont.

Embroideries.
J. H. Gagnon, Montreal.
Lace Goods Co., Toronto.

Fancy Dry Goods.
Thompson Lace & Veiling Co., 76 Wellington St. W., Toronto.
J. H. Gagnon, Montreal.

Feathers.
Dominion Ostrich & Feather Co., Toronto, Ont.

Frilling.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
The Moulton Mfg. Co., Ltd., Montreal, Que.

Fringes.
Moulton Mfg. Co., Montreal, Que.

Furs.
British Fur Co., Toronto.
L. Gnaedinger, Son & Co., Montreal, Que.
Laberge Chevalier & Co., Ltd., Montreal, Que.
Vineberg, Silver & Co., Montreal, Que.

Furriers' Trimmings.
The Moulton Mfg. Co., Ltd., Montreal, Que.

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McIntyre Son & Co., Ltd., Montreal, Que.
J. & N. Phillips & Co., Manchester, Eng.
Vassie & Co., Ltd., St. John, N.B.
Cook, Son & Co., London, Eng.
Debenhams, Ltd., Montreal and Toronto
A. Racine, Limited, Montreal, Que.
Hitchcock, Williams & Co., St. Paul's Churchyard, London, Eng.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock & Co., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
John King & Son, Glasgow, Scotland.
McIntyre, Son & Co., Ltd., Montreal, Que.
Jno. M. Garland Son & Co., Ltd., Ottawa, Ont.

Ginghams.
Wm. Anderson & Co., Ltd., Glasgow, Scotland.

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Alexandre Glove Co., Montreal.
Perrin Frere & Cie., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
McIntyre, Son & Co., Ltd., Montreal.
Dent, Allcroft Co., Montreal, Que.

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Hamilton Carhartt Mfg., Ltd., 535 Queen E., Toronto, Ont.

Grass Carpet Rugs.
Crex Carpet Co., 377 Broadway, New York, N.Y.

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Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Silks Co., 58 Bay St., Toronto, Ont.
A. T. Reid Co., Ltd., Toronto, Ont.
Lace Goods Co., Toronto.

Hose Supporters.
The Berlin Suspender Co., Berlin, Ont.
Faire Bros. Co., Leicester, Eng.
I. B. Kleinert Rubber Co., Wellington St. W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

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Alexandre Glove Co., Montreal.
Chipman, Holton Knitting Co., Hamilton.
Penmans, Limited, Paris, Ont.
Mercury Mills, Limited, Hamilton, Ont.
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Greenshields, Limited, Montreal, Que.
Goderich Knitting Co., Goderich, Ont.
McIntyre, Son & Co., Ltd., Montreal, Que
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.
Wallaceburg Knitting Co., Wallaceburg Ont.
Alphonse Racine & Co., Montreal, Que.

House Furnishings.
W. R. Brock Co., Bay and Wellington Sts., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Alphonse Racine & Co., Montreal, Que.

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Crown Hat Co., Galt, Ont.

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De Long Hook & Eye Co., St. Marys, Ont.

Hair Nets.

Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Burnet & Temple, Ltd., 4, Fitchetts Court, Noble St., London, E. C.

Individual Names on Tape.

Narrow Fabric Weaving & Dyeing, Ltd., Galt, Ont.

Infants Layettes.

Home & Watts, 19 Duncan St., Toronto,

Infants Novelties.

Rite Specialty Co., 35 W. 36th St., New York, N.Y.
Richard G. Krueger Co., 162 W. 21st St., New York, N.Y.
Bailey & Bailey, 27 E. 22nd St., New York, N.Y.

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Greenshields, Limited, Montreal, Que.
Zimmerman Mfg. Co., Hamilton, Ont.
The Monarch Knitting Co., Dunnville.
R. M. Ballantyne, Ltd., Stratford, Ont.
Galt Knitting Co., Galt, Ont.
C. Turnbull Co., Galt, Ont.
Goderich Knitting Co., Goderich, Ont.
Schofield Woollen Co., Oshawa, Ont.
Kingston Hosiery Co., Kingston. Ont.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
Dr. Jaeger's Sanitary Woollen System Co., Ltd., 243-5 Bleury St., Montreal.
F. W. Robinson & Co., Bathurst and Wellington Sts., Toronto.
Wallaceburg Knitting Co., Wallaceburg, Ont.

Kimonas.

Kassab Kimona Co., St. Helen St., Montreal.

Linoleums.

The Dominion Oil Cloth Co., Montreal,
Jno. M. Garland, Son & Co., Ottawa, Ont.

Linings.

Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Bradford Dyers Association, 39 Well St., Bradford, Eng.

Linens.

Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
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R. H. Cosbie, Wellington St. W., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Silks Co., 58 Bay St., Toronto, Ont.
Alphonse Racine, Ltd., 340 St. Paul St., Montreal.
McIntyre, Son & Co., Ltd., Montreal, Que.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Laces (Hand Made).

G. & S. Kassab & Co., Montreal, Que.

Laces.

Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
J. H. Gagnon, Montreal.
Greenshields, Limited, Montreal, Que.
Novelty Lace & Veiling Co., 64 Wellington St. W.
Canada Veiling Co., 84 Wellington W., Toronto.
Lace Goods Co., Toronto.

Lighting System.

Can. H. W. Johns-Manville Co., Toronto, Montreal, Winnipeg, Vancouver.

Leather Novelties.

Julian Sale Leather Goods Co., King St. W., Toronto, Ont.
Western Leather Goods Co., 1191 Bathurst St., Toronto.

Ladies' Bust Forms.

Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

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Alphonse Racine, Ltd., 340 St. Paul St., Montreal, Que.

Mackinaws.

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Mitts.

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Goderich Knitting Co., Goderich, Ont.

Malines.

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Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

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Morris & Saward, 21-22 Castle St., London W., England.
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Motor Coats.

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Motor Scarfs.

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Nets.

Novelty Lace & Veiling Co., 64 Wellington St. W.
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

Neckwear (Ladies').

A. Bruce Finnie Co.
R. D. Fairbairn Co., 105 Simcoe St., City.
Ladies' Wear, Ltd., 84 Wellington St. W., Toronto, Ont.
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C. W. Ferguson Collar Co., Troy, N.Y.
Williams, Greene & Rome, Berlin, Ont.

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The Dominion Oil Cloth Co., Montreal.

Office Systems.

Copeland-Chatterson Co., Kent Bldg., Toronto, Ont.

Ostrich Feathers.

S. E. Porter & Co., Montreal, Que.
Jos. Leone, Jr., 314 Notre Dame St. W., Montreal.
J. Leone, 9 E. 20th St., New York.

Overalls.

Hamilton Carhartt Mfg., Ltd., 535 Queen E., Toronto, Ont.

Printed Cottons.

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Patterns.

Home Pattern Co., New York, N.Y.
The McCall Co., 236 W. 37th St., New York, N.Y.
The Butterick Publishing Co., Butterick Bldg., New York, N.Y.
New Idea Pattern Co., 70 Bay Street. Toronto.

Pads.

Toronto Pad Co., 333 Adelaide St. W., Toronto, Ont.

Pin Tickets.

Copp, Clark Co., 517 Wellington St. W., Toronto, Ont.

Pillows.

Toronto Feather & Down Co., Ltd., 35 Britain St., Toronto.

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New York, N.Y.

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Belding Paul Corticelli Co., Montreal.
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Belding Paul Corticelli, Montreal, Que.

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Smallwares.

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Alphonse Racine & Co., Montreal, Que.

Store Fixtures.

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Show Cases.

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Narrow Fabric Weaving & Dyeing Co., Galt, Ont.

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R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

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Toronto Plaiting Co., 600 Yonge St., Toronto, Ont.

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Silks Co., 58 Bay St., Toronto, Ont.

Silk Woven Labels.
Colonial Weaving Co., Peterborough, Ont.

Scout Suits.
J. A. Haugh Mfg. Co., Toronto.

Tailors' Trimmings.
Toronto Pad Co., 333 Adelaide St. W., Toronto, Ont.

Tweeds.
Greenshields, Limited, Montreal, Que.

Tassels.
Moulton Mfg. Co., Montreal, Que.
Ashton & Pulford, 22 Back Piccadilly, Manchester, England.

Trousers (Duck).
J. A. Haugh Mfg. Co., Toronto.

Thread (Silk).
Belding Paul Corticelli Co., Montreal, Que.
J. Maygrove & Co., Ltd., 5½ Aldersgate St., London, E.C.

Underwear.
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Penmans, Limited, Paris, Ont.
Mercury Mills, Limited, Hamilton, Ont.
Reliance Knitting Co., King & Bathurst Sts., Toronto, Ont.
G. Brettle & Co., London, Eng.
Zimmerman Manufacturing Co., Hamilton, Ont.
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C. Turnbull Co., Galt, Ont.
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Umbrellas and Parasols.
R. D. Fairbairn Co., 105 Simcoe St., Toronto.

Vacuum Cleaners.
Invincible Renovator Co., 81 Peter St., Toronto.

Veilings.
Canada Veiling Co., Toronto.
Thompson Lace & Veiling C., 59 Wellington St. W., Toronto, Ont.
Novelty Lace & Veiling Co., 64 Wellington W., Toronto.

Velveteens.
J. & J. M. Worrall, Limited, Manchester Eng.
"Louis," 57 Newton St., Manchester, Eng.

Women's Outer & Under Garments.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.

Woollens and Trimmings.
John M. Garland Son & Co., Ottawa, Ont.

Wax Figures.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
Delfosse & Co., Montreal, Que.
A. S. Richardson Co., 99 Ontario St., Toronto, Ont.
J. R. Palmenberg's Sons, 710 Broadway, New York, N. Y., U.S.A.

Whitewear.
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Star Whitewear Mfg. Co., Berlin, Ont.

Waists.
Star Whitewear Mfg. Co., Berlin, Ont.
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Ladies' Wear, Limited, 84 Wellington St. W., Toronto, Ont.
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Stauntons, Ltd., 934 Yonge St., Toronto.

Wool Underwear, Men's.
Thos. Waterhouse & Co., Ingersoll, Ont.
Schofield Woollen Co., Oshawa, Ont.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.

Woven Labels.
Narrow Fabric Weaving & Dyeing Co., Limited, Galt, Ont.

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DRY GOODS REVIEW

The Recognized Authority of the Canadian Dry Goods Trade

Published First Wednesday in each Month. Advertising Forms close Preceding Wednesday

Vol. XXVII TORONTO, AUGUST, 1915 No. 10.

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President.* H. T. HUNTER, *General Manager*

T. B. COSTAIN, *Managing Editor.*

Publishers of Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

THE DRY GOODS REVIEW

(ESTABLISHED 1888)

F. M. Alexander, *Manager*
A. B. Caswell, *Montreal Representative*
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UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 140 So. Dearborn St., Room 607, Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; Other Countries, $3 a year; Single Copies, 10 cents. Invariably in advance.

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MONTREAL, P.Q.



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BRAND

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DRY GOODS REVIEW

VOL. XXVII PUBLISHED MONTHLY No. 11



SEPTEMBER 1915

THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE - - 143-153 UNIVERSITY AVENUE, TORONTO

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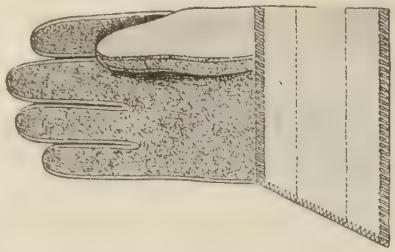
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THE LEADING HOUSE

in the trade for

SMALLWARES and SHOE MERCERY

SPHERE



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Our Travellers

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The maximum satisfaction is assured since we have never been better supplied with such an assortment of needed lines.

Everything in Dry Goods and Gents' Furnishings

Twenty-seven travellers cover the territory thoroughly and systematically, and a desire on your part to become acquainted with *"Racine Service"* will be given immediate attention.

Write Us *Wire Us* *Phone Us*

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PERMANENT SAMPLE ROOMS AT

Ottawa, Ont. **Quebec, Que.** **Three Rivers, Que.**
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Alphonse Racine, Limited

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Prices of Flannelettes, especially colored goods, are decidedly firm, and in view of the *Dye Famine* will certainly be higher.

We are particularly well prepared with a *Large Stock* and *Prices Right* to look after your orders.

In addition to the regular staple lines retailing from 8c to 12½c, we specialize on two *Import Lines*, as follows:

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32-inch STRIPE FLANNELETTE, DOUBLE WARP . To Retail at 20c.

Soft Finish. Excellent Pyjama Patterns

LETTER ORDER DEPARTMENT ALWAYS AT YOUR SERVICE.

The W. R. Brock Company (Limited)

S.-W. Corner Bay and Wellington Streets

TORONTO ONTARIO

Taking Advantage of Enquiry Department

Just a Few Samples of the Directions in Which the Service Department of The Review Furnished Information to its Readers During the Past Month.

WHEN you become a subscriber to "The Review" this is part of the service you buy. Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Service Department is at your disposal at all times.

We are glad to be of any possible assistance to our readers, and requests for information are most welcome. Cut out the coupon below and use it when you would like us to give you information.

The following are a few of the inquiries received and answered during the past month:

Delhi, Ont.—Where can I procure: Novelty Braids, Dress Shields, Hose Supporters, Sanitary Sheeting, Sanitary Toweling?

Napanee, Ont.—I would thank you to inform me where I can buy black and white stripe wallpaper suitable for window decorations.

St. Thomas, Ont.—Where can I procure wire lamp shade frames made to order?

Answer—Ferrier Wire Goods Co., 613 King St. West, Toronto.

Stratford, Ont.—On page 108 of the July number of Dry Goods Review, of which I am a subscriber, you made special mention of color cards. Could I kindly ask of you to send me or procure for me at my expense the Syndicate or American shade card, or both.

Answer—A Syndicate card was forwarded. The "American" card costs $1 and can be obtained from The Textile Color Card Association, New York.

The American agency for the Syndicate and Claude Freres cards is John A. Howell, 31 Union Square, New York.

———, Ont.—Please tell me where I can secure any information about conducting a dressmaking school.

Chesley, Ont.—Where can I procure Payzant lettering pens?

———. Where can I secure a man to do window trimming, card writing and advertising?

Hanover, Ont.—Please tell me where I can procure the New Way dust pan with long handle which swings on swivel, sweeper does not need to stop to gather dust.

Answer.—Andrews Wire & Iron Works, Watford, Ont.

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME_____

ADDRESS_____

New Fall Model By Bernard, Paris



The coat shows the tendency to longer lengths and to fulness rather than ripples. The coat is cut in loose, full paletot fashion and is heavily trimmed with fur. The cloth is brown duvetyn and the fur is brown fox. Note the pointed trimming edging the taffeta gown, and the boots laced up the side.

Dry Goods Review

VOL. XXVII. TORONTO, SEPTEMBER, 1915 No. 11

Huntingdon Store Crushed Credit Dragon

Hunter Bros. Emerged Successfully From Conditions That Seemed Fatal to Cash System—Lost Trade For First Month Only, Then It Increased — Better Values and Less Worry.

Special to The Review by Traveling Staff Writer.

HUNTINGDON, Que., August 28 (Special.) —Hunter Bros. is one of the oldest established firms in this town, and in a large section of Southern Quebec. Besides conducting a general store, they own and operate a planing mill, as well as a flour mill. The town of Huntingdon is situated in the midst of a very fine agricultural district where the farming community is a well-to-do class.

Editorial Note.—The Review is particularly pleased with this cash-credit story of Mr. Williams, a member of our staff. It presents the case of a store where the change from credit to "strictly cash" was made under circumstances that were peculiarly trying and tested the new method from many angles: an old established business, "good" customers, a community set in its ways. The Review congratulates Mr. Hunter, the manager, on his courage and his success.

The general store business of Hunter Bros. was one that had been built up by hard work and perseverance in the early days when long credit was considered a necessity. This custom was continued like many another, largely because it was custom.

Now for the revolution that has been worked. Mr. John Hunter, the founder of the firm, was one of the pioneer business men of the district. He left three sons who succeeded to the business. For some time Mr. F. H. Hunter, who managed the general store, had felt that the old long credit system belonged to a past age and that the time had arrived when a more up-to-date method must be introduced. For some time he endeavored in vain, to persuade his partners.

$10,000 on the Books.

Finally on taking stock in January, 1914, it was found that the firm had done a prosperous year's business with good profits, but the books showed outstanding accounts of $10,000. Although the most of this was considered good, the manager thought that the amount was too large. He argued this way: "If we needed this money we could not get $1,000 of it immediately, however valuable an asset it might be."

But the problem was how to reduce the amount of these book debts. Indeed the fact that most of their customers were considered "good" simply added to the difficulty, as it was impossible to discriminate and make fish of one and flesh of another.

"I thought it all over for some time," said Mr. Hunter, "and at length decided that there was only one of two things to do, either to continue the old system or adopt a strictly cash one. The latter I decided to choose."

"Dangerous or Ruinous."

The proposition still seemed dangerous, if not ruinous to the other members of the firm in a community so set in their ways. But his arguments won out at last and he was given a free hand. He acted on his theory that the change must be a thorough one, without half way measures—all or none.

Issued Circular: Named Date.

In pursuance of his plan he issued a business-like circular, mailing a copy to each customer. He informed them in courteous terms of the decision of the firm to adopt a straight cash method of trading and a definite date was set for the commencement of the new era.

Mr. Hunter, however, did not stop there. He felt that like Charity, this change must begin at home, and accordingly told the members of his own home that they would pay cash in future for goods procured in the store. His partners followed suit.

They then went further and informed the employes of their mills that no credit would be extended to them: they must pay cash. The former custom had been to give them credit and collect it from wages due, but by the new arrangement they were paid cash and were told they would have to pay the same.

The five clerks in the store were also informed that they must in future pay cash for goods bought, the same as other customers.

When the morning of the date set for the adoption of the new system came, the doors of the store were opened as usual, with a feeling of some anxiety, but a determination that in no jot or tittle would there be a departure from the policy that had been proclaimed. The first purchaser to enter the store on this eventful morning was an old customer. He bought about ten dollars' worth of goods and then coolly told the clerk to charge the amount. He was aware of the new system but had "heard of such things before," and was little affected by them.

The First Customer Dropped—For a Day Only.

When firmly informed, however, that there would be no more credit in that store he was at first incredulous as the information was politely conveyed to him. When he realized that it was really no joke, as he had regarded it before, he went up in the air, and vehemently declared he would never buy a dollar's worth in that place again. His indignation at what he considered such "unfair" treatment was expressed in very vigorous terms, as he declared he was done with the store forever.

It was suggested to him, however, that as he was not going to deal any more with the firm, it would be only fair to settle what he was owing. This he did by a three months' note.

In a day or two he came back and informed Mr. Hunter that he had talked it over with his wife, and they had decided to stay with the store and conform to the new rules. This he did, and remains to-day, as he was before, one of its best customers.

This was but a sample of many of their experiences in the next three or four weeks. For one month trade fell off considerably, but after that it began to drift back. Customers found that often they could get better value for their money than in credit stores.

The firm soon discovered that although their credit had always been excellent, yet they could do better buying with ready cash than with credit, as they were compelled to do with so much on their books. Many of the "snaps" that had formerly gone to the large city stores were now coming their way.

They discovered also that some customers came to them with their cash for goods where they could buy to advantage and went to the other stores for credit.

After a few months' trial of the cash system, it was found on a review of the situation that they had not lost a single good customer. A few had gone, but they were ones whose trade they did not value very highly.

Profits More Easily Made.

Stocktaking at the end of the year, which in a cash system is the supreme test, showed that the volume of business had increased $5,000, and the firm's profits were fully proportionate.

Mr. Hunter added that these profits were much more easily made, for while in the old system he frequently had to stay till all hours at night writing up books and making out accounts, now when the store closes everyone leaves and does not return till morning, refreshed and ready for another day's business.

Under no consideration, he declares, would he return to the old credit method.

Winning Trade from Montenegrin Giants

MONTREAL, Aug. 30.—(Special).—A man requires to use more than the usual ingenuity and enterprise these days if he is going to make money. There are lots of firms throughout Canada who have turned the depression into a boom by taking advantage of situations created by the war. There was the case of a hardware dealer in Montreal whose builders' department had been dead as an undertaking parlor in a health resort for months past; he didn't like to dismiss his men, but there was mighty little for them to do.

One day a soldier came into the store for a mirror, and happened to remark that soldiers were great ones for breaking mirrors, and he didn't know what they'd do when they reached the trenches. It occurred to the hardware dealer that if he could make metal mirrors there would be a good sale for them among the soldiers. Not knowing that there were already several metal mirrors on the market—had been, in fact, for hundreds of years—he set to work to make one; one that the soldiers could shave with, not one that made them think they were in the laughing gallery at Dominion Park.

He tried polishing steel, but it didn't work; then he tried nickel-plating steel, but it was too wavey; finally he tried his luck on brass, first nickel-plating it, and afterwards copper-plating it. The hardware dealer made a great mirror, the best probably that ever was put on the market since the Chinese started to use them in the days of Confucius. It is only a week or two since this happened, and thousands have been sold.

But that's got nothing to do with the price of beans in New York; what I started out to tell was how Fred J. Argall of Three Rivers, P.Q., saw a business opportunity in the presence of several thousands of Montenegrin reservists encamped on the St. Lawrence, and went right after it.

Boots: Tens to Thirteens.

Most people know that somebody has been making a collection of Montenegrin soldiers, and has been depositing their choice specimens at Three Rivers, to which city they have been a godsend. They came from every nook and corner on this continent, and are preparing to sail for Europe to fight for old King Nicholas. Fine fellows they are, some of them measuring close on seven feet, with feet proportionately big. The question of feet has an important bearing on this story.

Unlike the average British soldiers, they were flush with money, and stuck to it closely. Many of them had anywhere from $1,500 to $5,000 in gold, which they carried in belts around their bodies. Fred J. Argall, who keeps a store, knew they had money, and he coveted it. In various ways he sought to become friendly with the Balkan warriors. His store windows contained Montenegrin flags; there were also notices in the Montenegrin tongue inviting them to come in.

By keeping right at it, he won them over, and started in to sell them the only thing he had to sell—shoes. Now it so happened that these Montenegrin giants had unusually large feet—too large for the shoes that Argall had in stock. So he made a special trip to Montreal, where he bought up a stock of tens, elevens, twelves and thirteens, and disposed of them at about five dollars apiece.

He sold close on to seven hundred pairs of shoes to these soldiers.

The irony of things! Barely had the sales been made, and the boots paid for, when along came a kind Government, either the Canadian or the Montenegrin, and equipped the soldiers with boots. But Argall didn't care. He had "got his."

C. W. B.

Further Advance of 15 p.c. in Carpets

British Manufacturers Include All Weaves—No Guarantee of Delivery After December—Embroideries Higher, Says St. Gall—Advantage in Exchange—Linoleums Advancing—Crossbreds Easier.

CARPETS and rugs are up again to the extent of 15 per cent. all round according to notices sent out by British manufacturers last month. The earlier advances were not inclusive of every weave; the latest shows no partiality.

One of the largest wholesalers in Canada in discussing this advance stated that it had for the time being effectually shut them out of the market.

"We simply cannot give the price now asked because we wouldn't get our money out of it. Carpets and rugs are not a necessity in the household and the retailer knows that there is a limit to the price he can ask the consumer under present conditions. Fortunately we have a fair stock on hand. There are some rugs we bought for last Spring in October, 1914, and the only advance we have made on them is 5 per cent. to meet the extra duty. That is these were $20 each in January; now they are $21. At the rates charged us in our last order—for Spring 1916—those rugs would sell at $25. At the present prices the price would be nearly $29, to the retailer,—and the public would hardly touch them. No, we are fighting shy of the market now.

"There is no light ahead, however, the manufacturers set December as the latest for guaranteeing orders and after that there is nothing definite except that they will not accept orders."

A manufacturer pointed out to The Review that the yarn scarcity had passed; prices were very high but the supply was ample. The real trouble was with dyes. Blues were almost unobtainable.

Linoleums Up 30 P.C. in Year.

An advance took place last month also in linoleums. On one line the price is 29 cents where before it was 25 cents and less than ten months ago 22½ cents; an increase of 30 per cent.

Merinos Keep Up; Crossbreds Slightly Easier.

Wools at the London sales were easier, in the medium and lower qualities, the latter showing as low as a 2d. decline.

In its report from Bradford the Textile Mercury says:

In spite of the attempts which have recently been made to depress the Bradford top market, a very healthy tone is prevalent throughout.

In merinos, the inquiry for tops is considerably more than makers are able to deal with. Two definite sources of demand can be named. The first is the usual requirement of the ordinary home trade, which is larger than many seem willing to admit. Also, France and Russia are deeply interested in this market; the former wanting dry combed tops, and the latter Botany yarns. The volume of inquiry which topmakers, and export yarn houses, are having to contend with, shews that quite apart from any present business, the future prospect is such as to justify a full maintenance of prices for some time to come.

Crossbreds have also experienced some recovery, both in demand and price. During the past few days topmakers have reported an improving inquiry for fine qualities, and have also said that, when they sold, it was possible to make prices which were fractionally higher.

Granted Increase of Wages.

A later report says:

The decision of the combers to give the operators 2s. a week rise all round has had its effect on the trade and spinners are now feeling a little easier in their minds as regards future deliveries of tops. Taking the market all round, it cannot be said that merinos are easier, although there are apparently more sellers at the lower level recently established.

Export Would Stiffen Prices.

The market is very slack for crossbreds below 56's quality, but 56's and 58's are fairly steady. Excessive quietness seems to be the trouble in medium and low qualities, though values have not receded any further. If the efforts being made to secure export of crossbreds, particularly low sorts, to our Allies and perhaps to America are successful, it is confidently expected that values here will move up again. To-day 40's are at 24d.; 46's carded 25½d.; 50's super 30d., and 56's average 32½d. English wools are moving extremely slowly but are very strongly held.

Blue Carpets Scarce.

It is not a matter of wool now with the carpet manufacturers, for yarns are now obtainable; it is the dye situation that is so pressing. Though some firms are better supplied than others the whole situation is serious. Patterns that are chiefly blue are being withdrawn as blue dyes are almost exhausted. Red is the only dye in good supply and there is no sale for red carpets. Very few carpet manufacturers are putting out new designs for the Spring of 1916 as it is too expensive a proceeding and would cause an unnecessary use of dye stuffs.

The scarcity of jute and burlap is proving a severe handicap to the manufacturers of oilcloths and linoleums. This scarcity is due to the taking over of the burlap mills in Dundee. The British Government is anxious to interfere as little as possible with business and is issuing licenses to the burlap manufacturers to ship wide burlaps to the oilcloth and linoleum manufacturers in Canada. It is expected that as soon as satisfactory arrangements can be made similar licenses will be granted to ship to the United States. These licenses will not immediately affect the situation as it will take from two to four weeks to arrange for them after the leave to ship is granted.

Up to the latter part of August the Italian Government had contracted for 800,000 overcoats from United States firms. This will require about 2,120,000 yards of cloth.

A number of buyers in the United States are beginning to take denims dyed with logwood or some other substitute for the fast indigo blues.

Buyers state that manufactured goods in St. Gall, Switzerland, cost about 30 per cent. more than they could secure them for several weeks ago. The buying, of course, is curtailed by the lack of public interest in embroidery up to the present.

Higher Prices for Balbriggans.

At a meeting of the Knit Goods Manufacturers' Association in New York towards the end of August it was stated that the prices on new lines were as low as possible

and that it was almost certain that the early Spring quotations on balbriggans would have to be advanced. A meeting of the manufacturers in this line was held to devise some remedy.

Heavy Burlap Shipments.

Several heavy burlap shipments were made to the United States from Calcutta, during the month of August, over 70,000,000 yards coming in. This with the 94,000,000 sent during June makes the largest amount of jute cloth ever exported from India in two months. This had the effect of discounting to a considerable extent the effect of a report a few days earlier of an embargo on burlap by the British Government.

Swiss May Help in Dyestuffs.

Thomas A. Edison declares that America can become independent of Germany in the matter of dyestuffs if a moderate tariff is allowed to protect the capital that is embarked in manufacture. In the past three months Edison has erected five plants for the production of basic materials, but it is asserted that he does not intend to make the dyes himself. In his opinion the dye situation is due to the lack of basic material rather than the inability to make the dyes.

Among the products of his plants are benzol, Toluol, naphtha, naphthaline, carbolic acid, aniline oil, nitrobenzol, acetanilid, and paraphenylenediamine.

From another source comes authentic information that may be even more encouraging. Concerted action on the part of the leading makers of dye colors in Basle, Switzerland, has led to an offer to American dealers that may result in mutual benefit. The Swiss manufacturers are practically cut off from supplies of crude coal tar, and are aware that there are possibilities latent in the United States coke industries that point to an enormous produc- of coal-tar crude. There may be a basis of co-operation arranged.

Swiss firms are in the market for procuring these products on the understanding that they shall be paid for with finished dyes to an equivalent amount. The only problem here is the one of shipping.

If Swiss Went to War.

Luckily the rumor printed in many daily papers, late in August, that Switzerland was entering the war on the side of Germany, has turned out so far to be unfounded. This rumor gave an uneasy quarter of an hour to the silk interests as the bulk of the orders placed for the coming Spring season are yet undelivered, and should this eventuate would be undeliverable. Canada would have been almost wholly dependent upon America for silk fabrics which would have meant an increase in prices of about 10c per yd. One reason given by Swiss manufacturers for the delay in deliveries is the growing difficulties of the dye situation, and the scarcity of cotton for the production of the mixed yarns that are used in weaving many of the popular-priced fabrics.

Burlap Advancing.

The amount of burlap that will be available for export from India this year will be small owing to the large quantities that are being taken by the British Government for the manufacture of bags for use in fortifying the trenches on the battle front. A report from Calcutta states that the amount available for export to the public will be less than 20,000,000 a month which is barely one-third what was exported during the first 6 months of this year. It is understood that no burlap will be allowed to leave Calcutta in October and December for this country until the wants of the British Government are fully satisfied. As a result prices are advancing.

Some of the cotton mills in the United States are cutting down in output partly owing to the small advance orders but also owing to the fact that they foresee a shortage of dyes that will mean a big decrease in the amount of goods that can be turned out and they are endeavoring to meet the certain cutting down of stocks later by running on short time now, so as to divide the work up over as long a period as possible to keep the operatives at work.

Reports from St. Gall, Switzerland, state that the embroidery trade is fairly active there in spite of the absence of much of the male help, but the manufacturers are finding a difficulty in securing cloths and yarns and there has been an increase in the cost of making embroidery.

Art Needlework Active.

Conditions in the art needlework trade are excellent, and reports coming to hand indicate that August business will be larger this year than that of the same month a year ago. August last year was a very big month for merchants hastened to fill in stocks of imported goods of German and Austrian origin that it would be impossible to procure later. For this reason August business was larger than in normal months, and it is a splendid indication for the future when business for the month just past beats the record of 1915.

Moscow Independent of German Furs.

One result of the war which will be interesting to fur dealers, is a movement to make the Russian fur industry in future independent of the Leipzig market. Leipzig hitherto has taken largely of the Russian raw furs, and has treated them and finished them and re-sold the product again to Moscow. In future Moscow purposes to do more of the finishing process itself, and is endeavoring also to get into touch with London, New York and other important fur producing and fur importing centres for the purpose of doing business direct. The Canadian Trade Commissioner at Moscow writes stating that the fur section of the Moscow Chamber of Commerce and Industry will be glad to hear from Canadian fur interests. Moscow can supply finished furs such as squirrel, squirrel tails, ermine, marten, stone and baum marten, hares, Persian lamb, etc.

Shoes Up 5 to 10 Per Cent. for Spring, 1916.

New lines of samples of shoes for Spring 1916, were brought out at the end of August. On most of these there is an advance of from 5 to 10 per cent., splits showing the lower figure and box kips and pebbles the higher. The reason assigned is the higher price of leather in the later contracts and the steady advances in findings. The manufacturers declare that owing to the embargo on skins placed by France, Russia and Germany prices must go still higher.

Shipping Furs From Russia.

Information received in London through the Foreign Office from H. M. Ambassador at Petrograd, is to the effect that, according to a recent Russian Customs circular, fur skins (other than skins of goats, sheep, lambs and karakul) may now be sent through the parcel post from Russia to Allied countries without it being necessary to make a special application for permission to export in the case of each consignment. The circular provides that the Custom-house authorities are to examine the parcels, to affix their seal thereto and to issue a certificate to the sender of the parcel. The postal authorities on production of this certificate, will receive the parcels for despatch to their destination in an Allied country.



The Right House, Hamilton.—Under the enthusiasm of the general manager, Mr. Day, who is a lieutenant in the Home Guard, this store has sent out 12 of its employees, one of whom has died: Wm. Brown, lieut., enlisted in 91st Regt., son of A. S. Brown, secretary; Sam Ashworth, 1st Contingent, died in hospital; Wm. Chambers, 4th Field Battery, C.F.O.; Harley Cutler, 1st Contingent, wounded; John Dillon, No. 8 C.M.R., C Squadron; Bernard Evans, 2nd Dragoons, C.M.R.; Sidney Holwell, 5th Contingent; Frank Lester, 84th Machine Gun Battalion; Dugal McIsaac, 91st Regt.; Paul Skidmore, 77th, 1st Contingent, wounded and returned to the front; Frank Sloan, 1st Contingent, wounded, and back to front; Warren Richards, 91st.

In addition, 75 employees are drilling with the Home Guards.

Goodwin's, Limited, Montreal, have sent 22 from their staff. Seven of these were salesmen: W. O. Shaughnessy, B. Sweeney, W. Leith, W. D. Scott, N. King, M. Patrault, R. K. Ross.

McLaren & Co., St. Catharines.—The first man to enlist from here was the assistant salesman of our carpet department, Mr. Ray Ansell. He went with the first contingent. We hear from him from time to time that he is well. He has been wounded twice, but the last time we heard from him he was back in the firing line. Mr. A. F. McKinley, who had charge of our Dress Goods Dept. has been a captain in the Nineteenth Regiment here for some time. He has been actively engaged as Paymaster on the force in charge of the Welland Canal and at the frontier. They are trying now to raise a new battalion here and Capt. McKinley is endeavoring to secure a place as Captain of the Battalion. Mr. Hugh Miller, a salesman in the staples department, has enlisted recently.

Flett, Lowndes & Co.—Harry Carroll, and Thomas Wilson.

D. McCall & Co.—Clarence McCall, son of Mr. Harry McCall, 92nd Highlanders; and Lawrence C. West, with 2nd Contingent, now in England.

Royal Tailoring Co., Hamilton.—Wm. H. Hunter, an employee, was given a silver wrist watch on enlisting.

Mahons, Ltd., Halifax.—Geo. McDonald and T. J. Kline were presented with a purse of gold from the firm and a wrist watch each from the staff on enlisting last month. There were 85 present on the occasion. A musical programme was given during the evening and refreshments served.

Gaults, Ltd., Winnipeg.—John Hamilton, who lost an eye during the South African War, is now serving with the 100th Grenadiers. A wife and one child live in Winnipeg.

John Murphy Co., Ltd., Montreal.—Donald Urquhart, 14th Batt., linen department; J. Bagnall, 60th Batt., dress goods department; H. Claburn, 60th Batt., dress goods department; S. Waring, 27th Batt., C.F.A., boys' clothing department; G. Hume, 4th Batt., McGill hospital, customs department; C. Wheaton, 6th Batt., Field Ambulance, boys' clothing department; W. Woods, 5th Field Ambulance, boots and shoes department; H. Draper, 43rd Highlanders, receiving department.

General Staff.—J. Sullivan, 60th Batt. P.W.; J. Webster, Veterinary Corps, L.H.P.; J. Thomas, 73rd Batt, P.W.; J. N. Gartshore, 14th Batt., L.H.P.; A. Stanley, 14th Batt., P.W.



The late Archibald McKinnon, a former employee of James Paton & Co., Charlottetown, P.E.I., who was with E Co., 9th Battalion.

The Hamilton Co., Montreal.—Stanley Phillips, dress goods department.

Twelve From Montreal Wholesale Firm.

Men who have gone to the front from McIntyre, Son & Co., Ltd., Montreal: E. C. Thom, B. G. Todd, L. J. D. Gingras, F. Nation, W. Cornick, A. Wilson, V. K. Hunt, J. C. Forbes, J. D. Martin, G. E. Blackwell, H. McCallum, J. Barton.

Successful Merchant on Accepting Returns

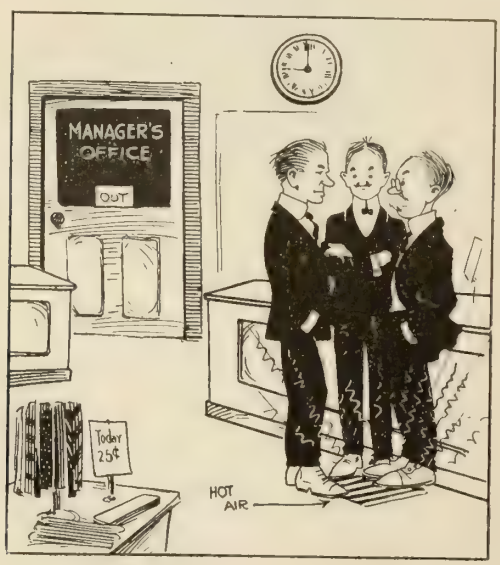
Goes Even Farther Than Most Department Stores and Takes Back Piece Goods in Small Lengths—Credit Slips to Managers Where They Object—Taking Stock Both on Cost and Selling Basis—Keeping on the Job.

Editorial Note.—Visiting one of the cities of Canada which, earlier in the war, was hit fairly hard by the closing down of several large industrial establishments, but is now recovering, The Review dropped in on the merchant who does the leading business there. He has been in business for over 20 years. His turnover is increasing with regularity year by year. He was able, unlike the majority of merchants, to keep down the "costs of doing business" during the year 1914, to just about the same figure as in the year 1913. He did this without reducing the salaries of any of his staff; what is more, he gave the usual increases that would have come to them in the course of a bumper year of business. We commend his views as given on that occasion: some of his unusual success is due to practising the theories outlined.

DO I believe in keeping in close touch with my business? Perhaps I have more than the ordinary man's fancy for looking after details, but I try to cover them and put them aside in a way that leaves me time to plan for the expansion of my business and the general broader questions that must be met by every merchant today.

Yes, I thoroughly believe that a Canadian merchant should keep in close touch with the work of each department, with each manager, and in close touch, too, with his customers. He must see that the machinery keeps moving, keeps moving so that the efficiency of his business may reach the highest point and be maintained. I believe that it is the loosening of the grip of the merchant upon many details of his business that is responsible for the greatest percentage of the failures in Canada, and if not absolute failure in business, the failure to advance.

I went into a store in Western Ontario a little while ago, called there about 9 o'clock in the morning and found most of the clerks warming themselves over the register. One of them who was not engaged in this way, but who was busy in his own department, took me over the store. The head of the firm was not in—he would be in half an hour later, I was told. When I called again he was still away and some of the same clerks were still trying to get an additional heating from the same register. That store does a good business. It is in a thriving city of a fair size with splendid country around it, but it would do a far larger business if the proprietor were there to look after his clerks.



"When I called in to see this store at 9 a.m."

I think if you went into ——'s store in —— at 9 o'clock in the morning you would find every clerk in her place and the proprietor on the job. I consider Mr. —— the brightest dry goods man in Western Ontario.

* * *

SOME time ago The Review in an editorial expressed the opinion that the retail trade owed a great deal to department stores in the matter of a new principle of dealing with customers, of making it easy to return goods. I quite agree with what was said. Do we accept returns of piece goods? We go even further, I think, than the department stores. If ¾ of a yard of silk was brought back to me and a lady asked us to refund the money we would do so without the slightest objection. There is supposed to be a rule in some of the largest stores that only piece goods that are cut in saleable lengths may be taken back. We go beyond this and practically accept any returns. The loss we make is neither here nor there compared with the good-will and future business of the customer.

Yes, I have found that managers of departments object to what some term wholesale returns of goods that have been bought. It was a situation that had to be met in this store. In a sense, they were right. There was a certain injustice in asking them to take back goods that had lost in selling value three-quarters or more of what they had before the transaction, and now could be disposed of only as remnants at heavy reductions. It is quite true that in accepting the goods back they were benefiting the whole store, by retaining the customer, and that this action on our part was in the nature of advertising, if we may call it so. At the same time if they only realize what it means their own department would not lose in the long run.

However, to meet the apparent justice of their position I have made it a rule to give the department a credit slip for the amount—usually on a cost price basis—with the result that they are always willing to co-operate in the carrying out of this rule. Each case is settled on its own merits.

* * *

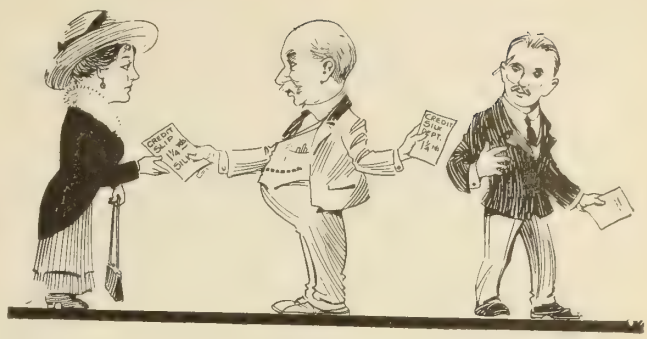
WHAT is the custom in most stores as to taking stock—on the cost or selling basis? The majority you have found use the selling basis? That is what I thought. Then they take off a certain percentage that they think the goods have been marked up, and that gives the cost price. And yet what guarantee have they that their percentage is really correct? What test have the most of them for finding out what the average mark-up is for all departments together, or even one by itself?

I have for some time taken stock both on the selling basis and the cost. The first is marked down as the stock is gone over, and the cost price is filled in in the office.

All we do is to mark a code number on our price tickets, a number corresponding to an entry in our purchase journal for each department. For instance, D 204 might mean entry 204 in the dress goods book. This is looked up not by the manager but by a clerk in the business office and the amount entered. In this way we can tell whether we are marking up the goods in this department sufficiently: we have an exact record, such, as it seems to me, impossible to obtain in any other way.

The Gutta Percha & Rubber Co., Ltd., have opened a branch in Fort William, Ont.

Archibald Steeves, of A. Steeves & Co., general merchants, Hillsboro, N.S., is dead.



"I hand a refund to the customer for the cut silk and a credit slip to the department manager."

"Round Table" Bargains the Latest Variety

This Shown in Window Fridays and Largely Advertised in Hamilton Store — Central Section With Tables Running Cross-wise for Permanent Bargains.

Special to The Review by Traveling Staff Writer.

ONE of the new ideas that has been introduced in the way of bargains is what is called the "Round Table" bargain. This is being carried out in the McKay Store of Hamilton, and has been in operation for the last 3 or 4 weeks. The idea of this is that a round table is set out in the West window of the store on Friday afternoon where it is on view also for the evening, at which time a large number of people in that city are accustomed to come down town to look at the store windows. The bargains on this round table may be in a number of lines or may be a single line and the sale is carried upon the following day—Saturday.

For instance, on Aug. 21st the offering on the round table was "waists at 44c," a clearing line from the stock of the ready-to-wear department, and also some new goods that had been bought in specially for this sale. These were sold to the extent of several hundreds. The week previous there had been offered for sale silk hosiery at 25c, and there had been a regular scramble for this line by the public. The idea is written up prominently in the Friday evening advertisement of the firm as is shown by the accompanying illustration. It will be noticed that in the left-hand corner at the top the invitation is to "See our window to-night—regular $1.35 waist for 44c"; this is repeated at the other corner as well, and in large display type introducing the advertisement the round table bargain is featured with an additional invitation afterwards to "be sure and get a round-table bargain waist to-morrow."

Permanent Bargain Section in Centre.

This, however, is not the only place where the "round table" bargains are displayed. In a plan of this store which is given in the Store Equipment Department of this section, it will be seen that there are two tables running at right angles to the main aisle which are kept permanently as a Bargain Section. On one of these at least goods are shown which duplicate the goods carried on the round

See Our West Window To-night
Reg. $1.25 Waists For
44c

R. McKAY & CO.
HAMILTON'S CENTER OF FASHION

See Our West Window To-night
Reg. $1.25 Waists For
44c

Here It Is! The Big Saturday
"ROUND TABLE BARGAIN"
Waists 44c! Waists 44c! Waists 44c!

Style, neatness, rare value? Yes, indeed, never before were such Waists offered at such a price. Excellent quality material, well made, great number of new styles to choose from. These values might be imitated, but certainly not duplicated. If the rush for these Waists proves anything like the "scramble" for the 50c silk hosiery which we sold last Saturday for 25c on our "Round Table" it will be quite evident that the public takes a keen interest and watches for this Saturday "Round Table" event. Only 500 Waists to be sold, so we advise early shopping. Please remember that although we had 700 pairs of hose to sell last Saturday, a number of prospective purchasers went away disappointed, owing to the fact that the supply was not sufficient and we were entirely sold out before the store closed at 6 o'clock. Again we say, do your shopping early.

Be Sure and Get A Round Table Bargain Waist To-morrow

Upper section of Friday ad. dealing with Round Table Bargain.

table in the window and sales are made from the one or the two tables. Several girls are kept there for the whole day, and the staff increased in the afternoon or evening as the case demands. This is a weekly bargain idea which is working out well.

The store, however, retains what The Review has called a Permanent Bargain Section, and it is a feature that they would not relinquish. As has been said, two large tables are devoted to the goods, and as a rule they are changed every day, one line on one table and another on the other. For instance, a sale of men's shirts was in progress on the one table while Dry Goods Review was in the store, and several lines of wash goods on the other table. Sometimes when the head of the department wishes particularly for the goods to remain for another day this request is granted.

The manager of the store, Mr. Ullman, assured The Review that these two tables were a very valuable feature, not only in cleaning out stocks from nearly every department, but in disposing of large quantities of "job" lots at good profits.

Have you a Permanent Bargain Section in your store?

Devices of Other Merchants

VALUE OF TWO PHONES INCOMING---OUTGOING Messrs. Paquette and Grenier, until recently head salesman and designer, respectively, with Fairweathers, Montreal, have opened up on St. Catherine St. W., Montreal, and are specializing in furs, blouses, gloves and hosiery. On opening their store, they ordered an incoming and an outgoing phone. The number of the outgoing phone is not in the phone book, and the operator has instructions never to switch anybody on to the phone except in case of emergency. Much of their business is secured through telephone calls made by themselves. While these calls are being made, the regular business of the store is not interrupted. Mr. Grenier tells of an instance where he secured $200 worth of business over this phone that would have been lost, as the other phone was busy. It was a lady who wished to have her furs remodelled; she was leaving town that night, and wanted the furs removed at once. Had she been told that the line was busy, she undoubtedly would have gone elsewhere.

* * *

MEASURING BLINDS WITH PIECE OF STRING. How often it happens that a person comes into the store and orders a blind, offering a piece of string as the measurement; and how often do these people come back to the store with the complaint that the blind is too small. The public do not know the difference between pin measure, roller measure, or cloth measure. Goodwin's, Limited, Montreal, prefer not to take any chances with customers who order blinds with a piece of string. They almost insist that a man be sent to the house, and a correct measurement taken. This ensures perfect satisfaction to the store and to the customer.

* * *

UNIQUE BIRTHDAY CELEBRATION. The Regina Trading Co., Regina, Sask., recently celebrated its seventeenth birthday in an elaborate fashion. A large room was arranged on the second floor to accommodate their friends who have patronized the store during the past 17 years. Everyone was invited to visit them on this occasion.

An immense birthday cake, the largest ever baked in Regina, weighing over one hundred pounds, was made for the occasion. A cup of tea and a piece of this birthday cake was given free to everyone who visited the store during the day.

To the first 500 who entered the store during the morning before 12 o'clock a beautiful silver patriotic spoon was given. An orchestra was in attendance all day.

IN AID OF MOTOR AMBULANCES. The A. E. Rea Company have granted the Ottawa Women's Canadian Club the use of their store and a handsome percentage of the gross sales on the 10th September, in aid of the motor ambulance, Red Cross and "comforts for the wounded" funds of the club. Their Royal Highnesses, the Duke and Duchess of Connaught have graciously given their patronage for the day, and if possible will attend.

* * *

FREE WATCH WITH SCHOOL SUITS. A Fort William store in order to encourage buying of boys' suits for the opening of school, advertised that it would give away free a watch with every suit that cost $5 or over.



PAIR OF "PANTS" ON FIRST BIRTHDAY

A clothing manufacturer is sending to his agents a pair of "pants," as he calls them—though probably the mother would use another name. In an attractive box carrying an appropriate cover design and also including an ornamental card, a pair of pants is packed. On a ticket included in the package is printed the statement, "His first pair of pants. To be worn on his first birthday."

With the retailer's name printed on both the ticket and card the entire package neatly wrapped is sent to the mother of each new-born baby boy in the vicinity of the retailer's store.



C. M. A. REPRESENTED AT LONDON.

Canada is to have a representative on the ground in London to co-operate in the movement for increasing the share of British war business coming to this country. The appointment of H. T. Meldrum, assistant general secretary of the Canadian Manufacturers' Association, to duties in England in connection with the work of the Canadian Pacific Railway as purchasing agent of the war department announces the creation of this very important office. In the interests of Canadian manufacturers it is the most significant move as regards British orders for Canada which has been made since the C.P.R. was given its war commission.

The idea of having in England, to consult with the officials of the war office, a man fully acquainted with Canada's manufacturing possibilities, is that of Sir Thomas Shaughnessy, and as a business-like move and practical short cut to results it is typical of him. At the same time the linking up of the Manufacturers' Association as representing Canadian industry, reveals a fine conception of policy.

Blouses and Whitewear

The trade is coming back better than ever.

WHY?

Because the styles appeal to the buying public, and the prices are 25% better value than ever before. The "Wise Ones" are all going to show a long range of

HER LADYSHIP'S BRAND BLOUSES and WHITEWEAR

Controlled by

THE W. R. BROCK COMPANY, (Limited)

for

MONTREAL

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVII. TORONTO, SEPTEMBER, 1915 No. 11

A CREDIT SLIP FOR THE MANAGER.

SOME time ago The Review remarked that for all the competition of the big department stores with their supplementary mail order activities, they had at least served to bring to the attention of hundreds of merchants the advisability of a broad policy in the treatment of customers so far as the acceptance of returns was concerned. A certain percentage of observant merchants had worked this theory out for themselves, but it seemed to require the example of the big establishments—probably their outstanding characteristic—to press this point home.

To-day there are still, so far as The Review has been able to observe, easily fifty per cent. of our merchants who are chilling the sympathies of the public and almost throwing them into the arms of the Mail Order Houses, by a narrow, old-time policy that is "penny-wise, pound foolish," allowing the transaction of the moment to bulk so large that they are content to maintain their "rights" in this, and in the moment of victory (?) alienate future dealings whose profits would wipe out a score of times the petty sum that is at stake for the instant.

It is after all in many cases much the same as the man who is willing to squander his whole hundred acres in the law courts to put up a fight over the foot of property that adjoins his neighbor. It is even a weaker and more foolish policy, for you have, in the other, at least the cold comfort—if such it is—of knowing that you are draining your neighbor in law costs while your own purse is being emptied, but who has the strategic position in the business "contest" you are waging over a trifling purchase? Surely the customer. He can take you or leave you. You win, as you think, in maintaining your right to be paid for this pair of gloves or this waist-length, and she accepts her defeat perhaps with a smile, but a resentful one:—and next time she goes by on the other side.

The Review has been discussing this subject of late with successful merchants, and without an exception they have agreed on this point: at whatever temporary loss in accepting goods back, refund the money and retain the good-will of the customer. You may think she has no "right" to a refund; probably she has not in the strictest sense, but in at least 95 per cent. of the cases she thinks she has, and that is really what you are dependent upon,—her point of view rather than your own, because happily or unhappily for you, with her rests the decision to deal with you in the future, or to refuse to enter your store.

In a letter published in the July issue a well-known merchant mentioned his practice of paying half the dressmaking expenses of a lady who had bought silk at his store that had failed to give good service. Another merchant told The Review that he took back even half yards of piece goods that had to be thrown upon the Remnant Counter at a fraction of the first selling price—if so be this was required to retain that customer.

We would like to draw attention to a custom that has worked out successfully for this same merchant as a guarantee that his own policy is adopted throughout the store. Where the manager of a department feels that the return of goods whose value is practically destroyed for future sales, is unfair to him as this will reduce the value of his stock, he is given a credit slip for the amount. The theory is that the return of the goods will work out to the advantage of the whole store and that the loss on the goods should therefore be divided up as a sort of "overhead" expense.

This is a practice that easily can be abused, but it only goes to show what stress a man of long experience, who has won his way to prosperity and the confidence of the public, lays upon conserving the good-will of every customer who has paid money over his counter.

THE ROLL OF HONOR.

A GOOD beginning has been made in this issue on our Honor Roll, and a number of names appear from the staffs of retail stores and wholesale establishments. We would like to receive for our next issue double this number, for we believe the dry goods trade is doing its share nobly in representing Canada at the battle front. We would appreciate items in reference to those who have enlisted: incidents connected with the send-off from the home town, and experiences that they meet after they have reached the trenches. We will be pleased, on request, to furnish copies to the families of those whose names are contained on this Roll of Honor.

HUNTINGDON AND THE CREDIT BOGEY

THE story of the successful fight waged by Hunter Bros., of Huntingdon, Quebec, against a long established credit business in an old community is one that warms the heart of the man who puts his faith in Cash. There are still a number of merchants who face a similar problem but fear to cast off from their credit moorings. They are doing a "nice" business as it is; profits work out fairly satisfactorily at the end of the year, and the percentage of losses through bad accounts is never large enough to alarm them. But for all that it clogs their progress; the absence of ready cash from customers often means taking long credits from the jobbers; their prices as a result must be higher or their margin of profit shaved too close, and the worry of a heavy credit business is always with them.

The simplest plan, perhaps, is one that many have adopted, in permitting a credit account with old customers to continue, while it is refused to all new ones, and thus the list gradually is cut down. Some dissatisfaction is certain to result over the "favoritism" shown, but at the worst it is a movement towards a vastly better state of affairs. The Huntingdon plan is of a superior type however and the results in nearly every case that has come under our notice surprisingly favorable.

GOING TO EXTREMES IN HAND-TO-MOUTH

THE New Policy For the New Year was the heading of the introductory article in the Spring Number of The Review issued in January last. By this there was advocated a policy of buying that was careful not to load up the shelves or stock room months ahead, to the limit of the appropriation. The danger in this, as was becoming recognized more and more widely, was that the merchant might find himself stocked up too heavily if anything went wrong with the season, or that he would not be in a position to avail himself of later and perhaps better selling lines that were offered on the verge of the selling season. There was involved the whole problem of avoiding a lot of old, worthless stock piling up that was counted as an asset but was really a liability in its deadening effect on business and on the merchant himself.

This New Policy is one that was an old established practice with many merchants but was new to the majority. A large proportion of these have taken it up, moved more, probably, by force of circumstances than by argument. But, as is human nature, it has been worked to an extreme to the detriment of Fall stocks and of profits. Hand-to-mouth buying has been persisted in, not in every case because current receipts and profits made it obligatory, but because it had been the new course decided on. It was persisted in not only with goods that could be bought as readily and as cheaply just before the retail selling season, but with lines that all human reasoning should have shown were getting scarce and higher priced: woollen dress goods, underwear, hosiery, and many another. As it stands now many merchants will find deliveries slow and uncertain when Fall sorting orders are being filled, and the variety that is the spice of a department as well as of life in general, will be sadly lacking. Trusting to "luck" is, rarely, a paying proposition.

But with it all, we believe as thoroughly as ever in the "New Policy for the New Year,"—when it is not applied blindly.

A RIGHT-ANGLED BARGAIN SECTION.

ARE you planning for one of those permanent Bargain Sections in your store? Even if it is only a single table, it will prove a good salesman if you keep it fresh, laden with good values. Women gravitate to Bargain Tables like a magnet. So do the lines you should clear out from your departments.

In this issue The Review discovered a new type in a Hamilton store two long tables running across the store, a right-angled feature. One of its many-sided spheres of usefulness was to fit in with the "Round Table" Saturday bargains.

EDITORIAL NOTES

OUR NEXT ISSUE will deal with Christmas buying, a Holiday Goods Number.

* * *

THE MARKED SUCCESS in the placing of the Canadian loan in New York and the steady support of the allied standpoint by financial papers like the Wall Street Journal and the Journal of Commerce are eloquent reminders that the mass of English thought in the United States is backing up the great fight for individual and racial liberty.

FANCY GOODS
NOTIONS & TOYS

New Ideas in Toys

Some Later Novelties in Wood Toys—Toys That Have an Educative Value Sure to Sell.

IN toy lines as in all others buying is late, and there is yet an unusual bulk of the buying to be done. Buyers, it would seem are waiting to gauge conditions before placing the final orders, and as trade is shaping there should be good business ahead. Toys this season will either be the product of the Canadian, American firms, or made by Britain and her Allies, and the trade will await because of this condition the opening of the Christmas season with great interest.

Many novelties are shown in wood toys. A new line originality are the "playtown" villages. These villages sell at a popular price and consist of the miniature silhouette of houses, trees, barns, fences, animals, and men cut out of blocks of solid wood. There are fourteen blocks in each set, and they are painted on both sides in oil colors and water-proofed. These toys will appeal both to the children and to their elders as they are sanitary and almost absolutely indestructable.

The same firm are also showing wooden toys in knock-down form. These toys are blocked out in angular forms and the curved line of beauty is totally absent and in places they are irresistibly comic, and should furnish endless amusement to the little folk who are lucky enough to be given a set. There are numerous wooden dolls and animals and as arms, legs, heads and other parts are interchangable, some idea of the amusing possibilities and of the fun that can be had with this toy can be conceived.

Another clever mechanical toy comes in wood. It consists of a large number of wooden spindles which are to be fitted into perforated wooden discs. The sand comes in a wooden container which also forms a hopper with a plunger fitted into the centre to regulate the flow of sand. Pulley wheels go with each set so that belt connection can be made with mechanical toys, and there is a fan to run it by wind power. These toys are so made that each set may be fitted into another and the sets may be combined to make a number of building toys.

Lines of toys and games that have an educative value are particularly strong this season. Children love modelling and there are several brands of modelling material on the market for which special merits are claimed. These materials are put up in attractive boxes with sheets of simple articles to copy. The material comes in a list of colors and thus the eye is educated in the combining of colors as well as the imitating of natural forms.

Kindergarten embroidery sets are sure to meet with the approval of the small girl who wants to do fancy work like mother. These sets are popular-priced and are packed very attractively. The patterns are selected for their simplicity and because they come in easy stitches. The colors are bright, and besides the pattern and material for working the sets consist of embroidery hoop, needles, scissors, and thimble.

Because there is a shortage in glass beads, beads are being made of wood brightly enamelled and smoothly finished and these are put up in various ways for children to string into necklaces, etc.

Painting sets are always popular, and this year besides attractive boxing particular attention is being paid to the quality of the paints.

"Pollyanna" has made many friends, and there is a new game on the market called the "Glad Game Pollyanna." Two, three or four can play this game, and it is expected to be very popular.

Novelties in Notions

New Dresses are Corded, Shirred, Pleated and Smocked, Bringing Pipings—A Metal Back Button Mold.

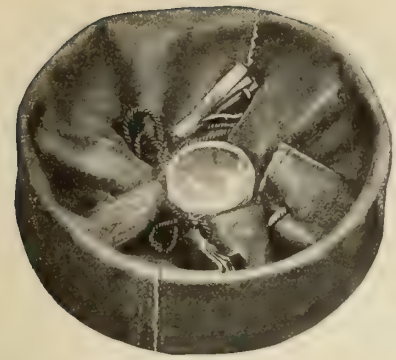
DURING the past year the merchant has had an excellent experience in making the most of the notion department, for in many stores the sales here have done much to maintain the profits during the past strenuous year. Notions have always had a high place in the best run stores, and great attention is given to the proper stocking, displaying and selling of the numerous small items that are carried in this department, as well as to the showing of the items Dame Fashion brings to the top from season to season.

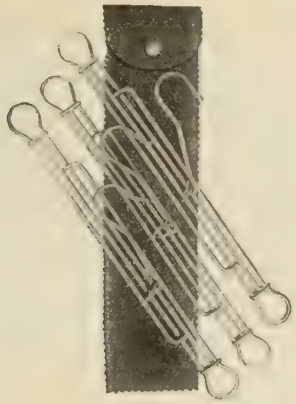
Among the articles of this class this season piping cords are prominent. These cords should be stocked in various sizes, and in both white and colors. Cordings, shirrings and pipings are very much used in making up the more dressy gowns and it looks as though there would be a further use found for the featherbone cord which stands out in a stiffer fashion than the ordinary soft cording.

Button models are having an extra sale. One reason why they will do better is because they can be obtained in many new shapes as well as in the plain round flat button. Olives, half-balls, pyramid shapes, oblongs and other fancies in various sizes are included in the new assortment.

An improvement to the plain button mold is on the market in the shape of one that has a rust-proof metal back that screws into a groove in the back of the wooden top and catches the cloth, drawing it smooth and tight over the top and making a neat finish at the back with the eye of the screw acting as a shank. These improved molds are usable more than once, as a few turns of the screw releases the cloth and it can be replaced with another pattern.

Belting is more used than girdles as a finish for the high top of the dress skirt as it conforms better to the







"Julian Sale" Catalogue No. 33

ready for mailing by October 1st.



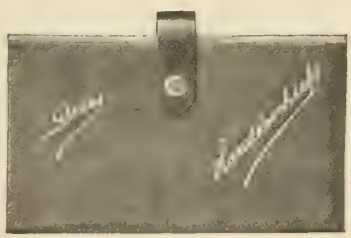


It is impossible for any dealer to carry everything in leather goods in stock, but it's not impossible for him to have ready access to the most complete stock ever shown in the trade.

"Julian Sale" Catalogue No. 33 is at your service. You should see that you have this handsome catalogue of leather goods at your finger tips.



Drop a card to-day to be sure your name is on the mailing list



Julian Sale Leather Goods Company

105 KING STREET W., TORONTO

new figure line. The popular widths run from 1½ to 3 inches and the beltings come in cotton mercerized and in silk cord, in black and white. A very good seller has a boning every few inches further to stiffen and support the belt.

Much trimming in imitation of hand work is indicated on the new dresses, and where the department is agent for a factory that does this kind of work, now is a good time to advertise the fact. All kinds of pleatings are good, both wide and narrow, and the numerous sheer transparent materials now coming into strong vogue are shirred, corded and smocked. Smocking is new and is used like shirring to confine fullnesses.



Hand bag in new, perfectly flat shape with inner frame and flap fastened with a strap coming from the back of the bag. Leather is soldier blue, fancy calf and lining is moire silk exactly matching. A mirror is pasted on to the flap and a change purse of the leather is placed in a shirred silk pocket. Shown by Flett, Lowndes & Co.

Smart Hand Bags

This Seems to be Outstanding Feature. Celluloid Used for Frames in Ivory and Tortoise Shell Finish.

BAG fashions are becoming as multitudinous as millinery styles and the variety is bewildering. In frames there are many shapes and the number is growing. Prices are advancing as metal is going up. This fact no doubt is responsible for the trying out of new material. Celluloid is being used and very attractive frames are put out in Florentine shell or demi-amber. One novelty frame of this kind had a ring to slip the hand through instead of the usual handle. Should these celluloid frames prove serviceable and take the popular fancy other novelties may be expected. Not only are frames dearer but there have been advances in colored leathers. Colored pin seals are particularly high in price.

Notwithstanding the advances the made-up bags show little or no advance as the price is evened up in other ways. Last year it seemed as though the manufacturers were vying with one another as to which could crowd the most fittings into a bag—to-day fittings are reduced to just a mirror and a change purse, and this fact is helping in keeping prices down.

The only style requirement that has developed this Fall is that the bag must be flat, but for the rest bags may be any shape almost you like, and the shapes are countless. In frames there are any number of shapes and all kinds of curves, and some are plain, while the others are elaborate and have jewelled decorations. The knob in various stones is also retained. Some of the very latest bags have the inside frame and have a flat envelope fashion fastened down with a strap that comes from the back of the bag, and the mirror is pasted on the inside of the flap. The handle is a strap of leather fastened into rings at the side of the frame, and the lining where the bag is of colored leather is of moire silk which exactly matches in color. Black leather bags are often brightened up by the use of flowered silk linings, or by linings in cerise, emerald, or yellow. Pin seals and soft fancy sheep and calf leathers are the favorites.

What will lead for the coming season is very hard to predict. If the same conditions rule as is the season that is past either there will be no particular leader, or there will be a constant succession of novelty ideas introduced. Buyers so far are taking an assortment, and it is not until the goods are passed upon by the customer that this point will be settled. The majority of buyers are including a selection of good-sized, useful bags in their purchases; indeed there are bag manufacturers who put out two distinct lines of samples—one for the staple and the other for the fancy end of the business.

Though leather goods are the most important there is considerable business doing in fabric bags. The black and white idea is still good, and handsome bags come in striped silks in Roman colorings, as well as in black moire and changeable taffetas.

AMERICAN
Hobby Horses Doll's Cabs



Suitable for children 2 to 12 years of age. Hobby Horses, dappled, enamelled finish, also skin and plush covered. Horses made to rock or swing. Doll Cabs with wood or reed body. Rubber tire wheels. Largest and best line made in America.

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All These Novelties SELL and pay *real* retail profits.
These goods are *not* shown "on the road."
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Art Needlework Brisk

Orders Exceed One Year Ago — Knitting Yarns Scarce — New, Practical Lines on Market.

THE season is opening up auspiciously in the art needlework section. Travellers on the road are sending in good orders and letter orders are numerous. Buyers are still keeping up their cautious process of buying, but the orders are very frequent.

Though there are articles that are entirely out of the market, in the majority of cases satisfactory substitutes have been found or some other article has taken the place of the one that was unprocurable. At present the big trouble lies in the wool section. The whole world is wanting yarns, for the knitting for soldiers is to go on, it would seem, through another Winter. Though deliveries are slow on knitting yarns, the big trouble is coming in the fancy wools, particularly in Berlin wools. Fancy knitted articles promise to be a feature and for this kind of work colored and white Berlin wools are very largely used. These wools are coming from English mills and are in very short supply. It is not that there is any scarcity of wool; the trouble lies in the manufacturing processes, and the unwillingness of manufacturers to extend plants when there is no guarantee that they will be able to hold the business after the war is over.

Many fancy articles and articles for personal wear are being crocheted of highly mercerized silk finished cottons in cream, ivory and pale colors, and some wonderfully attractive articles in babies' caps, coatees, matinees and bedroom slippers are showing.

The majority of women are expert embroiderers, and it is the constant aim of the producers of art needlework novelties to show patterns that, while attractive, are not an undue tax on the patience or skill of the workers. With cretonnes and chintzes so much used in finishing our homes, it is not surprising that bureau sets are very fashionable embroidered in color.

A sure seller is a cover with a butterfly pattern worked in eyelet and satin stitch. There is a large butterfly at each end with outspread wings, and the shape of the ends follows the outline of the butterfly, thus breaking the square of the ends. Smaller butterflies decorate the center of the cushion. The luncheon sets in the form of two crossed runners and doileys of various sizes are replaced by a cloth made in a series of oblongs and squares which are each embroidered separately, and joined together with lines of lace or crochet insertion. These cloths are wonderfully attractive and often color is introduced into the work. If desired doilies of various sizes can be used as well as the cloth.

Cotton crash, before the war, came from Germany, but a very good substitute is now made in the States. The satisfaction it is giving is shown by the big sale of articles made of this fabric. The baby sets are not new, but they are practical and they are selling. Combing jackets are another big item made of crash. They are very simple in style and are decorated with a cotton braid or are buttonholed round with colored thread with a monogram on one corner of the front to match. There is an increasing use of monograms and the foundation letters that do away with stamping and form the padding at the same time are in high favor. Bureau scarves, envelope pillows, pincushions and other articles come in white linen with scalloped buttonholed edge and simply decorated with a large monogram.





BONWORTH
MADE IN CANADA
BRAND

REGISTERED
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Why not look for more business in good staple lines like Worsted and Domestic Yarns?

Don't sit down and watch your fancy goods business dragging, but boost staples. Just now the *Knitting-for-soldiers idea* is in the air, and with Winter coming on the need for good, warm socks for our soldiers is a most urgent one.

A good stock of Bonner-Worth Domestic knitting and worsted yarns will give you a good paying business this Fall and Winter.

We are spinners and dyers. Our values are the best possible. Send to-day for trial shipment of 6-lb. spindles in all colors.

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Women Prefer "DUCHESS" HOOPS

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—The Felt Cushion protects the embroidered work from injury when being placed in or removed from the hoops.
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Eight Sizes in round, 3, 4, 5, 6, 7, 8, 10, 12-inch.
Three Sizes in oval, 3 x 6, 4½ x 9, 6 x 12 inch.

Order To-day

Your jobber recommends and carries Duchess Hoops.



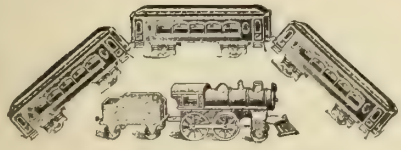


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"Duchess" Embroidery Hoops have sold for 15 years in over 18,000 stores.

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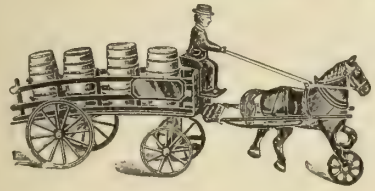
AMERICAN MADE : : TOYS



IRON AND STEEL FLOOR TRAINS

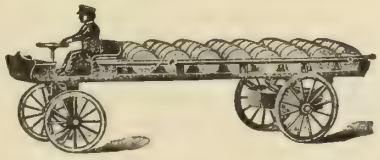
DUMP CARTS





TRUCK WAGONS

MECHANICAL TOYS



Manufactured by

THE WILKINS TOY CO.
KEENE, N.H., U.S.A.
Represented by
RIEMANN, SEABRAY CO.
11-15 Union Square W., New York, N.Y.

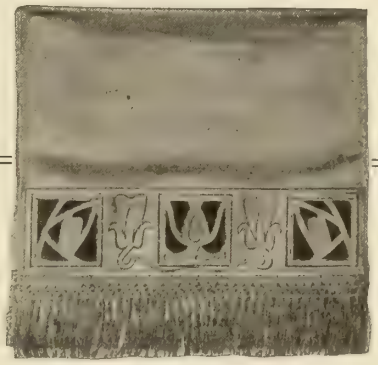


Table and Piano Scarfs

also

Pillow Covers, Table Mats and Whole-Skin Decorated Table Throws in designs to match

Just what you want for the Holiday Trade

These goods are made in a large variety of sizes and materials and cover a wide range in prices, retailing at 25c. to $10.00

Write for CATALOG and Prices.

MOORE & GIBSON CORP. of NEW YORK
43 West 19th Street, NEW YORK
MANUFACTURERS



This illustrates one of our leaders.

Popular price and liberal profit.

Sold by the leading stores of the Dominion.

Free Samples on Request.

Max G. Cohn & Co., Inc., New York

Canadian Warehouse

A. PETERSON, 301 Mappin Bldg., Montreal

¶ A condensed advertisement in the DRY GOODS REVIEW will bring good results.

DRESS FABRICS AND SILKS

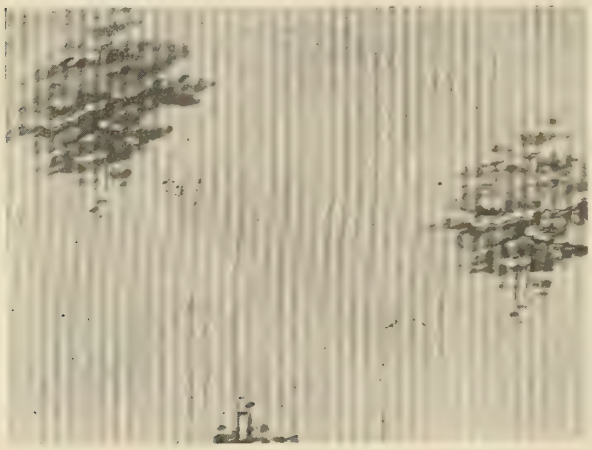
Thc Retail Openings

Colors are Dark, and There are no New Ideas in Materials—Broadcloths, Serges and Whipcords are the Leading Materials.

DURING the last two weeks the retail stores have been holding their advance showings of dress fabrics for Fall. When the raw material and dyes have increased so much in price, values were found to be higher and a very slight examination shows that though the set prices are maintained the values are by no means the same. As predicted there is nothing new in the way of material. Serges come in their many varieties; gabardine is one of the favorite materials, and whipcord is another revival. The better trade is showing broadcloth, and materials on the velours order which have a soft, velvety feel and finish. Checks are very much in evidence here and are intended to be made up with plain fabric.

Tweeds and homespuns are much shown, and are being very favorably received. They come in mixtures, checks and plaids. Black and white checks are well to the fore, and the new checks are in monotone or with one color added.

Silk and wool mixtures are very much in evidence and many handsome fabrics on the bengaline cord and crepe



Striped and printed voile for evening wear. Novelty pattern in Oriental effect showing the wide spacing of the new patterns. Shown by Thompson Lace and Veiling Co.

order are seen. Crepe bengaline is a novelty that should be a good seller, as besides being a handsome fabric it has the merit over the clear cord of not pulling, while it has more weight and more body than crepe.

Colors are rich and very dark and next to navy and military blues, seal and African brown, bottle and Russian green, Burgundy, dregs of wine, deep amethyst and purple shades and slate greys are the leading colors. Checks come in blue and green, and blue, green or brown, with black is very much favored. Much black will be worn with color introduced in the collar, cuffs and vest and in the trimming effects.

Buyers have evidently prepared for a big cloaking season. The cloths showing are heavy broadcloths, chinchillas and velours. Plain colors stand first, but rough mixtures in soft velvety finish are very smart, and plaids and checks are in high favor. Prices are very firm and they are already selling.

Silk Fabrics

Fall Selling Ranges Over a Varied Line—Sheer Fabrics Show Strength—Marquisettes the Latest Development.

THE silk department is less forward than that devoted to wool fabrics—not that there is not the utmost confidence in silk fabrics for Fall selling, for the main element of novelty in the dress fabrics department comes this season in the silk section. Satin will sell and orders are coming forward for the whole list of satin-finished silks for Fall, messalines, duchesse, paillette, etc., and charmeuse is again a leading fabric in the better stores. But fashion is favoring the wide skirt and should this tendency be maintained, the later demand will come for silks that have more body and a stiffer finish. As it is it is silks that stand rather than cling that will be required. This is what is bringing and maintaining the vogue of taffeta in the face of so much prejudice against the weave and faille, gros de Lyons and similar weaves. As a matter of fact all ribbed weaves are strong.

Crepes are in high favor; crepe de chine is staple, and Georgette is in big demand. Crepe meteor and other satin-faced crepes are in a good position. The new development comes in the addition of sheer weaves. Voiles are already established and the logical advance comes in the showing of marquisettes. These materials are to be made up over a foundation of satin. This idea was very strikingly brought out in the Drecoll gown, shown on page 11 of the August issue of Dry Goods Review. The foundation and the lower part of the waist is of satin with full tunic cut in long points and flounced, and of the sheer material. The lower part of the waist is in jumper effect and the rest of the waist and the long, full sleeves are of the transparent material. These fabrics come in solid colors, and in embroidered and printed patterns as well as in a variety of striped patterns and fancy plaids.

Metal effects are showing in high-class silks, the patterns as a rule being large and on the order of 16th century tapestry fabrics.

Heavy cords and Ottomans are prominent in trimming lines. These come in solid colors and in stripes in regimental colors, novelty plaids and plaids in Scotch colorings. Floral prints in dark effects are also selling for facings and trimmings.

Spring 1916

Huron Textile Co. Inc.

Have now in preparation a high-class and intensely interesting collection of

Fine Novelty Wash Fabrics

The "**HURON**" Fabrics and Styles will be leaders in the

Wash Fabric Collections for SPRING 1916

Huron Textile Co. Inc.

22 Thomas Street **NEW YORK**

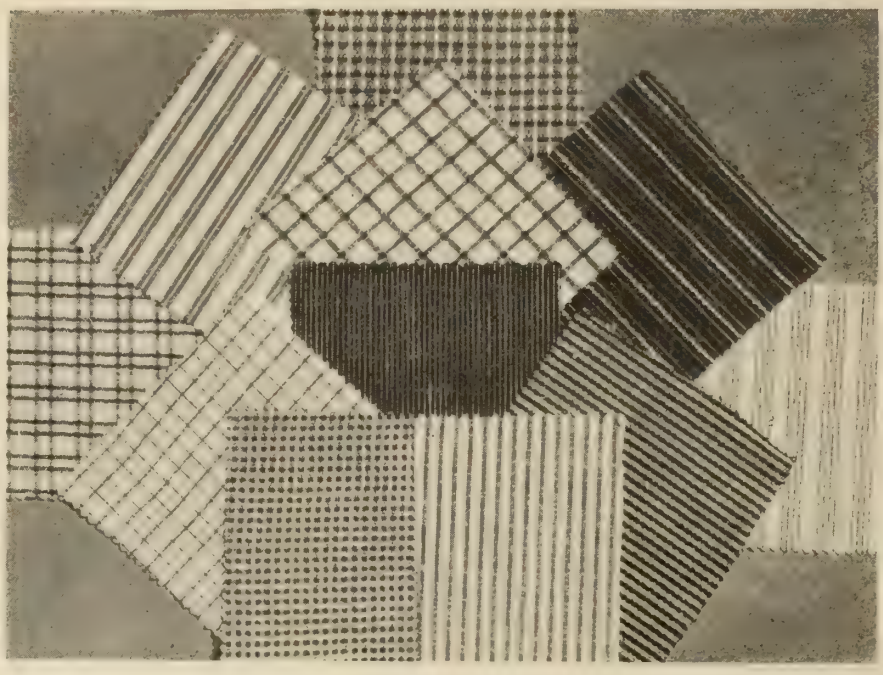
Representative for Province of Quebec and Maritime Provinces
J. CADIEUX
10 Cathcart St., Montreal, Canada

Representative for Ontario
A. W. SUTHERLAND
506 McKinnon Bldg.
Toronto, Can.

Wash Fabrics for Spring, 1916

The Dye Situation Tends to Keep Prices Up—Marquisettes the Novelty for Next Spring —Voile Has Still Leading Selling Place.

THE dye situation is the key to the future of prices for the Spring and Summer of 1916. And here there is much confusion, as the position of the mill varies according to the dyes on hand. In view of this situation it is unwise to sacrifice fancy cottons, as they are worth more than they will fetch at bargain prices. All fabrics that are colored are advancing in price, and chiefly because of the dye situation, even though raw cotton is lower, and the condition of dye-stuffs promises to keep up prices.



New cotton fabrics for Spring 1916.—*Fancy zephyrs in stripes and plaids made by Canadian Cottons, Ltd.*

Largely because of the dye situation, cloths with white grounds and with stripes or figures widely spaced will be a big feature in every line, and for the same reason white wash fabrics should have greater prominence. For some time now fancy fabrics have been responsible for the profit in this department, and there will be no change in this respect for Spring, 1916. Therefore buyers are interested first in the novelty lines and it is here that the advance business is done.

The tendency is strongly in favor of sheer transparent fabrics, and marquisette which is more transparent and diaphanous than voile is the new favorite in cotton fabrics. Voile has still the leading selling place and the novelties show rice, seed and shadow grounds as well as drop stitch and lend effects in stripes and checks with attractive overprintings. The printed marquisettes are particularly attractive and many of them have the drop stitch or lace ground as well as the printed over-pattern.

Organdies are again on the market and promise to be even more worn than in the past season. Marquisettes, organdies and voiles are also being bought for Fall for evening wear.

Stripes are very prominent among the new patterns. The range of patterns is practically unlimited and run from hairline and group stripes to wide awning effects. Stripes have by no means had their day and are looked upon with favor for the coming Spring. Manufacturers evidently have noted the favor with which cretonnes were received when put out for Summer wear in the season now passing and are bringing out various fabrics printed with cretonne patterns. Introduced evidently by cretonne ideas there are also a number of Oriental patterns showing.

A new idea is the introduction of gabardine stripes on voile, both plain and fancy and on marquisette grounds.

There is some interest taken in poplins and whipcords and gabardines are in fair demand, but piques are evidently classed with the staple goods and are very quiet at the present time.

Ginghams are regarded with more favor and are coming back into vogue. The new patterns are very attractive, but it is a matter of comment that the majority of patterns show plenty of white ground.

Black and white patterns are strong in all materials.

Mr. John A. MacDonald, a merchant of Mitchell, Ont., died suddenly of heart trouble on Aug. 27.

T. F. Kingsmill, a well-known dry goods merchant, of London, Ont., where he was in business since 1865, died on Aug. 21 after a lengthy illness.

One of the most prominent citizens of Berlin, Ont., Mr. Solmon Brubacher, secretary of the Dominion Button Manufacturers, Limited, met an accidental death on Saturday, Aug. 28, in his fifty-second year. Besides being well-known in business he was at one time a member of the champion football team, the Berlin Rangers.

Why Not Open a Permanent Remnant Dept.?

Home and Colonial Drapers will find one to be a valuable adjunct to their business. If this be impracticable, buy remnants for your *sales*. At once profitable and attractive.

The Best House in the Trade for these is

JOHN STONES

Shiffnall Mills

BOLTON, ENGLAND

"MAGOG"
Kimona Flannels

for the coming season are unusually attractive in design and coloring—soft yet firm in texture—perfectly woven, with all the comfort and wear of wool—easily washed, without shrinkage. They are the favorite fabrics for House Dresses, Blouses, Children's Frocks, Kimonas and Pyjamas. Designs include the newest Florals and Overstripe effects.

Shortage of dyes is limiting production, so get your orders in to your wholesaler early for "MAGOG"—

Meleton Suiting - - at 8c
Empire Twill - - " 10c
Erminette - - - " 10c
Angora Flannel - " 11c
Lapland Robes - - " 11c
Liege Flannel - - " 15½c



Dominion Textile Co.

Limited

MONTREAL TORONTO WINNIPEG

Manufacturers of
200 qualities of Printed Goods in 30,000 Patterns, and 1,000 qualities Greys, Whites, Sheetings, Cambrics, etc.

B.P.C. B.P.C.

B.P.C. Ribbons are B.P.C. *Made-in-Canada*

NEW GOODS FOR FALL

We are ready for Fall Trade with new lines which have never been made in Canada.

Quality and profit are attractive.

SOME OF OUR LINES ARE:

Plain and Fancy Ribbons
Black Velvet Ribbons
Velveteens, Silk Velvets
Belding's Tearless Satin
Dress and Trimming Silks
Art Needlework
Silk Threads, Braids
B.P.C. Embroidery Cottons

What Samples Can We Send You?

Belding Paul Corticelli Limited

MONTREAL
232 McGill St.

Toronto
79 Wellington St. West

Winnipeg
King and McDermott

Vancouver
Pender Street

B.P.C. B.P.C.

There's no getting 'round the fact that thousands of women will make their own clothes this season, thousands more than ever before in many a year.

A dress is fairly easy to make, but a coat is more difficult, mainly because of the padding, especially in the tailored styles which Fashion says are to be the thing this season.



Now it's up to every merchant in Canada to bridge this difficulty for her ladyship and make it possible for her to make her new Fall Suit herself and to know that it will fit perfectly and keep its shape.

The "Everlast" and "Ideal" Coat Foundations

will do this. They are well made of the best material and thoroughly shrunk. They outlast any cloth, are easy to work with and *enable you to sell more goods.*

These Coat Foundations, besides stimulating suiting sales, are profitable in themselves.

To facilitate a Canadian-wide service, to give Eastern Canada the same service as the Centre and Western provinces, *we now manufacture Coat Foundations in Montreal as well as in Toronto, but under the name of*

IDEAL

This gives the Eastern Provinces better service and lowest possible transportation charges.

No Change In Prices

Despite the fact that raw materials have advanced in price our prices will remain the same, owing to a fortunate heavy purchase last year.

While the present stock lasts our prices will remain unchanged, but we advise early buying.

Send your order to-day or ask us to submit samples and prices.

(We make all styles to retail at from 50c to $1.25 a pair.)

ONTARIO and WEST:

Toronto Pad Co., Limited

333 ADELAIDE STREET WEST
TORONTO

QUEBEC and MARITIME:

Ideal Pad Co.

805 Unity Bldg., 46-8 St. Alexander St.
MONTREAL

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most salable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."



SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

The Quickest Selling

line of high-grade Shirtings is D. & J. Anderson's.

HIGH-CLASS, EXCLUSIVE DESIGNS

TRADE D J A MARK

Greenshields Limited

17 Victoria Square, Montreal

Sole selling agents for Canada

We carry in Montreal a representative stock of these fine shirtings.

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

VELVETEENS

Owe their richness, lustre and beauty,—and their utility too,—to the skill of the Dyer and Finisher, and the wise buyer will make sure that his costume velveteens are in the best dye and finish obtainable.

For a century and a half Messrs. J. & J. M. Worrall, Ltd.—"The Premier Velveteen Dyers of the World"—have led the way in the treatment of these beautiful pile fabrics, and their discovery of processes yielding fast-to-rubbing dyes gave to Velveteens a quite new value—and utility.

These fast-dyed Velveteens were awarded the Grand Prix at the Franco-British Exhibition in 1908 and at Turin in 1911, and the careful buyer will ask for and insist upon a guarantee that his Costume Velveteens are in

WORRALL'S FAST DYES

GRAND PRIX FRANCO-BRITISH EXHIBITION, 1908.

WORRALL'S FAST-DYED VELVETEENS

DYED AND FINISHED BY J. & J. M. WORRALL Limited MANCHESTER

THE PREMIER VELVETEEN DYERS OF THE WORLD.

GRAND PRIX TURIN EXHIBITION, 1911.

FOOTWEAR DEPT.

Advances of 5 to 10 p.c. for Spring, 1916

Manufacturers Are Covering on Higher Cost of Leather and Findings—Styles Simpler With Fancy Tops Taboo—Buttons as Strong as Ever.

NEW lines for Spring, 1916, were brought out by some Canadian manufacturers at the end of August and by the middle of this month travelers will have started on their rounds of the trade. There are several notable features about the Spring lines, one in regard to price, another in regard to styles. So far as the price is concerned, all dealers will find that there has been an appreciable advance, particularly as compared with prices one year ago. The prices for Fall, of course, included an average advance of 5% to cover the extra war tax. For Spring, in addition to this, there will be an advance to cover extra cost on leather and findings generally. One manufacturer gave an estimate of this as running from



FOR SPRING, 1916.

Patent leather, quarter, low straight foxing, black cloth top; new narrow pointed French last, high arch; fits as well as longer looking boot with shorter appearance. An "Empress" model, Walker, Parker & Co., Ltd.

8 to 10 per cent. on box kip, for instance, while there is about a 5% advance on splits compared with Fall prices. This would mean an advance of anywhere from 10 to 15 per cent. compared with the prices of one year ago.

Against Fancy Tops.

In regard to styles, it may be said that manufacturers generally have decided against fancy tops that were such a feature of Spring and Summer selling of 1915. Most of them consider that these were taken up too eagerly and were such an extreme style that their universal use tended to discount them for the better class trade and finally to have them discarded entirely. The tendency toward mourning or at least to live and dress in a more sober style has also undoubtedly something to do with the change. Information from Canadian sources will be available in more detail about the middle of September.

Coming back to the question of price the general opinion appears to be that there will be no advance or at least very little in the prices for sorting orders this Fall, as manufacturers have decided to absorb any increase they have paid for leather and findings for the present, but will not continue this on next Spring's goods. New contracts are being made now at much higher prices than last Spring and the general feeling is that there is no chance of a reduction for months to come; indeed, the likelihood is that the cost of leather and other materials that go to make up shoes will be still higher. One manufacturer gave several instances where present quotations were applied to only half the amount of the order he had sent in and he had been told that the rest of the order must be at an advance. In all cases he had accepted these terms, and once or twice doubled the balance of the order at the higher figure.

Advances in Leathers Since Spring.

A comparison of prices will be interesting as it shows the advances that have been made even in the three months since last Spring:

	May Price.	Present Price.
Splits	32c	36-38c
Red Kip	24c	28c
Box Grain	15½c	19c
Elk	28c	32c
Vel. Kip	22c	26c
Dongolas	16-18c	16½-19½c
Box Kip	22c	25c
Pebble	18-19c	21c
Black Kangaroo	23-25c	24-26c
Tan Kangaroo	25c	28c
Mahogany Sides	25c	30c

Prices for hides are 4c to 7c higher than they were a year ago and tanners are now asking 2c to 6c more on upper leathers and 4c to 7c on sole leathers more than they did when orders were being taken for last Spring's stock. In addition, findings, such as eyelets, hooks, nails, laces, etc., have advanced 20% during the war.

Speaking of the scarcity of leather one manufacturer stated that about 100,000,000 hides were used in a year in

Misses', Children's and Infants' Footwear

GREAT VALUE

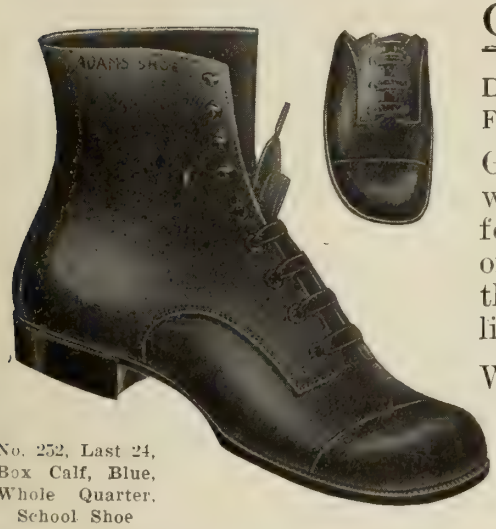
DELIVERY IN 21 DAYS
FROM RECEIPT OF ORDER

Get the children's footwear trade and stand in for the footwear business of their elders by handling the Adams shoes for the little people.

We specialize on Misses', Children's and Infants' footwear. Our values and service is unequalled in the trade.

Put in a light stock for heavy and profitable trade.

Write to-day for samples.



No. 252, Last 24, Box Calf, Blue, Whole Quarter, School Shoe

8-10½ $1.55
4- 7½ 1.30



No. 9060, Last 20, Doryole Button School Shoe, Slip Sole

11- 2 ... $1.60
8-10½ ... 1.35
4- 7½ ... 1.10

THE ADAMS SHOE CO. LIMITED

533 COLLEGE ST. WRITE FOR SAMPLES. TORONTO

America, including Canada, and of these 70,000,000 were imported, but an embargo is still in force on all leather coming out of the warring countries. The tanners are charging now 50c for sole leather, which is higher than it has ever been before.

Styles for Spring.

One manufacturer, in talking of the early style indications stated to The Review that in the new Spring lines there were no fancy uppers. Everything was plain and nearly altogether of black cloth. Pumps would follow the lines of the high tops later in the season and everything would be plain. So far as lace shoes and buttons were concerned were still as strong as they were in the past year and laced showed no tendency to be in better demand, in spite of the predictions of a year ago that they would supersede the buttons.

Everywhere there is seen the combination of higher heels with plainer shoes and also a tendency for a smaller and shorter vamp with narrower toes than has been the case for some time in the past.

Why Fancies Weakened.

Speaking of the sudden dropping of fancy tops one manufacturer stated that as early as July he had foreseen the weakness of the fancy top and had asked his customers, who were sending in orders for Fall—even those who had placed orders in the Spring—not to take the fancy tops as these would not outlast the Summer. He agreed with every other maker that there had been an unusual sale of these, and that this vogue among all classes tended to make a good Summer business, but the very fact that they were extreme and had been taken up so universally, and also the fact that they had been brought out in inferior material, all combined to make them weak for Fall. Very few orders would be received in the cities and it was only in some of the smaller places where this Spring fashion had not dropped out that there would be any sale for the fancy tops.



THE GYPSY BOOT.

The Gypsy Boot is an adaptation from mid-Victorian times when the short, wide skirt and the high-fitting boot of serge or prunella was worn. The leather tip and the narrow strip up the boot was added because the dress wore the shoe at this point. Short, wide skirts have brought this graceful model into prominence again.

Suggestions as to Styles for Spring, 1916

Representatives of the National Boot and Shoe Manufacturers' Association, the National Shoe Wholesalers' Association, the National Shoe Retailers' Association and the American Last Association, met in New York, to consider the trend of shoe styles for Spring, 1916, and unanimously adopted the following suggestions to the trade:

Women's Shoes

LEATHERS.

The leading leathers for safe buying in the order of popularity will be:

Dull Calf
Glazed Kid
Dull Kid
Patent
Dark Tan Kid.

STYLES—Low Shoes.

Tongue Pumps, with and without ornaments.
Colonials with small tongues and buckles.
One, two, three and four Strap Effects.
Blucher and Lace Oxfords.
Gibson Ties with four and five medium-sized eyelets for ribbon laces.

LASTS.

Toes—Medium narrow, slightly receding, without tips.

Heels—15-8 leather Cuban and 15-8 leather Louis on welts; 15-8 wood Cuban Louis on turns.

VAMPS.

3¼-in. will predominate.

There is an increasing tendency toward Turns and there will be a growing demand for lower heels.

BOOTS.

Light weight boots will be in favor, as in the past.

Conservative novelties, with plain effects in blacks and subdued colors, will prove popular.

White shoes will be more popular.

Men's Shoes

LEATHERS.

In the order of popularity the following will predominate:

Dull Calf
Black Glazed Kid
Dark Tan Calf and Kid.

STYLES.

Bals. are increasing in popularity.

Bluchers still being strong in kid and staple shoes.

Oxfords, Lace and Blucher, will sell as usual for Spring and Summer.

For dress purposes three and four eyelet lace Oxfords in plain toes are becoming popular.

LASTS.

Little change in style of lasts, with the possibility of a tendency toward swing effects on medium narrow toe.

Heels—Extreme low heels with wide shanks are less in demand. The majority of shoes will be made with 8-8 and 9-8 heels.

Demand is increasing for kid shoes on stylish lasts.

Novelties will be limited.

The committee express gratification at noting that there is less confusion in the trade to-day than has been experienced during the past year, and they unanimously recommend the foregoing style suggestions with the assurance that early orders may be safely placed for Spring, 1916.

New York Fall Styles

Glace Kid in Biscuit and Pearl Shades Combined With Dull Kid and Leather—The Gipsy Boot the High Novelty—Return of Tans Predicted.

NEW YORK, Aug. 30—(Special).—Style comes before wear in the boot and shoe trade, and the customer is much more interested in color and shaping than in the actual service the shoe will give. This is the feeling that has brought the fancy shoe on to the market, and as the shoe is now chosen to complete the costume there will still be a big sale for shoe novelties.

Women are tired, however, of the loud colors and contrasts and though the new shoes still show combination effects, they are more conservative and less striking. It is no longer dead white and shiny black patent leather that is asked for, but glazed kid in biscuit and soft pearl greys is used for the uppers and black kid for the vamps. Fine shaping is a big feature and lighter shoes than usual are showing for smart wear. There is greater care taken in the shaping of the shoe, and all lines are placed with a view of giving the appearance of slenderness without resorting to the extremely long vamp that a few seasons ago was so emphatically turned down.

This idea has led to the emphasizing of the lines by the use of white stitching and white lines of piping. Judging from what buyers say they think very favorably of this fashion and expect that these will be very extensively worn. Opinions are very evenly divided as to whether lace or button boots will be the best sellers. Displays of Fall shoes give equal prominence to both styles with perhaps the strongest emphasis placed on the buttoned boot.

Frowning on Side Lacing.

Side lacings are shown but the best stores seem to frown upon any fashion that is out of the way, and though a side-laced and even a side-buttoned boot is seen occasionally, it may be set down as a fact that fastenings are now back to the normal position. Even the "Gipsy" boot conforms and the latest Gipsy model comes laced up the front and a buttoned Gipsy boot is also on the market. These are expensive boots and come in bronze and such colors as dark blue, battleship grey and biscuit as well as black. For Fall, however, the boot is all of

the one color, and is without the tips and trimmings of patent leather used in the Spring.

This boot is a revival of Second Empire styles when serge and prunella were the materials used. The hoop skirt was found to rub against the top of the boot and wear it out at the top, and thus the overlay from top to toe came into existence. The overlay has a different use to-day—to give a slender line to the foot.

Skirts are short and the new boots have unusually high tops. The high top cut straight round is not too comfortable for wear, and tops that are higher in front and curve down to the back are being introduced.



SPRING, 1916, MODEL

Patent low Oxford with full-fitting "nature" toe. Shown by Adams Shoe Co.

Some of the Gipsy boots are piped or strapped up the front and the back seam with white kid. These boots are expensive but they are taking with the class of trade that likes a flashy shoe. The best selling Gipsy boots are those with the plain toe and with the heels covered with the same leather as the boot. This shoe is particularly handsome in bronze.

Patents Give Place to Dull.

Another feature that should be noted is that the patent leathers are no longer in first place and have given place to dull leathers.

Tans are coming back and for Winter wear some very smart boots are made in the present styles that are so attractive that they are sure to sell. These boots are made of calf leather and the dark and medium shades promise to be the best sellers.

Children's Shoes.

More attention than ever is being paid to children's shoes. Smart snappy styles on nature-shaped lasts are more shown than ever. Many stores show the stockings to match the shoes and do a profitable business in this way. The white-buttoned buckskin boot will be worn all Winter, but the patent leather vamp with white glacé kid top is the smartest boot for children's wear.

How Will Sales be Affected?

What effect this latter tendency will have on sales is altogether a problem. It is unquestionable that the fancy styles and their wonderful popularity during the Spring and Summer resulted in large increase in sales in comparison with what was expected earlier in the year, because everyone seemed to consider it a necessity to buy the new line in order to be in fashion. On the other hand it is just as true that the reversion from the fancy styles back to the simple should mean good selling in Summer shoes, because everything that was held over from last year will of course certainly look much more out of style than the old, simple shoes were this Spring, and far more noticeable. This is likely to be a compensating factor to the merchant for the absence of variety which itself so often stimulates sales.



After the Exhibitions

make a display of

"NUGGET"

WATERPROOF

Shoe Polish

in your window and on your counter and

WATCH IT SELL

AGENCIES:

Arthur Fordham & Co., Halifax, for Nova Scotia

C. A. Munro, St. John, for New Brunswick

R. E. Boyd & Co., Montreal, for Quebec

J. Leckie Co. Ltd., Vancouver, for British Columbia

The "Nugget" Polish Co. LIMITED

TORONTO ONTARIO

KNITTED GOODS



The longer coat is now in vogue in cloth coats and this influence obtains in sweater-coat fashions. Another new idea is the matching of the sweater with toque and scarf, making a most attractive and comfortable sports outfit. The knitted fabric has a brushed finish and the scarf is decorated with a braided fringe, and a similar cord and pom poms trim the toque.

Dark Colors in Hosiery

The Big Distribution for Fall Will Come on Black, But Blue is the Leading Color, with Dark Brown and Taupe.

THE hosiery department is facing a busy season and buyers are placing good orders for filling in Fall lines. The wise buyer had the bulk of his orders in early because of the scarcity in wool lines. There is no change of situation here as the mills have all the orders they can turn out. The shortage in cashmere hose means that extra business will be done in other lines, and therefore there will be a larger demand than usual for silks and heavy cotton hose.

Buyers everywhere are showing a tendency to go slow on ordering fancies. Fancies are not dead, though they have had two very good seasons, but this is the reaction from the extreme styles that have been worn.

For Fall selling the big distribution will come in black hosiery, and when colors are sold it will be the plain, dark shades that will be asked for. Dark blue is selected as being the best seller in colors, and there promises to be a very large distribution in dark blue hose.

Dark blue stockings will be worn with black shoes and will be matched to every color where there exists any possible excuse for doing so. Next to blue, dark brown and slate and taupe greys will be the sellers and there will be a little demand for purple. The very bright colors worn this Summer are out of the picture and even white is expected to sell only to a limited extent. Pastel shades are better thought of than white for evening wear.

Clocks are the only decoration and come in both self and contrasting color. There is considerable variety in styles, but the majority of patterns are of the neat variety.

New York Ideas

Until the late Summer stockings though in colors did not show much pattern. Then a sudden turn was taken and stripes and checks were introduced. Drop stitch effects were shown and took with the trade, and also as a novelty the drop stitch was combined with stripes around the stocking, making a check design. Checks, dots and stripes have sold for sports' wear, for the very short skirts in bright-colored cord velvets made the wearing of a smart stocking a necessity. This class of pattern is so well liked that manufacturers are putting out patterns of the same kind in weights suitable for Autumn wear.

A stocking that is taking comes in a mixture of heavy silk and lisle thread, and there are some very smart mixture effects combined with solid stripes, such as black and white and black stripes, two shades of blue, green, brown or violet, with stripes of black or solid colors.

There has been quite a revival of clocks and there are some beautiful combinations shown in hose in solid color with clock in contrasting shades. Bronze is to be a popular shade in hosiery to match the bronze shoe and bronze with clocks of old blue are particularly attractive. Black silk hose come with clockings of all the new colors.



STYLE 80.—Union Suit
LN, NS, Umbrella, Drop Seat

Harvey
UNDERWEAR

The Spring and Summer 1916 line of Harvey Underwear for Ladies and Children is absolutely the finest ever turned out in Canada. Knit from the best cotton and mercerized fabrics—suitably proportioned to the figure, ensuring a perfect fit and absolute comfort. Here are a few of the features that make the new Harvey Underwear stand out pre-eminently above the rest:

New Flat Lock Seam—an elastic flat seam with abutted edges—of great strength, and not the slightest discomfort.

Low Neck Sleeveless Garment. Tailored so that it is narrowed to the proportions of the back, with extra fullness allowed for the bust—positively will not slip off the shoulders.

Fitted Seat and Gussets. By our method of tailoring, and the use of two gussets in place of one, additional width of seat is obtained, insuring comfort in any position.

Cuffs. Ankle length garments are fitted with extra length cuff, absolutely preventing any fullness at the ankle.

Write for our latest profusely illustrated catalogue describing our new lines, three of which are here shown.

Samples are now being shown to the retail trade by our representatives.

Harvey Knitting Co., Limited
WOODSTOCK **ONTARIO**

Agents:

Western Provinces: H. P. Lang, 600 Welton Building, Vancouver, B.C.
Ontario: J. E. McClung, 33 Melinda Street, Toronto, Ont.
Quebec: P. de Gruchy & Son, 207 St. James Street, Montreal, Que.
Maritime Provinces: F. S. White, St. Stephen, N.B.

Novelties in Garments

The Envelope Men on Canadian Market—Practical Improvements in Union Suit Making for Better Fit—Bloomer Cut for Children's Wear.

ORDERS have been slow in coming in, but there is a very general belief that September will prove a big month in knitted goods. The reason for this is that buyers have not been willing to place orders far ahead, and this applies equally to those operating for the jobbing houses as for the retail stores. Under present conditions no section of the trade is willing to take undue risks and all possible buying is conducted on the hand-to-mouth principle.

There is a general feeling that cotton yarns will be lower in price before October as raw cotton is certain to go lower and this feeling is not conducive to the early placing of large advance orders. Luckily the underwear section escapes the troubles that manufacturers who use dye stuffs are having to contend with, and the fluctuations in cotton prices are the only influence to be reckoned with. There is every prospect for a much better season this Fall; confidence is increasing, and from every quarter tales of improvement are coming. Buyers are down for the openings in greater numbers and are buying in a more liberal manner than they have done since the war commenced. Underwear stocks are fairly light, both at the wholesale and in the retail stores and any increased business must soon be felt by the manufacturer.

Very considerable attention and care have been given to the new lines of ladies' and children's underwear for the Spring season of 1916. New shapes have been introduced and the weak points in the older numbers strengthened or altogether eliminated. Tailored underwear is looked upon with favor because it is suitably proportioned to the figure and is so carefully cut that it is a perfect fit.

Women these days do not wear a number of heavy overgarments and therefore look to their knitted underwear for any extra protection they may need. Hence there is a demand for union suits and drawers with tight knees and for suits and vests with elbow or short sleeves. The neck as a rule is required to be low on account of the number of V-necks in dresses and the general transparency of the material employed for dress waists and blouses. When garments are ankle length there should be a cuff of extra length so as to prevent any fullness marring the smooth fit of the stocking. In garments that must fit closely and which are worn under other garments the nature of the seam used is of great importance. A ridge seam may be the cause of much discomfort, and a new flat seam is worth talking about. This seam is elastic as well as flat. The edges are placed together and the seam is one of great strength—and yet it does not cause any discomfort.

Improvements in Union Suits

Each season sees more union suits worn and with their growing favor come improvements in style, fit, finish and shaping. For the coming Spring a suit is on the market to which its makers have given extra attention. Among the many good features is the fact that the back following the natural figure is narrowed and the bust has extra fullness. It has shoulders so cut that they do not drop off. Practically every woman at one time or another has complained of the discomfort of the shoulder that drops down.

Another new idea is the cutting of the low neck lower in front than at the back so that it is hidden beneath the brassiere and corset cover, and does not show through the transparent waist. There is a stay introduced which prevents stretching at this point, and this also holds the sleeve in place, and besides the armhole is so fitted that it prevents bulkiness and allows of a better fit to the gown at this point.



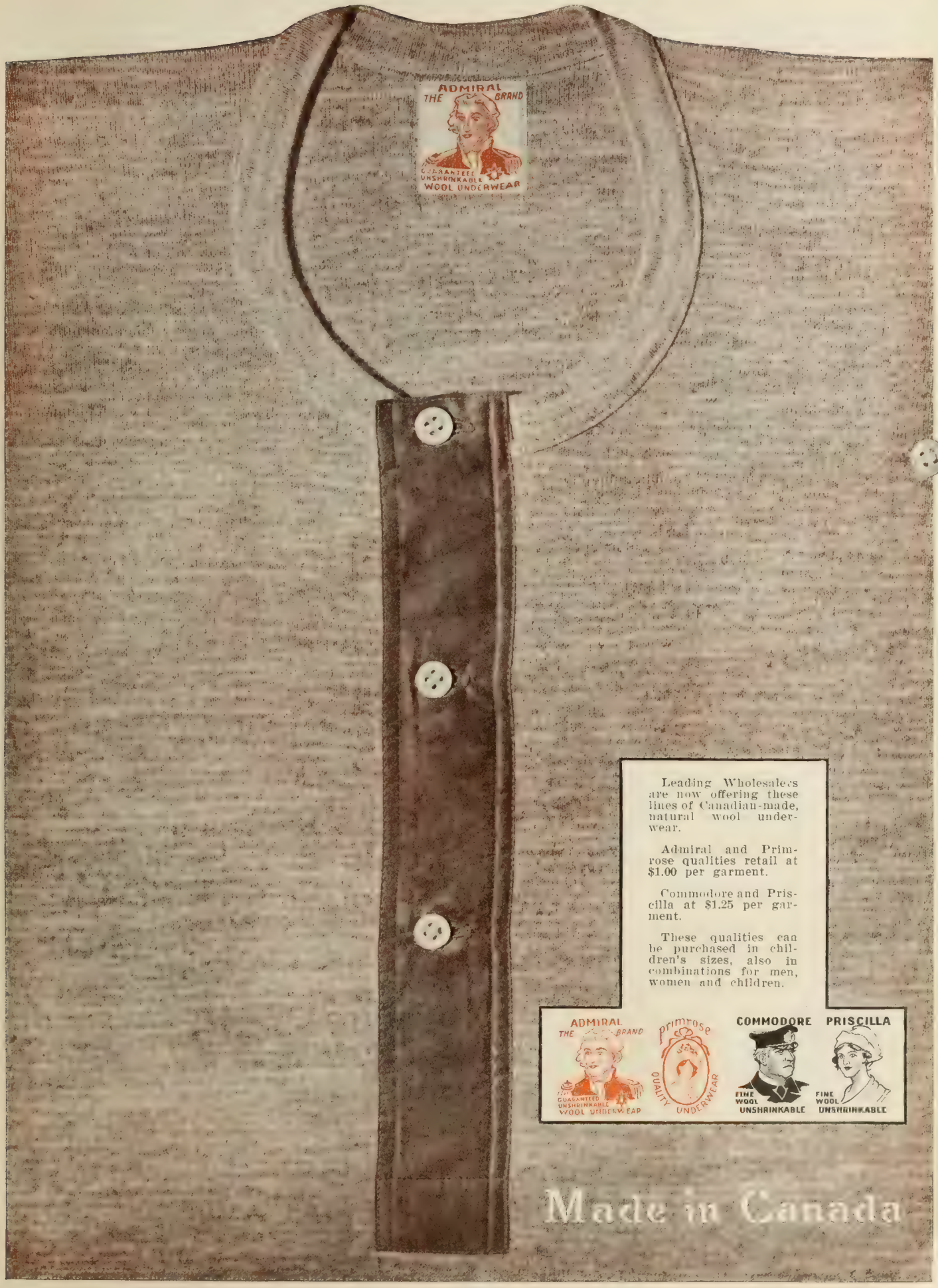
ENVELOPE UNION SUIT, SPRING 1916.

New light summer mesh with side slash and bottom of garment lace trimmed. Shown by the Harvey Knitting Co.

In the drawer's portion a new idea is the use of two gussets in place of one. This change gives additional width at the seat and over the thigh, preventing chafing, and also insures that the garment will stay closed in any position.

The envelope union suit was introduced in the States last year, and was well sold there. This season it is included in the lines of the Canadian manufacturers. It is a very shapely garment and is an exceedingly comfortable one for Summer wear. It follows the line of a form-fitting chemise that reaches to well below the knee. It is split up on each side to give more freedom and a tab reaching from the middle of the hem in the back buttons over on to the middle of the hem in front.

There has been quite a call in the past Summer for the vest with the short sleeve, and this sleeve is now put out with the addition of a deep hand-made trimming. The hand crochet yoke is also shown in handsome effects.



Leading Wholesalers are now offering these lines of Canadian-made, natural wool underwear.

Admiral and Primrose qualities retail at $1.00 per garment.

Commodore and Priscilla at $1.25 per garment.

These qualities can be purchased in children's sizes, also in combinations for men, women and children.

ADMIRAL THE BRAND GUARANTEED UNSHRINKABLE WOOL UNDERWEAR

primrose QUALITY UNDERWEAR

COMMODORE FINE WOOL UNSHRINKABLE

PRISCILLA FINE WOOL UNSHRINKABLE

Made in Canada



For Winter Sports

Canadians who indulge in Canadian Winter sports have become so attached to the sweater coat that the continued demand for them is assured. And Colonial Knit coats are rapidly becoming known to them, for they are designed specially for sports —warm, substantial finish; pure worsted wool; up-to-the-minute styles. A garment with a distinctly exclusive appearance.

Ask to see samples of Colonial Knit Coats.

AGENTS

Toronto—W. H. Partridge, 17 Melinda St., Toronto.

Northern and Western Ontario—Whelply & Searle, 63 Toronto Arcade, Toronto.

Eastern Ontario—Colin F. Stewart, 61 Marmaduke St., Toronto.

Montreal—A. J. Gendron, 16 McGill College Ave., Montreal, P.Q.

P. Quebec—J. P. Bourget, Drummond Bldg., Montreal.

Maritime Provinces—R. S. Sime, 21 Cobourg St., St. John, N.B.

Brandon—W. M. Borbridge, Brandon, Man.

Colonial Knitting Co., Limited

Guelph, Ontario

The Old Firm

with the same high-quality goods but under

A New Name

Humphreys Unshrinkable Underwear, Limited, manufacturers of men's high-grade pure wool underwear will now be known as

ATLANTIC UNDERWEAR, LIMITED

This is a change in name only—the same management and policy of the company will continue as heretofore, the superior service we have always given our patrons — the merchant who sells and the men who wear our underwear will continue uninterrupted.

Let us here suggest that you sort up your winter stock now and prepare for the trade of the men who will go to the front as well as those whose duties keep them at home.

Write for Samples.

THREE EIGHTIES BRAND

REGISTERED

THE Hosiery for Ladies and Misses

Largest Selling Line of Hosiery in Canada

Largest selling because merchants and customers alike have learned to expect from Three Eighties the highest quality at a popular price. The customer looks for the superior grade of long-fibre cotton used, the seamless knitting that holds its shape, the 3-ply toe and heel that means wear, the silky finish, the popular price.

The dealer looks for the attractive boxing, the unvarying quality, that means 12 perfect pairs to the dozen, and the best profit on a popular-priced line.

Ladies' Sizes - - - 8½ to 10
Misses' Sizes - - - 4½ to 8½
Black, Tan and White.

Order From Your Wholesaler

The Chipman-Holton Knitting Co., Limited

Largest Hosiery Manufacturers in Canada

Hamilton . . . . . Ontario

MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Toronto

Branch Offices:
MONTREAL AND WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE-MARK

SUNSHINE HOSIERY REGISTERED

Made-in- Peerless REGISTERED *Canada*

Underwear

You don't want only bargain-hunter business, do you?

This class of trade is alright in its place, you need some of it to keep your stocks clean, but as a business exclusively you'd never get rich on it.

Peerless Underwear is the trade magnet of that better-paying, better class of business.

And there is no reason why Peerless should not assist you as it has others.

Say the word.

REPRESENTATIVES

Ontario—
C. & A. G. Clark, 35 Wellington St. West, Toronto.

British Columbia—
J. J. Mackay, 504 Mercantile Bldg., Vancouver.

QUEBEC—
Ernest Hamel, 66 Rue de L'Eglise, Quebec, Que.

Maritime Provinces—
E. R. Woodill, 21 Roy Bldg., Halifax, N.S.

Manitoba and The West—
The Hanley & Mackay Co., 139 Albert St., Winnipeg.

Montreal—
W. A. Kennedy, 101 Mappin-Webb Bldg., Montreal.

The Peerless Underwear Co., Limited

HAMILTON, CANADA



The Best Trade Naturally Comes to Your Store

when you carry the attractive, better-made line of Penmans Sweater Coats.

You men of the trade know that these are something far beyond ordinary sweaters. We make them from choice, selected Merino wool—the shape and style is knit permanently into them—they are hand-finished—tell of "class" all over.

What is more, the Penmans name gives positive assurance of high quality, fit and style to hundreds of thousands of men and women all over Canada.

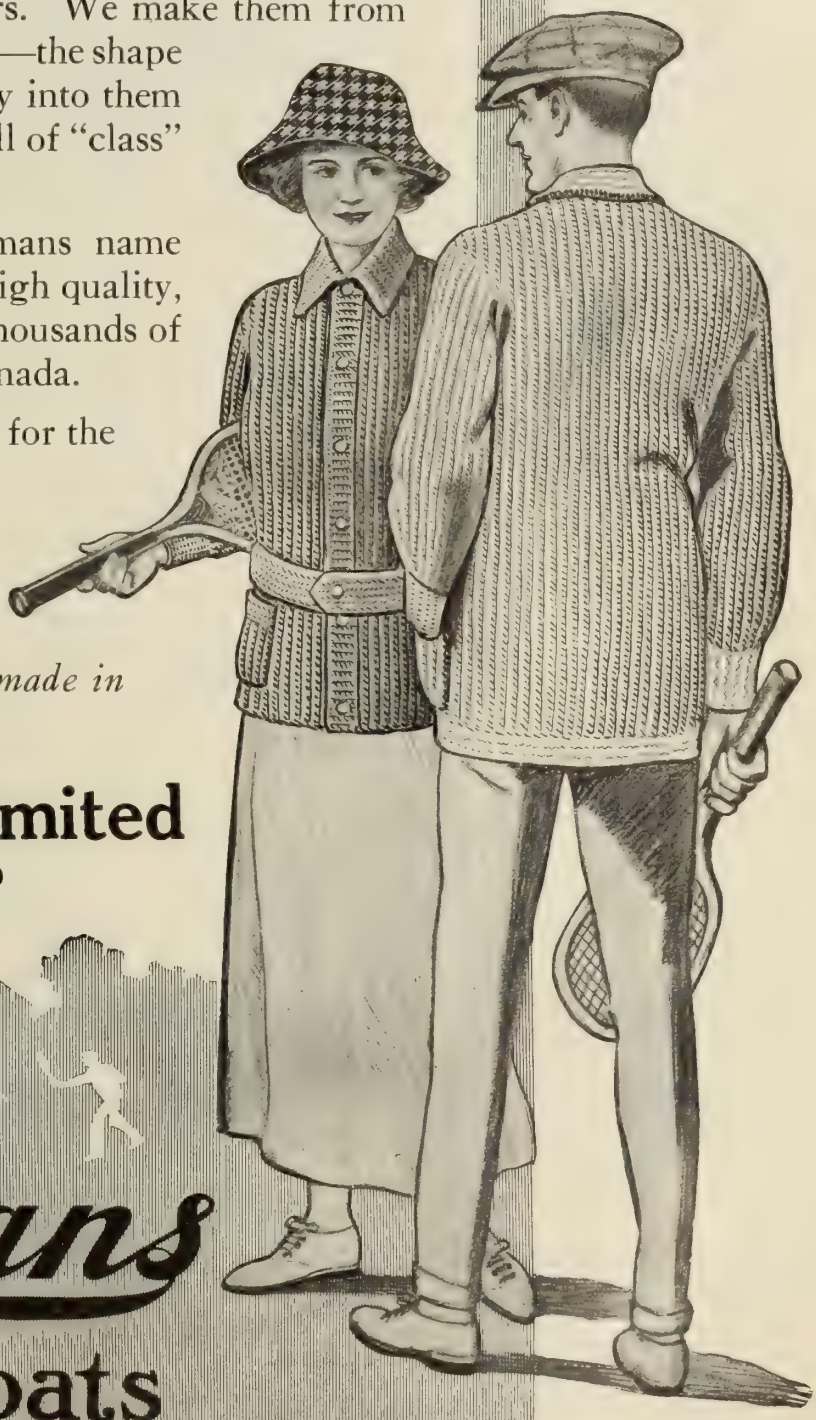
People come to your store for the best their money will buy. They get it when you hand them a Penmans garment.

All Penmans goods are made in Canada by

Penmans, Limited
PARIS, ONTARIO



Penmans
Sweater Coats







Tune Up Your Underwear Department For Fall

Aggressiveness in your underwear department this Fall will mean more business, but aggressive selling is not conducive to a good future business. Tune up your men's underwear stock with

IMPERIAL COMBINATIONS

In Merinos, Natural Wool, Scotch Wool, Scotch knit and heavy elastic-ribbed, perfect-fitting, exclusive-feature underwear that will mean sales with a satisfactory "come-back" business, with the best men of your town.

Imperial underwear is made in all styles in combinations, and two-piece, perfect in fit and finish—right up in every respect with the high Imperial Standard of excellence.

Order your stock now.
Write for samples.

Kingston Hosiery Company

KINGSTON, ONT.

JAEGER

Fine Pure Wool

A GOOD HARVEST with HIGH PRICES means GOOD FALL TRADE

With low stocks and light buying in the Spring, sorting-up orders will be large and the stocks of goods bought at anything like old prices will soon be absorbed.

All woollen goods for 1916 show big advances in price. It will pay you to see what our travellers have to offer from stock now in Montreal, the balance of old contracts.

Dr. Jaeger's Sanitary Woollen System Company Limited

Head Office and Warehouse

243 Bleury Street - - Montreal

"Craftana"

Registered No. 262,0



THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP,* it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR,* and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET,* making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.



"Monarch-Knit" Sweater Coats

Made in Canada

The accompanying cuts are a few of our extra value leaders for Fall sorting.

Owing to critical conditions of wool and dyestuff market, we would advise merchants to place for their further requirements in Knitted Goods as early as possible. We would appreciate it if you would drop us a card and be sure you receive one of our folders showing full range of extra value Fall sorting lines for quick delivery.

The Monarch Knitting Company, Limited

DUNNVILLE - - CANADA

LADIES', MISSES' AND CHILDREN'S FINE UNDERWEAR

Zenith AND Crescent AND Velva

FOR Spring

have the full approval of the Canadian Underwear trade. Don't decide on your Spring, 1916, stock until you have considered well these three popular brands of ladies', misses' and children's underwear.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents

RICHARD L. BAKER CO., 100 Wellington St. West, Toronto, Ont.

TRADE MARK

MADE BY THE GODERICH KNITTING CO.

"A Bird in the Hand is Worth Two in the Bush"

If you are likely to require Cashmere Hosiery in 2 and 1 rib, 1 and 1 rib or plain. Worsted Hosiery in 2 and 1 rib. Cashmere, Worsted or Woolen Sox or Mitts, send for samples and prices. We cannot duplicate present stock.

Goderich Knitting Co., Limited, GODERICH, ONTARIO

Attention, Manufacturers' Agents!

We are being continually approached by manufacturers in Great Britain and United States who require representatives in this country, asking us if we can recommend suitable representatives.

We would appreciate it if you would drop us a line and state whether you can handle another good line in Canada, giving full particulars so we can refer these enquiries to you.

The Dry Goods Review

Publication Office, 143 University Ave., Toronto, Ontario

OF A PERSONAL NATURE

A NUMBER of American manufacturers, such as the Winchester Repeating Arms Co., the Yale & Towne Mfg. Co., Berry Brothers, Ltd., L. S. Starrett & Co., and thirty-six others, who are members of an organization known as the Rice Leaders of the World Association, have conferred a high honor on one of Montreal's business men.



R. W. ASHCROFT.
Manager of publicity for the Canadian Consolidated Rubber Co., Limited.

Somewhat over a year ago they offered nearly $3,500 cash prizes for ideas and suggestions. This was open to anybody, and the ideas and suggestions could relate to production, sales, advertising or anything else.

The object of the offer was to develop suggestions that would tend to improve the methods or products of these American manufacturers.

But one idea could be submitted to each manufacturer, no two ideas could be alike, and each idea had to be compressed into fifty words.

Thousands of Americans entered the contest, together with a few Canadians, Britishers and others, and the Second Prize of $500 cash has been won by a Canadian, R. W. Ashcroft, of Montreal, who is manager of publicity for the Canadian Consolidated Rubber Co., Limited, and Associated Companies.

In presenting the prize, Elwood E. Rice, president of the association, wrote Mr. Ashcroft as follows:

> "To have earned this second prize in this international competition where people in all walks of life from all parts of the world entered, is certainly a great evidence of your unusual ability, and in which you are indeed justified in taking exceptional pride.
>
> "I extend to you my best wishes for the continued success your able efforts so richly deserve."

This is not only a feather in Mr. Ashcroft's cap, but is also a compliment to the business ability of Canadians, particularly in view of the fact that Mr. Ashcroft only heard of the contest a few weeks before it closed last May, and therefore had but little time in which to compile and submit his ideas.

No special publicity was given to the contest in Canada, so those resident in the United States, who had a whole year in which to evolve ideas, naturally had a better opportunity than Canadians to successfully compete.

The Saxe Clothing Co., Montreal, have moved into larger premises in the Somner Bldg.

The Manufacturers' Outlet Co. has opened up a fur store in Saskatoon.

Cahill & Gordon, have succeeded Wm. Cahill, general merchant, Rokeby, Sask.

E. J. Evans, of Winnipeg, has bought the general store of Fred Henry, Fillmore, Sask.

Caplan & Fleming, women's tailors, Ottawa, have dissolved, M. Caplan continuing.

A. C. Boyd, Bethaney, Man., has bought out the general store of W. A. Wright & Co.

R. G. Long & Co., Toronto, manufacturers of glove mitts, have opened a branch in Winnipeg.

The death took place in August of E. A. Wood, president of E. A. Woods, Ltd., dry goods and millinery, Orillia.

Rumble & Elsworthy will represent the Saxe Clothing Co., Montreal, in Manitoba and Saskatchewan, with permanent sample rooms in Winnipeg.

O. H. Falls, one of the best known travellers in Western Ontario, who has been covering this territory for a number of years, will now represent the Saxe Clothing Co., Montreal, there.

J. A. Clarke, of Halifax, one of the best known business men in the Maritime Provinces, died in August. For many years he covered Nova Scotia for Brock & Patterson, of which he was vice-president.

The death took place in August, following an operation for appendicitis, of Edward Dudley Gough, who was a member of the firm of Sellers & Gough, and in charge of the Montreal store.

Dominion charters have been granted Luckett Loose Leaf, Ltd., Toronto; Merit Shoe Shops, Ltd., Montreal; Aylmer Shoe Co., Ltd., Aylmer, Ont.; Beaver Knitting Mills, Ltd., Alton, Ont.; Galibert Glove Works, Ltd., Montreal.

The Cobourg Matting & Carpet Co., Ltd., of Cobourg, Ont., has been incorporated with $300,000 capital, as manufacturers and importers. The provisional directors are John Dick, Henry Fullerton, D. C. Dick and W. M. Hilliard of Cobourg.

The death occurred in the latter part of August of Andrew Bell, a director of Duncan Bell, Ltd., dry goods commission merchants, Montreal, at his Summer home at Foster, Que., after an illness of a year. His only son, Lieut. A. L. Bell, was killed at St. Julien in April last.

A reorganization of the firm of Holt, Renfrew & Co., consequent upon the death of Mr. John H. Holt, who was president of the company, has taken place. Mr. A. E. Renfrew, a son of the original founder of the firm, has been elevated to the presidency, while Mr. R. B. Lindsay becomes vice-president. Mr. J. P. Tweeddell is secretary, and the directors are Messrs. J. W. Brown, K.C., of Montreal, and Mr. K. A. Renfrew, of Toronto.

The Quebec "Telegraph" says: "Mr. A. E. Renfrew goes back to Quebec after an absence of twenty-five years, much to the pleasure of his many friends, and it can safely be taken for granted that under his guiding hand, Canada's leading fur establishment will continue to progress and expand."

Autumn Veilings

Individual Veils in High Favor—Shadow Borders Lead—Sheer Meshes Particularly in Hexagon and Filet in the First Place.

THERE is the usual late Autumn or early Fall stir in the veiling section, and every indication points to a successful season for this department. Orders are now being placed and preparations are being made to push the sales with vigor.

The millinery fashions this Fall are favorable to the wearing of veils, and the finish of a veil will be appreciated as the hats are so very plain this season. For the early season the individual veil will sell and the flowing veil will complete the hat with the floppy brim. The meshes favored are all of the fine variety, and hexagons have lost none of their favor. Hairlines and fine dainty meshes in filet, craquele and other nets are showing. The whole effort seems to be to produce sheerness and softness and many of the new veils are only a film over the face. Borders have the first place and the leaders here are the beautiful shadow effects.

Another novelty shows the pattern formed by a heavy thread darned into the net in sprawling floral effects. A fine silk braid with picot edge is appliqued on to some of the veils to form the pattern. Not all the drape veils are of the usual square ended shape but some of them are in the half circle. These veils are evidently intended for draping over the high small turbans.

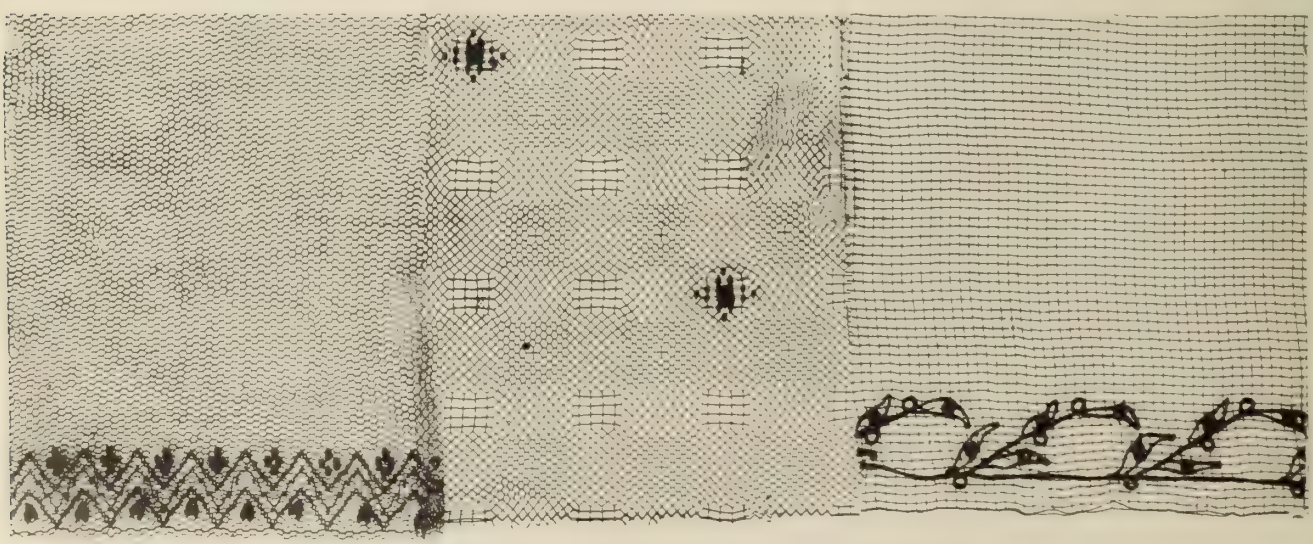
Though the individual drape veils are the novelty the bulk of the business comes in the yard goods, and here the same class of meshes as are selling in novelties are shown—that is, fine sheer meshes are selling with hexagons, filets and fine hairlines as the leaders. Where allover patterns are seen—they are of the small neat variety and they do not detract from the sheerness of the veil. The spot patterns are good but the sports are of the woven in variety. The veil with just the one motif so placed that it must come in a prominent position has lost none of its favor, and one of the latest Parisian ideas shows a group of the flags of the Allies used for this purpose. The flags of course are very tiny, but all the colors are there. This veil is attractive and dainty as the motif is so small that it forms just a spot of bright color.

Black as usual is the leading seller but the trade is more favorable than usual to other colors. Taupe and brown are strong and there is a feeling for blue and green.

Veilings to be sold must be shown, and more space should be given to this department for the opening period. This is the selling policy adopted in the larger stores, and when the free selling period is over the selling space is reduced to the ordinary department dimensions. The extra space is used for display purposes and for showing the new stock and the novelties as they come along. Wax heads are used and smart hats are borrowed from the millinery department so that the actual manner of draping the veil can be shown.

METAL LACES FOR FALL

For Fall and Winter metal laces will be good. These laces come in gold, silver and bronze, and will be used in the producing of gowns for evening wear. Black laces in Chantilly and in filet effects are showing and will be used for evening wear to some extent. Nets of all descriptions are strong and nets, chiffon, and Georgette will be the leading materials for evening wear and for formal gowns.



Autumn veilings, shown by Thompson Lace and Veiling Co.



BARRY RIBBONS

the result of specializing

the world's best ribbons

ONLY RIBBONS

We feel sure most of our customers must realize the difficulties, during these WAR TIMES, to get deliveries of nearly all classes of goods from Europe. Our RIBBONS practically all come from France and Switzerland, and therefore we have to think **very far ahead** to keep a well-assorted stock on hand from week to week.

Few of our customers, we feel sure, have any great complaint to make, and we ourselves are very proud of the fine way in which all orders have been delivered during the past year.

For the Fall season we expect to have our usual well-assorted stock, which is always at your disposal.

Send along your RIBBON orders by mail, if our travellers are not in touch with you.

WALTER H. BARRY & CO.

The Ribbon Specialty House of Canada

6 ST. HELEN ST.
MONTREAL

WINNIPEG BRANCH
222 McDERMOTT AVE.

Neckwear for Fall

Outlook Full of Promise But Style Tendencies Not Yet Clearly Defined—Neckwear Selling of Fichu and Flat Collar Type.

IT is between seasons in the neckwear business at the present time. The stores are not showing anything that is really new but are clearing out bargain lines. Nothing new is being brought out in the factories for the majority of the staffs and heads of departments, designers, etc., are on holidays or are in search of new ideas for the coming season.

Ladies' neckwear is seldom bought far ahead, new samples coming out from time to time. During the season that is past the call has been constant, and the buying has been done in small and frequent orders, and the demand has been for something new and different each time. This tendency bids fair to be continued through the coming Fall season, as though the outlook is excellent, very little advanced buying so far has been done.

Therefore the novelties that have been produced lack confirmation. The manufacturers are not worrying about this, however, as they know that it will come later.

Nothing of a radical nature has come forward so far, and for the early part of the season at least there promises to be no great change from what is selling now. Though high collars are talked of and are bound to arrive later, the collars now selling are the new fichus and flat collars in Quaker and other styles. Fichus come in various fashions, and some of them have a high collar added. Fine net laces, sheer nets, as well as crepe de chine are used for fichu effects. Sometimes the fichu part is of lace and the collar of crepe de chine.

Organdie is still in excellent standing, and the novelty here is the use of flesh color. Flesh color as well as white is used in crepe de chine. This use of flesh is a development that promises well as this color is immensely flattering to the average complexion.

It looks as though there was going to be more color used than for some time past, and color may once again prove a powerful rival for all-white.

With the first breath of Autumn the ruffs made of Malines, organdie, and kindred fabrics are back again. These ruffs are box-pleated, making a very full ruche and are finished with a knot or bow of wide soft satin ribbon.

The controversy lies for Fall between the high and the low collar and it is within the bounds of possibility that both may be interesting. This question will not be settled until later and in the meantime the fichu effect is new enough, and there are plenty of novel shapes in flat collars that are new enough and smart enough to begin the season.

Women like the low neck type of collar and cling to the V-opening, but many buyers are of the opinion that a total change would be a benefit and would make for more sales. With this opinion in the air high neck styles are bound to be tried out.

Many of the new ideas are in the form of a cape effect attached to a high band. These are particularly attractive when they are made of transparent Georgette crepe set on to the upper edge of a ribbon that encircles the neck. Many of these collars are made of pleated Georgette frills which fall over the top of the ribbon band. Sometimes the pleating is slashed and the ribbon is pulled through the slashes, and the pleated frill falls in soft folds over the shoulders. Frilled collars of the same class, and also with the high pleated frill at the back rising from a silk stock or ribbon and finished with a pleating below the stock come in various colored crepes and also in tulle.

Pleated frills of silk lined with white or flesh, one-half standing up above the stock and the other falling on the shoulders in cape effect are shown. These frills do not go all the way round but leave four or five inches of draped stock exposed in front and have for a finish a pleated jabot of Georgette crepe. As soon as the weather becomes a little cooler, ostrich bands will be used for trimming neckwear and later these trimmings may be replaced with fur.



There are many new ideas in veilings. This shaped veil comes in hexagon mesh with embroidered border. Shown by Novelty Lace and Veiling Co.

Embroideries

Many Difficulties Beset Manufacturers—Materials in Short Supply, Factories Short-Handed, and Deliveries Slow.

EMBROIDERIES are only in moderate demand, largely for trimming undergarments and for other staple uses. There is always a counter sale for embroideries and a certain stock must be kept up. Therefore it is in the interest of the buyer that he should know somewhat of the difficulties that are now besetting the trade. Shipments are coming to hand with tolerable regularity, but it is the obtaining of material and the question of labor that is the problem. Since Italy went into the war there has been a further levy of men from the embroidery districts for the army which has made a further reduction in the staffs of skilled operatives. The cost of materials has advanced and some materials needed are unobtainable, or can only with difficulty be procured. The bourette cloth which forms the foundation cloth used to come largely from Germany. This cloth is now used for packing shells and is not allowed to be exported and the price has advanced nearly 150 per cent. during the past few months. Nets from England and other raw materials are hard to get, and it looks as though St. Gall was going to be put to it to fill the orders that are now going through.

There is little or no change in the lace situation, and all the lace required is easily procurable. The laces selling are of the same light character, and the net laces are moving well. Sheer Oriental and net laces, filets and some novelty laces are selling, and for many staple purposes there is a demand for Venise edgings. Before the war these laces came from Plauen, but those on the market now are the product of Swiss looms.

Embroidered net laces are coming in from Nottingham, and the supply is fully equal to the demand. The only new feature is the growing demand for Valenciennes. With the return of organdies and lawns this lace was surely suggested and all through the Spring and Summer it has been growing in favor, and 1916 should see a freer use of this lace.


Fichus and Ruffs
Of Style and Quality Supreme
Just a few of our advanced
Fall neckwear novelties that
you would find live sellers.
"That something different"
Ladies' Wear, Limited
559-563 College St., Toronto
W. F. GOFORTH - - - President



Washable cape, in sand or putty shade, which has been a big seller in the United States, and is expected to be equally popular here. For Fall and Winter. Shown by Dent, Allcroft & Co.

The Glove Situation

Supplies Promise to Become More Difficult to Obtain When Present Stocks are Exhausted.

SPEAKING upon the effect of the war on the glove situation, the Canadian manager for a well-known English manufacturer said to a representative of the Men's Wear Review:

"It would have been strange indeed if the glove, the ancient symbol of the challenge to mortal combat, had not been affected by the present great conflict. As if it were part of the fitness of things, however, it is hardly possible to imagine a line more disorganized, or an article more difficult to obtain, owing to the circumstances directly influenced by the war.

"All the fine glove producing countries are engaged in the struggle, Great Britain, France, Belgium, Italy, Germany and Austria; thus all classes of fine gloves are affected, and the position will be worse long before it is better. The public have yet to learn how difficult is the glove situation, which is due to the fact that most retailers were carrying heavy stocks when the war broke out, and have preferred to maintain their old selling price as long as possible. Retail prices, however, will bound upwards when present stocks are exhausted.

Fabric Gloves Very Scarce.

"It is a simple matter to analyze. At the moment the dearth of fabric gloves is causing the greatest worry to buyers, due to the fact that in the past the German and English manufacturers have supplied by far the heaviest proportion of this class of glove consumed in Canada. England at present cannot produce ten per cent. of the quantity of fabric gloves required for home consumption, so the outlook there is not encouraging. American and Canadian manufactured fabric gloves in limited quantities, and a small proportion from France, represent practically all that can be obtained in these goods.

Shortage of French Kids and Suedes.

"Kids and suèdes of French manufacture are becoming scarcer every day, owing both to the shortage of skins, and to the fact that practically all males, excepting only youths and old men, are fighting. Cutters are consequently few, and this will radically curtail the output.

"I hope that retailers will study the glove question seriously. Taking all the facts into consideration, they should not cut prices. When our difficulties increased at Grenoble, we removed cutters from our Naples factory to France; these now are being recalled to Italy for service with the colors. The output of Italian goods will be seriously interfered with, and more so as time goes on. A very big shortage in leather of all classes suitable for glove manufacture is coming. The small trappers who supply the dealers to a great extent, are mostly all fighting and prices at the leather sales must continue to soar higher and higher.

"In addition to the rise in cost of production due to the foregoing conditions, the increase in the tariff (there are rumors of another alteration coming) and the added costs on increased freight and war risk insurance, have to be reckoned with; so that the merchant who can take advantage of current prices to stock up, will be in an enviable position later on."

Since the above was written, another situation has arisen which may have an important bearing on the supply of woollen gloves for the coming season. While the shortage of all woollen manufactured articles continues to grow more acute, there is under consideration a proposal to lift the embargo on export of British-made woollen goods to America.

Boost Your Button Business!



The "HANDY" BUTTON MACHINE

will increase your sales, increase your margin of profit and decrease your investment in stock of ready-made buttons.

COVERED BUTTONS

are always in good demand.

With a "HANDY" machine you can make buttons as needed, using up remnants of silks, satins, etc., thereby keeping your stock clean, fresh and complete at all times.

Accommodate your customers by making buttons from their own materials "while they wait" buttons that match their garments and incidentally make from **500 to 1,000 per cent. profit.**

The "HANDY" will make over 40 different shapes and all sizes of buttons, giving you the widest selection of styles.

Simple and easy to operate—anyone can make perfect buttons with this machine.

The investment is small. Let us tell you more about it.

Full particulars sent upon request with the name of your jobber.

Address Dept. No. 5

Independent Button & Machine Co.

3934 Ravenswood Ave., Chicago, U.S.A.



EXPANDING ALREADY

"Niagara Maid" silk products have been so favorably received in Canada that the building pictured above—erected only last year—has had to be enlarged.

That's interesting, because it means that silk gloves, silk underwear and silk hosiery, bearing the trade-marked name "Niagara Maid" have won the approval of Canadian merchants.

The Grand Prix, highest honor within the power of the judges to give, has been awarded to "Niagara Maid" silk products at the San Francisco P. P. I. E. Exposition. Products of such merit should have a place in your store.

Salesmen representing

McINTYRE, SON & CO., LIMITED, of MONTREAL

are now on the road with the new line of "Niagara Maid" silk gloves, silk underwear and silk hosiery. Good merchandise and good profits.

If they haven't called on you, write and ask to have a representative call.

NIAGARA SILK COMPANY, LIMITED

BRANTFORD, CANADA

Queen Quality

Silk Gloves



"Stand Back and See Yourself Go By"

DID it ever occur to you that when one of the above ads appears in a newspaper or magazine that reaches your customers in their homes, it is really an ad for YOUR business? Well, that's what it is!

And not only that—it is a guarantee that you are a reliable, progressive, wideawake merchant, who sells *what the people want* and NOT what you only *think* they want.

"Queen Quality" Silk Gloves are now universally known from Coast to Coast.

Queen Quality
Italian Silk Lingerie

appeals to the woman who likes to wear the best, even if she has to send away for it. You can hold her trade if you display "Queen Quality" Silk Products in your windows and on your counters. The prices are remarkably low, quality considered, and your customers are even now asking for these lines. We will help you get your share of this desirable trade.

Write for Free Portfolio containing proofs of the entire series of ads for "Queen Quality" Italian Silk Lingerie and "Queen Quality" Silk Gloves.

St. Catharines Silk Mills, Limited, St. Catharines, Ont.

Richard L. Baker & Co.

Sole Selling Agents:

100 Wellington Street West - - TORONTO

18-R



To Glove Retailers:—

Dent's Silk Gloves

THE SILK GLOVE QUESTION is only one among the many glove problems of to-day.

You are interested in obtaining SILK GLOVES of dependable quality which show you an adequate return when sold at the popular prices: Shorts @ 50c, 75c and $1.00; Longs @ 75c, $1.00, $1.25 and $1.50. When they are backed by a world-wide reputation, the selling *IS SO MUCH EASIER.*

MANUFACTURED IN CANADA

from the finest of silks, beautifully fashioned and with warranted double tips,

DENT'S PERFECT-FITTING SILK GLOVES

ARE FULLY GUARANTEED

May we suggest that you hold your orders until you have critically examined the complete set of samples which our representative will shortly submit for your inspection?

DELIVERY from November 15th next and onwards.

DENT'S GLOVES ARE THE VOGUE

WATCH YOUR SALES.

NO REDUCTION IN TERMS BEFORE 1916.

DENT, ALLCROFT & CO.

MONTREAL

Autumn Styles



TRAVELLERS SHOWING NEW FALL RANGE OF
LATEST NECKWEAR NOVELTIES

R. D. Fairbairn Company, Limited

107 Simcoe Street Toronto

Autumn Styles



TRAVELLERS SHOWING NEW FALL RANGE OF
LATEST NECKWEAR NOVELTIES

R. D. Fairbairn Company, Limited

107 Simcoe Street Toronto

ALEXANDRE GLOVES

THE GLOVE OF EXCELLENCE

Fit and Quality Guaranteed

Made in France

We have a full stock on hand and can supply your demands for ladies', men's and children's kid and suede gloves at prices that will enable you to retail them profitably at all of the usual popular prices.

Patricia Brand Hosiery in silk, lisle, cashmere and worsted.

Plassards—perfumery, lotions, powders, etc. Dainty toilet articles for refined tastes.

See our travellers or write direct for samples.

ALEXANDRE GLOVE COMPANY

46 St. Alexander Street, MONTREAL

TORONTO, 77 York Street QUEBEC, 80 Rue du Pont



There's Big Profits To Be Made with a Defiance Button Covering Machine

How does 500% profit appeal to you? That's what thousands of merchants are making with this machine, which can be operated quite easily by a mere child. The cost of the moulds is two cents a dozen, for which, when covered with goods supplied, you get fifteen cents a dozen.

Note our special introductory offer.

A Complete Button-Making Outfit for $10.50

Comprising:

1 Hand Machine, including Implements to make 3 sizes, 24-30-36 Half Ball	$ 7.50
5 gross, 24 Half Ball Black Moulds, 15c	.75
5 gross, 30 Half Ball Black Moulds, 20c	1.00
5 gross, 36 Half Ball Black Moulds, 25c	1.25
Cost for the complete outfit	$10.50

Mail your order now -don't delay-- go after the business.

DEFIANCE BUTTON MACHINE CO.

53 East 8th Street, New York, U.S.A.

Established 1886

Ladies' Neckwear

OUR SPECIALTY

The latest, neatest and most popular styles. Sell at sight with a good margin of profit.

House Aprons

Have you seen our new Coverall Apron? Big and roomy, popular patterns. The Housewife's delight.

Have you tried our rapid service?

SEND FOR SAMPLES.

A. Bruce Finnie & Co.

Corner Craig and Gosford Streets

MONTREAL

Equipping Brantford Store to Build Up Trade

Latest Improvements in Fixtures Illustrate Importance of Displaying and Handling Goods to Best Advantage—Double-Decker Show Windows — Rounded Show Cases—Locations of Departments.

STRETCHED across the top of the next page is an illustration of the floor plan of the new store of E. B. Crompton & Co. of Brantford, an architect's drawing of which appeared in the August issue of The Review. There will be many points in the equipment of this store that will delight the merchant. As the most recent of Canadian stores, it will contain the latest ideas in equipment that are now on the market, because this firm are doing a business of such magnitude that they have been able to gratify their desires for the most modern equipment along such lines as their long and successful business experience makes them confident will find a response through their ability to provide improved service to the Public and in consequence secure a larger business.

The whole exterior and interior arrangements in this new store are the strongest proof of the value of proper display and convenience in the handling of goods. From top to bottom there will be provided a splendid proof of the advance that has taken place in the ideas of the most progressive merchants of to-day in their estimate of the importance of the character of the equipment that they employ in its bearing upon the great object of the merchant, making sales to the public.

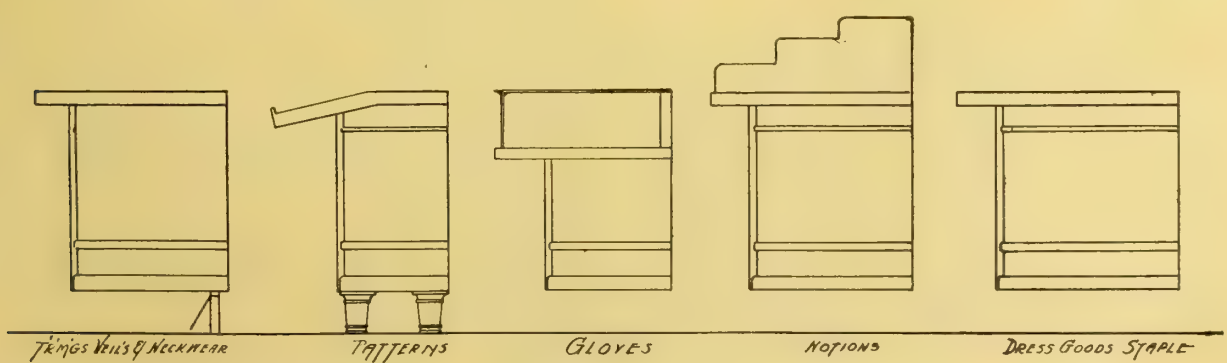
Double Decker of Display Windows.

Take for example, the display battery of windows that this new store will possess. Not only will it have the most approved designs for its front, but being at a corner it will have the additional advantage of being able to provide for a series of window displays along the whole of the side, and this has been taken advantage of to the fullest extent. More than that they have, what might be called a double decker in the way of window displays, because they have used the second storey as well, and this itself will be an efficient service in the display of goods and therefore an aid in selling, working night and day on their behalf.

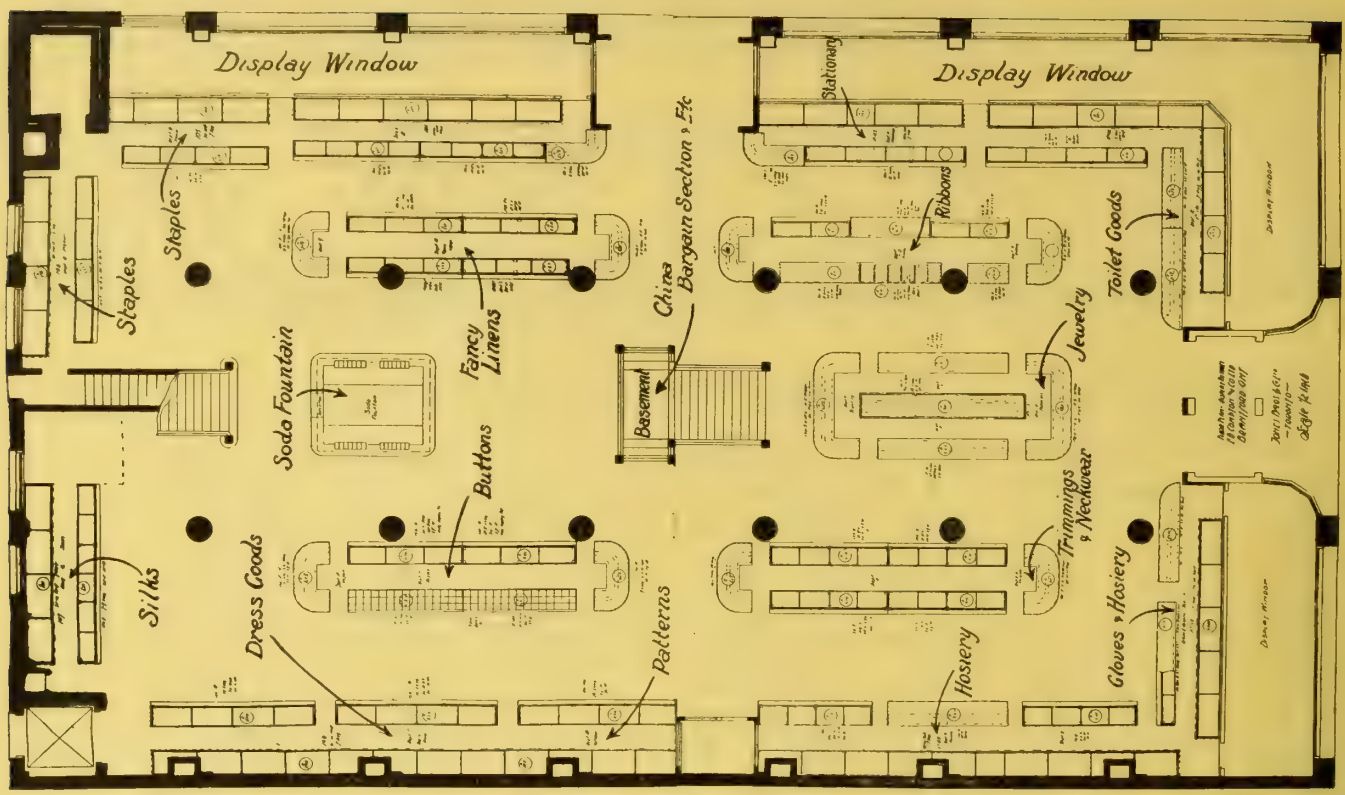
In the layout of a new store one of the most interesting points for a merchant is the choice of location of departments. This is, of course, dictated by long experience in this case and as such is valuable. Very often one hears from the merchant regrets that he could not move this department from this place and put another in its stead or change this one around and reverse the positions of that one and the other, simply because the fixtures, probably, that he has set in are not transferable and the old arrangement, which he knows is inimical to the best display and the sale of goods, must continue. That is not the case in this store. Particularly is it true that departments can be given a location that is found best for them in the first arrangement, because if it is considered better to move them at any time or to move them for certain periods of the year, the new style of fixtures is such that this can be readily done.

Gloves and Hosiery on Left of Entrance.

It will be noticed on entering at the left-hand side are the gloves and hosiery with two show cases for displaying them and a glass top for the first and for half the second show case. The shelving is along the wall behind the cases. This, of course, is one of the best departments in the store for display purposes if it is not equal to the centre aisle section nor even the two on either side. Immediately facing the entrance is a display of jewellery, in which the store will specialize. Here there are rounded corners for giving a better display and making it easier for the public to move around.



Side elevations of special fixtures for the new Crompton store.



Ground plan of the new Crompton store, Brantford, giving location of departments. The fixtures for this are being supplied by Jones Bros. & Co., Ltd.

To the left of this is another section with rounded show case both in front and back, department D or trimmings, while on the right is another of the most important departments so far as display is concerned, Dept. B, ribbons.

On the left-hand side of the store is a large section devoted to hosiery, one of the best selling departments in this store.

Patterns, Dress Goods, Silks, Notions.

Then follows one of the best accommodation arrangements that we have seen in any store. It will be noticed that this consists of patterns and dress goods along the sides, silks at the back, and running parallel to the dress goods and patterns and facing the silk is the department for buttons, etc., lines that are most constantly in demand for the making of dresses and fit in so closely to the materials. What could be more admirably grouped than these departments with the dress goods and silks and the important accessories to these that fit in so closely with the materials themselves? Particularly now when home dressmaking has taken such strides during the past year, not only through ideas of economy but also to a certain extent due to the suitability of the styles to home workmanship.



Combination mirror column enclosure and table for millinery. Green felt on top.

Down at the right-hand end of the store is another excellently grouped system; at the back, the staple department running around to the side, with the elevator between, and opposite this the linen department with a special circle of show cases front and rear for fancy linens. All these fit in just as admirably as the departments on the other side.

The front of the store is given up on the right-hand side to department R, which has a curved show case and glass tops along the corner and down the sides. Next to it is the stationery department, of which this store makes a specialty also. The ribbons, as mentioned, are opposite this.

The other departments are as follows:

Mezzanine Balcony—

Private offices and general offices. Room for sudden cases of sickness.

Second Floor—

Ready-to-wear. Whitewear, waists and corsets. Millinery. Infants' Department. Manicuring and hair-dressing. Rest-room.

Third Floor—

Tea room and men's grill room. Carpets, rugs and house furnishings. Rest-room and lunch-room for staff.

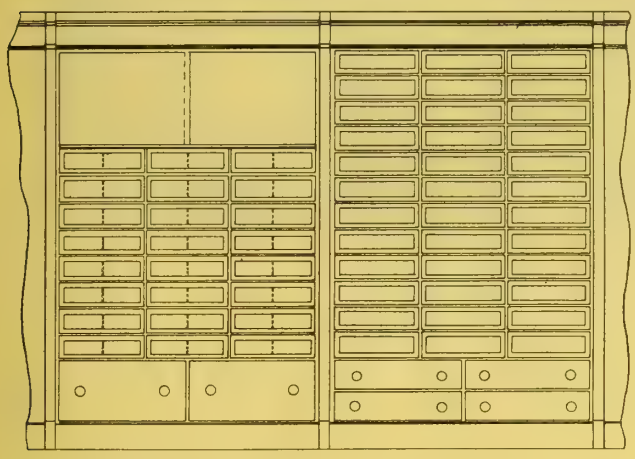
Fourth Floor—Roof Garden.

Basement—

Glassware, toys, parcel room, and other departments, probably including a Bargain Section and groceries.

INTERCHANGEABLE UNITS AND SPECIALLY DESIGNED CASES

ONE of the most modern and serviceable features of the equipment of the new Crompton store is the system of interchangeable units. Not only are the fixtures finished in the same manner—quarter cut oak with dull finish, but they are sized and fitted into one another in such a way that the shelving can be interchanged: hosiery placed here instead of gloves, for instance, in a few minutes and with a minimum of labor. Or, if the space devoted to a department grows too small



Interchangeable units for hosiery and gloves in Crompton store. On upper left-hand corner is a display section lighted by electricity.

a similar unit to the rest can be added to the top or interchanged with another at the side. All are uniform in shape, size and finish.

Another advantage in the character of the Crompton fixtures is that they are not attached to the wall, or built in in any way,—they can be moved or re-arranged at will, and temporary changes to suit seasons or special sales can be arranged with little trouble.

Provision is made also for illuminated "show case" facilities with the hosiery, gloves, underwear, and in fact any of the units. These are so arranged that shelving can be removed and the goods shown under electric light with a dark green felt background.

There are, indeed, unusual possibilities of display in these fixtures. Many of the drawers for stock are glass fronted enabling samples of hosiery or gloves, for instance, to be shown; or patterns. All the shelving is also fitted with stock drawers. The arrangement for the glass drawers in many of the fixtures is a convenient one like a unit book case, lifting up and sliding back.

In the case of ribbons the shelving, in an all-glace case, is in graduated widths, and can be drawn out from the back of the case nearest to the clerk. Indeed special show cases have been designed for nearly every line, to display the goods to the best advantage, embroidery, neckwear, handkerchiefs, veilings, notions, etc.

One of the most useful fixtures in the millinery department is the combination mirror enclosure and table. This allows of four persons to be seated on the four sides at once, each using a mirror. The description of this fixture accompanies the cut.

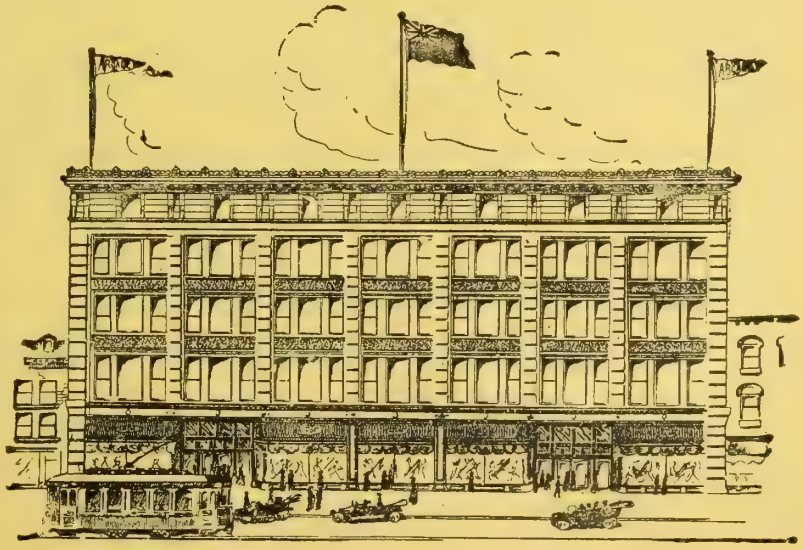
IMPROVED WAX FIGURES

The improvements that are being made in wax figures turned out in this country are calling forth many expressions of satisfaction from display men. The disappearance of the simpering or inane look has given place to more refined and intelligent features that well suit the highest class merchandise. Even to the pointing of the eyebrows, instead of the blunt, cut-off hairs that were used before, and a more skilful distribution of the coloring.

Arcade Increasing from 35,000 to 80,000

This is a front elevation view of the new "Arcade" store in Hamilton, more than double the present quarters. The manager in writing The Review says: "Our present building is three floors and basement, occupying some 35,000 square feet floor space. The new building when complete will have four floors and basement, covering about 80,000 square feet. The store will be right up-to-date in every particular. Lighting, heating, ventilating, elevator, etc., on the most modern principles.

"We might add that the tremendous growth of our business during the last few years has made this change an absolute necessity."





View of centre of the new McKay store in Hamilton, nineteen feet high; broad aisles with tables at far end, and mezzanine floor for offices and rest room at rear. Photograph was taken in August during a clearing sale.

Hamilton's "Daylight Store" Service Features

Building of R. McKay & Co., Rebuilt After Destructive Fire, Contains Many Helpful Arrangements for Building Up Trade—French Grey Rooms—Roof Garden —Steel Lockers for Sales Girls—Window Devices.

Special to The Review by Traveling Staff Writer.

HAMILTON, Aug. 30.—When fire gutted the upper storey of the premises of R. McKay & Co., who have carried on a dry goods business here for nearly 40 years, the present head of the firm, son of the original founder, after making temporary arrangements for carrying on his business under great difficulties, took a trip to a number of centres in Canada and the United States, looking for ideas for the new store that he intended to build up to replace the one that had been so seriously damaged. Many of the ideas that he discovered in his tour and many others that he had worked out in years past for himself, have been reproduced in the splendid new building that is shown here both in interior and exterior views. The whole store is a tribute to the higher values that are being set by merchants on window display, equipment in the form of show cases, counters, tables, lighting, clear spaces for customers, the handling of parcels and of the delivery system, special arrangements for the comfort as well as the convenience of customers, specializing in certain lines, and welfare of employees.

Even in its incomplete state the new ideas that have been carried out are resulting in an increased trade and many evidences of appreciation on the part of the public. A note should be added here in justice to Mr. McKay that it was only under some pressure that The Review secured these illustrations for its Store Equipment Number, as there are many details that had not yet been completed, particularly on the three upper floors of the store. But we hope to show views of these in future issues when the improvements now under way have been completed.

Height of Ground Floor, 19 Feet.

Probably the most noticeable feature of the new building is the unusual height of the main floor, which gives a space of 19 ft., 5 ft. higher than was the case in the store that was burned. The raising of the floor was one of the most serious undertakings in the renovation of the old building, and it added greatly to the difficulties under which business was carried on while the changes were being made. However, the store has now a strong talking point to the public as the "Daylight Store," a store where most of the day no artificial light is required and where goods can be seen in the natural light. This point is emphasized in the store's advertising and is noticed by customers on entering.

Divisions of Four Floors.

The ground floor is divided up, as will be seen by reference to the accompanying plan, into the general departments that are usual in a dry goods store, with the exception that cut glass is added. Under the balcony at present the space is used for staples, flannelette, etc., but it is probable that stationery and pattern departments will be located there. This is on the left-hand side of the store looking to the rear, while on the right-hand side is the wrapping and delivery section, convenient to the back door.

The fittings from *ground* to *fourth* floors of the handsome new Crompton Store supplied by **Jones Bros. & Co., Limited**



The new E. B. Crompton & Co. Brantford Store has the latest developments in store service equipment— Western Ontario's most modern store

The city of Brantford is to have one of the finest and most modernly equipped dry goods stores in Western Ontario. Everything in the equipment has been selected by the firm to give their patrons better service and at the same time to make the store very attractive, both inside and out.

We have the contract to equip this fine new store from the ground to the top floor—shelvings, show and wall cases, counters, window backgrounds, etc., etc.

The key-note of the equipment of the Crompton store is service and beauty and for this reason the Jones equipment has been chosen.

Our Ideas Excel

If you would make your store the brightest spot in town, get in touch with us. Let us figure on your job whether it's large or small.

Jones Bros. & Co., Limited

FACTORIES—TORONTO, DUNDAS and MONTREAL

SHOWROOMS AND HEAD OFFICE : 31 ADELAIDE ST. WEST TORONTO



Front of new McKay store of white tapestry brick and Roman stone. There is a deep entrance. The windows are fitted with Venetian blinds.

The second floor is given up to millinery and ready-to-wear, with a beautiful French millinery room.

The third floor gives a splendid space of 46 feet wide and 160 feet deep for the house-furnishing department, including curtains, drapery, linoleums, rugs, carpets, etc. and upholstering. There is one corner of this on the left-hand side facing the street which is being fitted up for a special French room for ready-to-wear.

Eighty Steel Lockers for Employees.

The top floor is divided up into millinery workrooms, the alteration rooms for the ready-to-wear department, rooms for making up curtains, sewing carpets, cutting linoleums, etc., and a good space given up to 80 individual lockers of steel, fitted with mirrors, for the girl employees, all of which is strongly appreciated.

Outside at the back, where the fourth storey does not run the whole depth of the other three, the space will be fitted up for a Roof Garden.

There are two passenger elevators on the right-hand side of the store connecting with all departments and a freight elevator at the left-hand rear corner, and in addition a chute connecting the 2nd, 3rd and 4th floors for sending goods up to the workroom and for other purposes.

Trap Door in Windows.

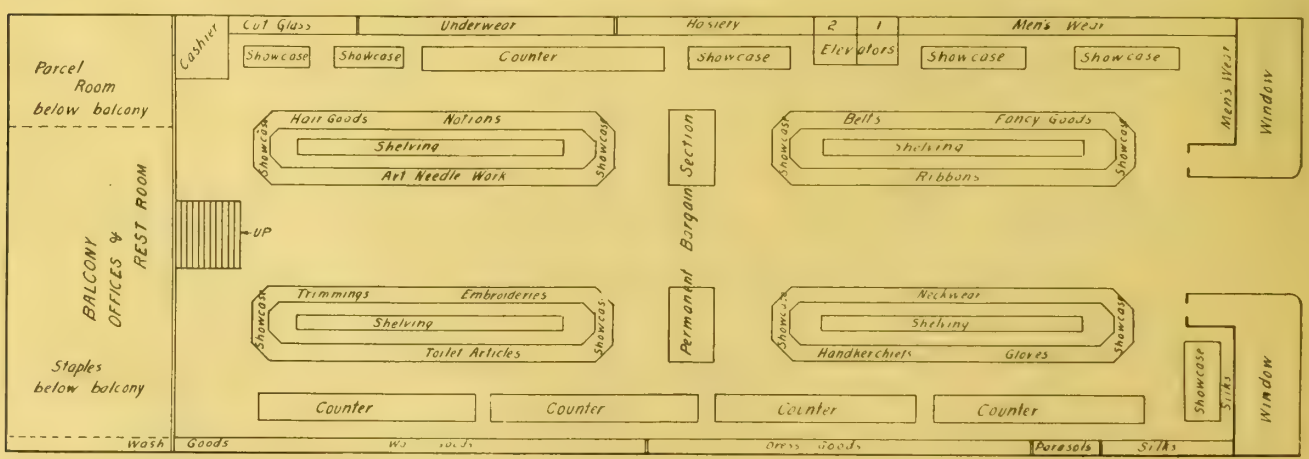
The building in front is a very handsome one of white tapestry brick. There is one large plate glasss window on either side of the entrance, 12 feet high, with the windows themselves 8 feet deep. A rich appearance is secured for the exterior by the use of silk Venetian curtains in pleated style that is sometimes used for jewelry windows. These continue at the sides of the entrance to the store, which is deeper than usual. In fact, as will be seen by the plan of the store, several feet are allowed as an entrance to the windows for the use of a window trimmer, and in this way merchandise can be stored and the fixtures, without taking up space in the window. An innovation that is being introduced is to have a trap door in the floor leading to the basement, from which fixtures will be brought up into the window from the window trimmers' department instead of having them carried through the store or standing there in the way of customers and making a litter at the entrance to the windows as is often the case.

The lighting of the store, as will be seen by the accompanying photograph, is by the new nitrogen system, of direct instead of semi-indirect. Mr. McKay considers the direct system with the light entirely enclosed superior to the indirect. The store is also equipped with a sprinkler system for fire protection, and an excellent system also of cooling the air, keeping it fresh by means of motors, has been installed. The heating is done by hot water.

The fixtures are of mahogany and there is an abundance of show cases for the display of goods, particularly in the central section where they extend practically from the front to the rear. They are also used, of course, for the men's wear department, for the display of silk, art needlework, cut glass, gloves, hosiery, etc., besides in the ready-to-wear and millinery departments. A very neat feature is the use of uniform glass boxes for the underwear, hosiery, gloves, and so forth.

1,400 More Feet Than Before.

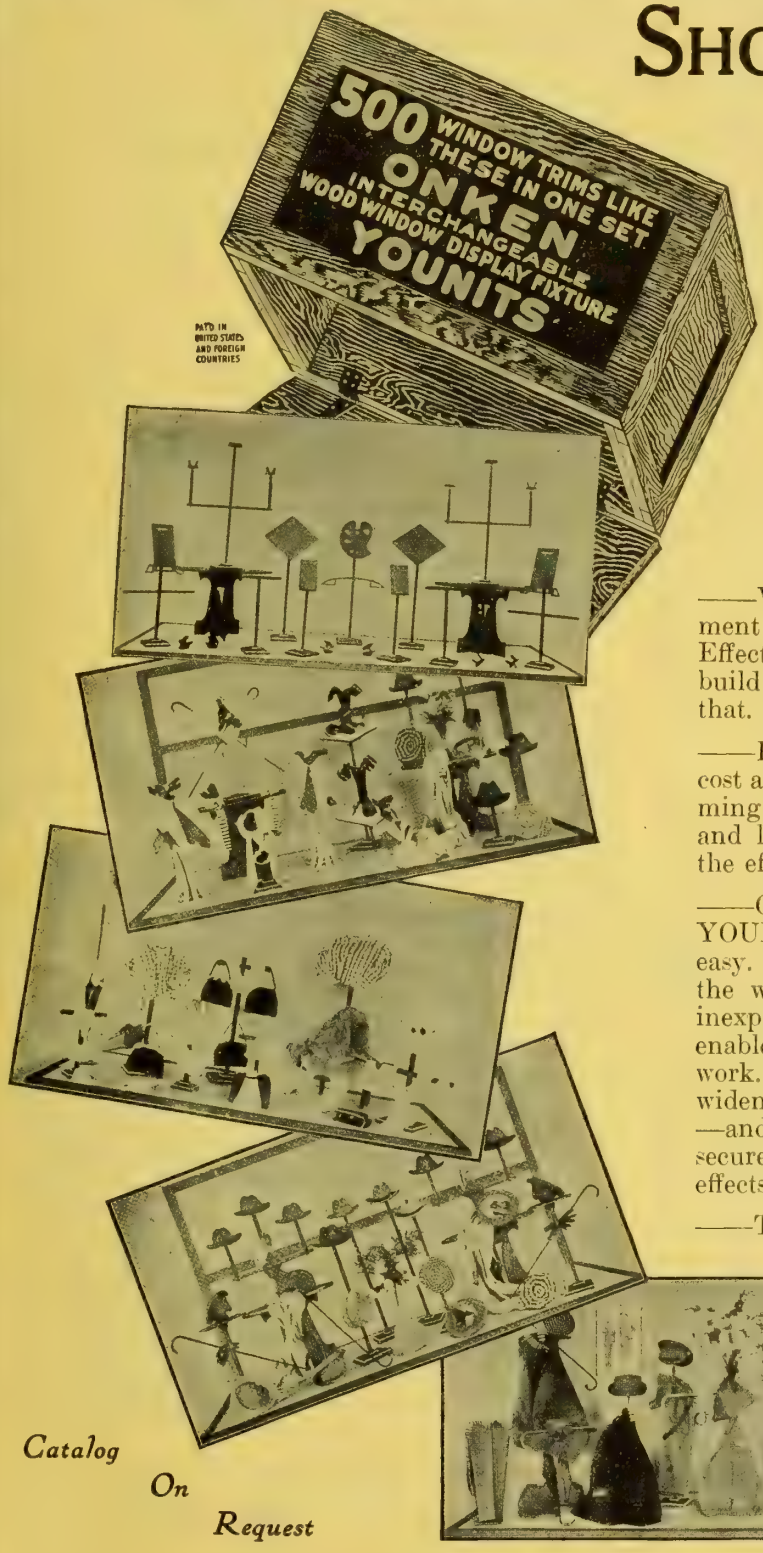
The whole store contains 1,400 sq. feet more room than the old store. The fixtures in the millinery department and in the French room of the ready-to-wear department are



Ground floor of the rebuilt McKay store, Hamilton. Note entrances to windows and permanent bargain section in centre.

ONKEN IMPROVED AND RECONSTRUCTED YOUNITS

A TREASURE CHEST FULL OF SHOW WINDOW FIXTURES FOR DRY GOODS STORES



Window Trimming Made Easy

——Window Trimming is a good investment even if it costs a lot of time and money. Effective displays and frequent changes build business. There is no question about that.

——But that is no reason why part of the cost and much of the labor of Window Trimming should not be eliminated—if the cost and labor can be cut out without reducing the efficiency of the display.

——ONKEN Inter-changeable DISPLAY YOUNITS make the Window Trimming easy. They shorten the time required to do the work. They make it possible for the inexperienced to produce a good trim. They enable the expert to do proportionately better work. They broaden the field for him — widen the range for expression of his ideas —and saves his time by enabling him to secure, quickly, exactly the sort of unusual effects he desires.

——This wonderful set of fixtures combines extreme simplicity with almost limitless Opportunity. Over five hundred different trims can be produced from the set. Produced without the cost of a tool—the hands and the brains of the trimmer do it all.

Catalog On Request

ONKEN Improved and Reconstructed YOUNITS are NOW Made "No Screws Screwing into Wood"

THE OSCAR ONKEN CO., 3822 Fourth Ave., Cincinnati, Ohio

Address all Correspondence to Cincinnati

STOCK CARRIED IN HAMILTON, ONT., ENGLAND AND AUSTRALIA

ORDER THROUGH YOUR JOBBER OR DIRECT—IMMEDIATE SHIPMENT

particularly attractive. Tables with ledging to keep the goods from falling off, large drawers underneath for stock and a new arrangement in the French millinery room where the drawers run through from one side of the side table to the other, connecting with the work room, from which stock can be easily secured without coming into the department. The fixtures are in mahogany in the main part of the millinery department, but in the room on the front which is used for French and other imported lines, they are being finished in a beautiful French grey, while a grey velvet carpet covers the floor. It is a very handsome room, and harmonizes with the high-class goods that will be carried there. The same shade is used for the French room of the ready-to-wear department on the third floor, which is also handsomely equipped.

Over 1,000 Display Men in Convention

Number of Canadians Attend International Meeting in New York — Stunts in Men's Wear Trims—Display Window as Sales Promoter — "Wake" of the Trimmer.

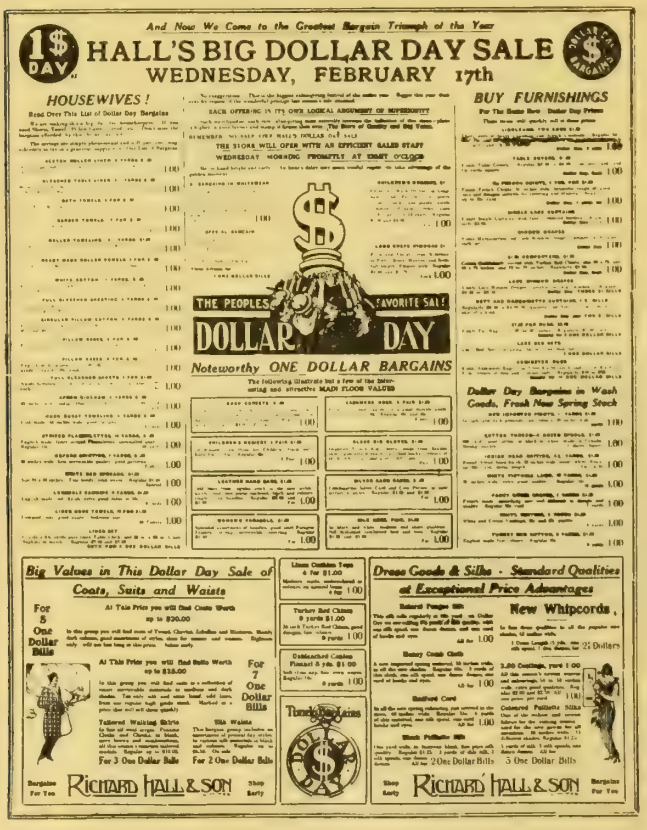
Special for Dry Goods Review by Canadian Delegate.

NEW YORK, August 5 (Special).—The eighteenth convention of the International Association of Display Men was brought to a close to-night and nearly two score Canadians are not sorry they came. Over 1,000 were here from all over America and when we marched in in a body on Monday last shortly before noon—after a trip in our own car from Toronto—they gave us a right hearty welcome. Apart from the very excellent educational programme and visits to New York's greatest stores, the most entertaining part of the four-days' programme was the "Wake" of the Window Trimmer—put out in the third round by the Display Man. The "Wake" of the "Window Trimmer" in Canada was held as a matter of fact one year ago, at the third annual convention in Toronto.

Exit the "Window Trimmer."

As a local trade paper put it:

"The king is dead—long live the king. Both kings in this particular case were window men. The victor, Display Man; the vanquished Window Trimmer.



One of the Gold Medal Ads. of J. A. McNabb.

"Although nearly twice the size of his opponent, the longer experienced in the game and better known by those at the ringside, Window Trimmer fought a game, but losing fight last night at the banquet of the International Association of Display Men at the Waldorf Astoria. The loser fought hard all through the short fight, which came to an abrupt end in the third round, but the clever, confident, onrushing Display Man was too strong for the old veteran and so he went down to defeat and death, conquered but not disgraced.

"It took a short jab to the chin to do the trick. When his seconds and friends forced their way to his side in the ring, where he lay full length on the floor, Window Trimmer was breathing his last, beyond all human help. In his place stood Display Man, the youngster who in just a year has spanned the divide that separates mediocre from perfection. He received his laurels with calm dignity and happy satisfaction.

"Display Man weighed in at 140 pounds; Window Trimmer at 190, ringside. Official time, 9 minutes, 20 seconds."

At the election of Officers, A. J. Edgell, who was one of the speakers at the Canadian convention last year, and who has contributed several articles on the use of electricity to Dry Goods Review—and will again—was elected president.

Among the Canadians who took a prominent part in the convention was Mr. "Jack" McNabb, of Peterborough, our president, who was recalled at the close of his paper to receive a share of applause.

Round of Applause for Canadian

A prominent New York trade paper which is giving prominence to his address said at one point:

"Mr. McNabb got a round of applause when he said that in the past the advertising man of a store had a comfortably fitted office of his own while the display man—formerly the window trimmer—had his working quarters in a corner of the cellar. The applause was taken to mean that many in the audience have since graduated from the cellar corner to offices of their own 'upstairs.'"

Show Window as Sales Promoter

Mr. McNabb's address was on "The Show Window as a Sales Promoter." Some of his bright remarks on this topic included:

"As inevitably as fate itself a good window display will sell more of the goods displayed and the cash receipts will show it. Some of the highest-price space in the world is in show windows, but they more than pay their cost in the increased number of sales made. Good window displays are not only good business builders—the lack of them turns away our trade for the benefit of our wiser competitor.

One of our Card-writing Students

after only eight months' tuition under our Expert Cardwriting Teacher filled the position of Cardwriter in one of Canada's largest and finest departmental stores in the absence of the regular man who had over ten years' experience.

AND HE MADE GOOD

because his knowledge was practical from the drop of the hat. What he has done you can do studying in your spare time during the long winter nights. Write for our two-color Cardwriting Prospectus.

Prices of our course right, terms easy, results assured, personal attention of Canada's most expert teacher.

THE SHAW CORRESPONDENCE SCHOOL

Yonge and Gerrard Streets TORONTO



PERFECTION REVERSIBLE STAND

$1.20 PER DOZ.
DELIVERED

These Stands will DISPLAY YOUR MERCHANDISE TO ADVANTAGE Thereby increasing you sales. Use them for window trims or counters, for rufflings, neckwear, collars, laces, jewelry, etc. Made of finest grade, waterproof middleboard. Highly polished Black Lustre.

Looks Well. Is Inexpensive and Durable.

Send us Your Order for a Trial Dozen to-day

With this form you can show more goods to advantage without investing in expensive show forms.

PERFECTION DISPLAY CO.

38 W. 32nd Street NEW YORK

DALE'S WAX MODELS

Equal to the World's Best

That's the opinion of several delegates from the Display Managers' Convention held at New York.

The Canadian Display Managers who visited the Convention at New York, where wax models were on exhibition, were unanimous in declaring that right here in Canada was being manufactured wax models that equalled the best shown. Dale Wax Figures were specifically referred to.



With our constant endeavor to keep Dale Wax Models as high-grade and up-to-date as is possible, it is little wonder that this enviable reputation has been attained. When a display manager or merchant buys a Dale Wax Figure he knows he is getting the best. He knows that he is obtaining the highest grade wax; real hair done up in the latest, most attractive coiffure; the figure conforming with the very latest styles.

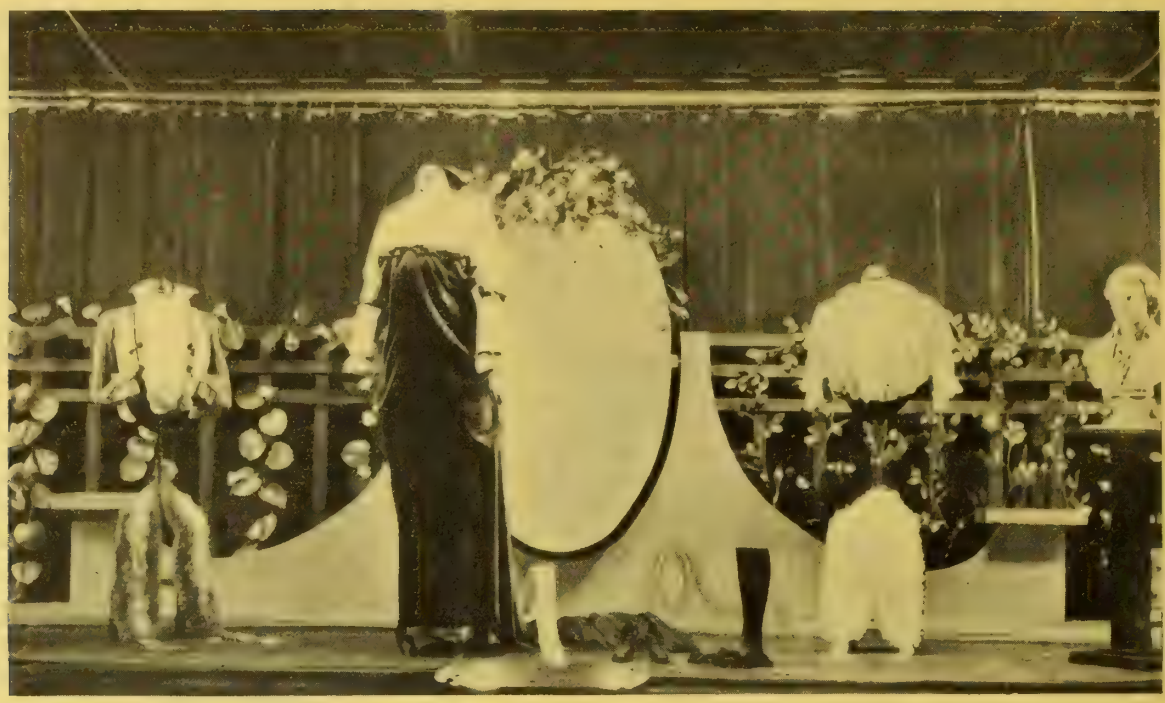
Buy Dale Wax Models—Save the Duty—Get the Best

Write for catalogue.

Dale Wax Figure Co., Limited

106 Front Street East ∴ Toronto

Manufacturers of High-Class Forms and Figures



One of prize window trims of 4,000 to 10,000 by Roy Root, Napanee. Background of green velours, floor of tan velours. Full form drape, tango shaded silk with black jet tunic and robe of tango velvet.

"Remember the store front makes the first impression, what will you have, 'good,' or 'bad.' Store fronts like men, are judged largely by their appearance—make yours the best appearing. A poor neglected store front will do as much good as no front at all!

"Buying centres are formed by attractive store windows. Take any city of moderate size and group in the same block three or four stores noted for their individual and interesting window displays, and you will find that there is a buying centre. The public wants to be shown, and they will go any place where there is enough for them to see.

Change Location or Change Window

"A merchant who has not a window that will admit of suitable display should change his location or change his window.

"Appropriate display fixtures are the most essential requisites of a well constructed window. Gold-lacquered fixtures are usually preferred to oxidized or nickle ones. As gold appears warmer and looks well with all colors of merchandise.

"Arrange with the advertising manager to advertise your window displays.

"No matter what kind of merchandise you are displaying always display a card describing the goods and make this description as short and as snappy as possible, using plain lettering so the passer-by can see and read without stopping. Have the cards in your windows of uniform size, avoid brilliant colors, it shows poor taste and crude judgment and is a detriment to the merchandise displayed, your show window cards should never carry an appearance of a circus poster.

"Don't overcrowd your displays. If you are catering to a high-class trade be careful that the window has a refined appearance and on the other hand if you wish to appeal to the cheaper trade trim your windows accordingly—making the display a little stocky—but not crowded. No matter how good the merchandise a crowded window has the appearance of a junk pile."

The Canadian Meeting

NEW YORK, August 5 (Special).—The annual meeting of the Canadian Association of Display Men was held in the Breslin Hotel on Tuesday evening, August 3. Every member attending the convention was present, together with Mr. A. J. Edgell, the president-elect of the International Association and Mr. A. E. Hurst, both honorary members of the Canadian Association.

The president, Mr. J. A. McNabb, Peterboro, made an earnest appeal for new members and after the report of the secretary-treasurer, Mr. F. J. Thompson, St. Thomas, Ont., the following officers were elected:

There was no other name mentioned for the presidency and Mr. McNabb was re-elected by acclamation. The same honor befel Mr. Thompson, in both cases for the third year in succession.

The complete list of officers is as follows:

The officers for 1915-16.

President.—J. A. McNabb, Peterborough.

First Vice-President.—A. W. Murdison, Regina, Sask.

Second Vice-President. — W. A. Andrews, St. Thomas.

Secretary-Treasurer. — F. J. Thompson, St. Thomas.

Executive Committee.—L. Veale, Chatham; S. Moon, Ingersoll; W. S. Hay, Kincardine; W. G. Moir, Hamilton; H. H. Black, Review.

The place of meeting for next year's convention did not take long to settle. It was decided unanimously, to return to Toronto where the first three had been held. The association will affiliate with the International if the Canadian organization will be allowed to continue, separately, its own rules and contests.

Facts and Queries

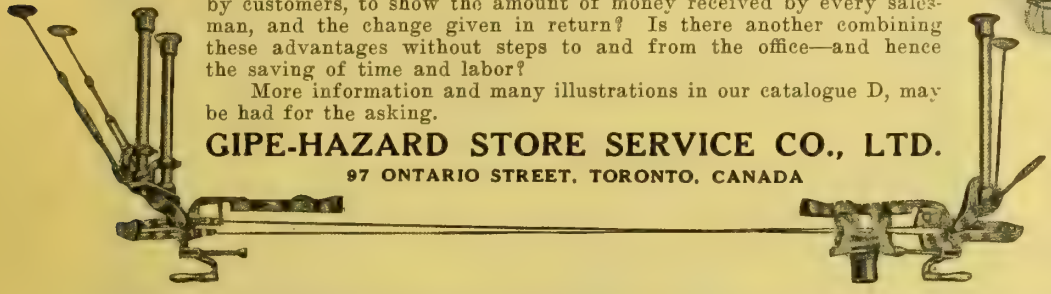
Our Carrier Service offers advantages unequalled by any other—in fact not afforded by any other.

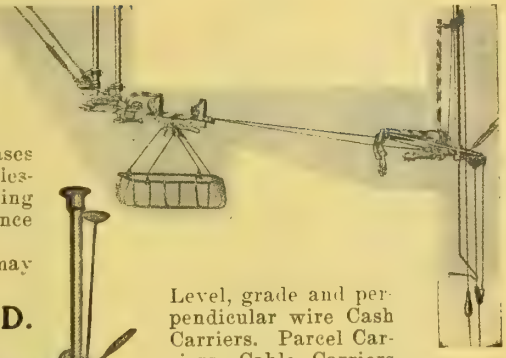
Is there another service that offers a double check in the matter of change making? Is there another that equally secures the merchant's money—that is to deposit it and all other matters of record emanating from the sales counters, to a common centre (the Office) without the salesmen leaving their customers, whether the transaction is cash, charge or barter? Is there another to give an itemized record of all purchases by customers, to show the amount of money received by every salesman, and the change given in return? Is there another combining these advantages without steps to and from the office—and hence the saving of time and labor?

More information and many illustrations in our catalogue D, may be had for the asking.

GIPE-HAZARD STORE SERVICE CO., LTD.

97 ONTARIO STREET, TORONTO, CANADA





Level, grade and perpendicular wire Cash Carriers. Parcel Carriers, Cable Carriers and Pneumatic Tubes.

Here Are a Few Retailers Who Have Recently Installed KAWNEER Store Fronts—Ask Them What They Think

Martin Hardware Co. St. Johns, Nfld.
A. D. Ingraham Co., Ltd. Sidney, N. S.
Fanjoys, Ltd., New Glasgow, N. S.
Waterbury & Rising, Ltd. St. Johns, N. B.
Pringle & Stark, Huntingdon, Que.
H. & C. Blachford Shoe Co., Ltd. Toronto, Ont.
H. A. Graham Shoe Store, Burlington, Ont.
J. W. McLaren, Watford, Ont.
Watson Bros., Sarnia, Ont.
D. E. MacDonald & Bros. Guelph, Ont.
Rowland Hill, London, Ont.
J. Bingham & Sons, Barrie, Ont.
Kennear & D'Esterre, Kingston, Ont.
Angus McFee, Belleville, Ont.
Gerard Heintzman Co., Toronto, Ont.
Bowles Lunch Co., Ltd. Toronto, Ont.
Fred Yates, Preston, Ont.
Coles Company, Ltd., Toronto, Ont.
Remick Music Co., Ltd. Toronto, Ont.
E. C. Kirby, Vancouver, B. C.
Tony Bakogeorge, Lindsay, Ont.
Dr. Jaeger Sanitary Woolen System Co., Ltd., Montreal, Que.
Chrisholm's Shoe Store, Toronto, Ont.
Fitzpatrick & O'Connell, 254 Yonge St., Toronto, Ont.
Washington & Johnson, Queen St. Toronto, Ont.

The acid test of a Store Front is actual use, under usual and unusual conditions. It is by the use of KAWNER in over 40,000 Store Fronts that we feel qualified to help you build your new Store Front. KAWNEER Store Fronts pay for themselves in a short time by the *extra* sales they produce.

How About *Your* Front?

Have you ever studied your Front—your display facilities? Ever stop to think how *mis*-representative your windows are—how they utterly fail to tell your true story—how you are unable to *show* what you have for sale? If a Store Front fails to attract, and sell merchandise, it is a clog in your entire sales organization. Merely keeping out the snow and rain and admitting light into the store is of minor importance as compared to sales and profits. Of course, KAWNEER Fronts are water-tight and require no painting, (are permanent), but their greatest value is in their power to make more people enter and buy. It pays to put in a KAWNEER Store Front and properly show what you have for sale, just as it pays to plant good seed—costs a little more in the beginning, but the results far exceed the difference in purchase price. Your new Front is to be your outside salesman for *years*—not for a few months.

Kawneer
STORE FRONTS

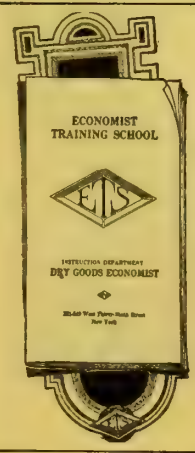
Kawneer
Manufacturing Company
Limited
Francis J. Plym, President
Dept. Q,
GUELPH, ONT.

Kawneer Service

Throughout Canada are KAWNEER representatives, so that wherever you are located, you can have the benefit of our specialized experience in the building of your new Front. We honestly believe we can save you money by offering suggestions that will enable you to *sell* more merchandise. Getting the most for every dollar you spend for a new Front is what we can help accomplish. We have literature on Store Fronts that will interest you and we will be glad to send it to you. Just say, "Send Book No. 21"—it will go to you at once.

577

Kawneer Store Fronts awarded gold medal at Panama-Pacific Exposition. See our model Front there.



Some Big Store Needs You—For Important Work at a High Salary

You could start drawing the salary to-day—if you knew how to do the work.
You can start next month, or next year if you know how then.
For good men are scarce in the retail field. They are always in demand; always employed; always well-paid.
We have written a book that tells about a lot of men who have learned retailing and made good.
It will tell you about the opportunities there are for you—and how to grasp them.
It is **free** for the asking.
Send in your name and address and get your copy at once.

ECONOMIST TRAINING SCHOOL

Advertising, Window Trimming, Salesmanship, Sales Management, Show Card Writing.

247-249 W. 39th Street, NEW YORK CITY



This window, trimmed by A. E. Apted, contains some striking ideas for Fall and is referred to on page 79. The large central is of white felt. The peacock and distant landscape are cut out of velvet and cloth in military and crow blue and pasted on, giving an original and attractive effect. Hats shown in handsome boxes trimmed with ribbon, hat-stands of crystal glass.

There was a spirited competition for the Silver Cup given by The Review and the gold and silver medals, awarded as prizes in the annual competition for window trims, advertising and card writing.

The Prize Winners

The judges of the competitions were leading members of the International Association, Carl F. Meier, of Iowa; Mr. Hoffstadt, past president of the I.A.D.M., and Mr. A. J. Edgell, the new president of the I.A.D.M. No names were allowed on the entries.

The Silver Cup for the best six windows was won by Mr. Thompson; the gold medal in class 3 by Roy C. Root, of Napanee; the gold medal in class 4 by Warren Andrews, St. Thomas; the gold medal for men's wear trims by Mr. Hazel, of Gaudet & Co., Sault Ste. Marie; and in class 8, ready-to-wear, the gold medal went to A. W. Murdison.

In cardwriting the gold medal in class 1 went to A. G. Munroe, of Portage la Prairie, Man.; and the silver to Will Surman, of Fort William. For price cards the gold medal also was won by Mr. Munroe, with Mr. Murdison securing the silver.

The gold medal for advertising was awarded to J. A. McNabb, and the silver to C. Laurence Whitney, Orillia, Ont.

Advance Opening Windows

White and Rich Colors Used to Show Out the Deep Tones of Autumn Fabrics and Millinery.

FALL opening windows in Toronto show that store decorators are meeting the problem of adequately showing the rich dark colors selected for this season in their own way. The T. Eaton Co. have selected white for both background and for covering the floor of the window. To prevent the contrast being too staring between the dark merchandise and the dead white of the background, a landscape design in shadow effect with velvet and felt is used in the same color as the merchandise.

For the Fall opening in dress fabrics, blue was selected

DELFOSSE & CO.

Manufacturers of Store Fixtures, High-Grade Wax Figures, Bust Forms, Etc.

MONTREAL QUEBEC

OFFER

For 30 Days

Newest Shape Waist Form, with rich, flesh, washable, polished, enamelled front as illustration, with high, heavy base, extensible standard, **$58.00 Doz.**

Same Form all covered (white Jersey), dome brass top, 7 in. base, extensible standard. **$40.00 Doz.**

Non-extensible standard, **$35.00 Doz.** In half Doz. lots only.

We claim to have the newest and best enamelled flesh waist forms in Canada.



A Free Ten-Day Trial



of this machine will convince you that you're losing money by not having one. The

CLIMAX *Steel* Paper Baler

even if it only saves you 5c a day is a big paying investment. Don't throw away, burn up or give away waste paper; keep it baled up in solid bundles and reduce your fire risks, as well as keep your basement neat and clean.

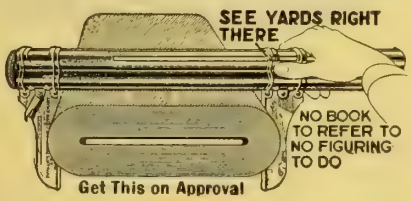
Patent applied for

Send for a free ten-day trial of the Climax

Write for particulars

Climax Baler Co., Hamilton, Can.

TAKE INVENTORY EASY



Measures Cloth, Laces, Trimmings and Ribbons without unwinding

PUTNAM'S IMPROVED CLOTH CHART

Price $12.50, Express and Duty Paid, on Approval.

THE A. E. PUTNAM CO.

Dept. 12 **Washington, Iowa**

CARD WRITER'S SUPPLIES

Send for Catalogue !



THE ART EMPORIUM
23 McGill College Ave., Montreal

When writing to advertisers kindly mention having seen the ad. in the Review.



No. 47—$30.00.
Heavy compact base with rubber bumper instead of casters. Note shapely outline of this form.



Head 20—with P. M. Skirt and Iron Base, as 47, $46.00.

RICHARDSON WAX MODELS

—here's just two of the many charming productions to be found in the Richardson line. If you are looking for a wax model with which to make a particularly attractive display for your Fall gowns you can do no better than select one of these exquisitely true-to-life forms.

It has always been our aim to never fall behind the times—never to produce a figure the least bit out of date. Consequently Richardson goods represent the newest and most practical ideas.

Let us send you our catalogue illustrating many of our models for the effective display of your Fall line.

A. S. Richardson & Co.

The Oldest and Still the Best Wax Figure Manufacturers in Canada

99 Ontario Street, TORONTO

The Review's Loving Cup Goes to St. Thomas

AT the annual meeting of the C.A.D.M. in New York with nearly 40 members present the Silver Loving Cup presented by The Dry Goods Review for the "best six displays, orginal window and unit trim photographs," was won by F. J. Thompson, St. Thomas, Ont.

In the contest for places between 40,000 and 10,000, Roy Root of Napanee, with The Robinson Co., won the gold medal, and W. A. Andrews with The Anderson Co., St. Thomas, the gold medal for places 10,000 to 20,000.

The gold medal for men's wear trims was won by Mr. Hazel, of Gaudet & Co., Sault Ste. Marie.

For women's ready-to-wear windows, A. W. Murdison of R. H. Williams & Sons, Regina, won the gold medal.

The winner of The Review's Loving Cup, Mr. Thompson, has become well-known to display men as secretary-treasurer of the C.A.D.M. for the past two years and now re-elected for the third term. Samples of his work with Maxwell's, St. Thomas, have appeared in these columns and will again. The following interesting account of his apprenticeship and earlier experiences is furnished by Mr. Thompson.

Twenty-five years ago next November I began a three years' term as apprentice to the dry goods business. I mention this fact because part of the duties of an apprentice in England is to assist the trimmer and so at that time began my experience as to the uses of window space and the reason for the displaying of goods kept in stock.

An apprentice was expected at the end of the three years to have a thorough knowledge of the manufacture of goods in every department, also to be able to trim a window, for any department. He must also know everything about colors. He was not allowed to attend a customer for the first two years or until he had a knowledge of the goods he was selling, because in the best stores no excuse is accepted for misrepresentation of goods.

I spent 17 years in some of the best stores in London and provinces of England and my experience during those years has stood me in good stead since I have been in this country. Even my window trimming experience laid a foundation for the artistic application necessary for a trimmer in this country.

I have been in this country 8 years and it was only after seeing the store windows in Toronto that I realized the unlimited scope for a trimmer. I took a position in Tillsonburg until I had mastered the differences of Canadian trade to ours in England. I at the same time took special interest in display work. After three years in Tillsonburg I obtained the position with W. E. Maxwell, of St. Thomas, with whom I have been since.



F. J. THOMPSON.

I was soon successful in winning prizes awarded by The Dry Goods Review and at the invitation of the Editor of Dry Goods Review, I with several others met in Toronto to inaugurate the Canadian Association of Display Men, or Canadian Window Trimmers' Association (as it was then known). From that time I have been an active member, being present at every convention. I have been the winner of a silver medal for three years in succession, and I am indeed proud of the fact that I am this year the winner of the Silver Cup donated by Dry Goods Review.

This will be a reminder in the years to come of our young association and I hope the growth of this association of display men will increase to thousands. If merchants would realize the value of their window-space and the value of the man who has charge of the same, the association would increase by leaps and bounds. Let me hope that this year will see an increase of members.

While writing I would like to say that the Dry Goods Review has been of the greatest help to me during my residence in this country. The articles are always first-class, of interest to every man or woman in the dry goods business. The section for display men is without doubt as good as can be found in any like paper.



THE REVIEW'S LOVING CUP

The following have won silver cups as the Grand Annual Prize of the C.A.D.M. since it was organized:

1912—*E. P. Burns, Robert Simpson Co., Toronto.*
1913—*J. A. McNabb, Richard Hall & Son, Peterborough.*
1914—*A. W. Murdison, R. H. Williams & Sons, Regina, Sask.*
1915—*F. J. Thompson, W. E. Maxwell's, St. Thomas.*

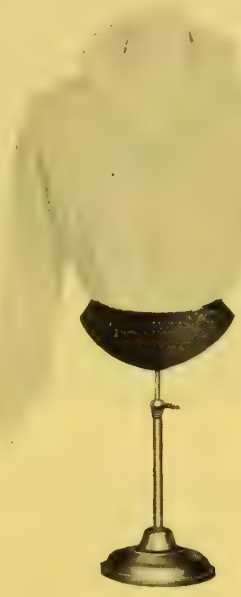
as the leading color, and the big corner window on James and Yonge was dressed wholey in this color. Crow blue, navy, and French blue were the leading shades. The background was formed of a large panel of white felt framed in a moulding of the same. A shadow landscape was worked out in dark blue velvet and soldier blue felt cut out and pasted on the white surface. To the side was the branch of a tree with a large peacock perched upon it. The feathers of the magnificent tail were particularly striking, with the eyes worked out in velvet.

Only about 15 hats were shown in the big window, and the display was treated in a new manner. The hats were shown so as to represent a Paris shipment just arrived and opened up. The boxes were made attractive and lent life to the dark colors and simple trimming effects that obtain in millinery styles this season. These boxes were covered with fancy wallpapers, some in high colors and others in striped patterns, and the covers were attached to the box by wide satin ribbons in various pastel shades. The box was filled with tissue paper and the hat was perched on top just as though it had been just taken out of its wrappings. To lend variety, one or two glass stands of various heights were used; in one case the stand was placed right in the box with the hat on the top. This was an exceedingly happy way of showing the new millinery. The type featured this Fall is of such a kind that it shows up best in a small display and for once the small window has the advantage over the big display. Without the boxes treated in this manner, the millinery models would have appeared insignificant in the big window.

Lavish Use of Gold

Instead of using white to make the dark colors of fall stand out, the Robert Simpson Co.'s decorator is using strong color and gold lavishly. One window has panels of Italian green with a gold bronze grille work. This background is used for a window showing coats, suits and furs.

The millinery window is panelled in cardinal with an archway decorated with pedestals in the same rich shade, ending in gold and bronze female heads. This forms a very rich decoration, and makes an attractive millinery background. The best window in the series is similarly treated to the one above described, only instead of cardinal, Belgian blue is used. Against this background is posed a figure gowned in taupe satin and Georgette, and four suits, one navy, one black, one deep purple, and another brown.



A NEW ENAMEL FORM

This cut shows a waist on a new enamel form which has been brought out by Clatworthy & Son, who manufacture the entire fixture. There are several points that will win approval of display men, the smooth, flesh-like natural appearance and the enamel top in place of the contrasting metal that is usually employed.

President McNabb Tells of New Ideas From Trip to Gotham

Mostly all piece goods are draped on forms, but occasionally an odd bolt, slab or T stand drape is noticed. In the draping of the goods on the stands—a combination drape is made by showing a plain material over the stand and then by draping a novelty material over, which serves as a trimming.

Scenic panel paintings for opening displays, will be very much in evidence. Their effect is very striking and the cost very low. For a small window a background design with a scenic panel will prove a very interesting investment.

Another rather novel idea in connection with the draping of piece goods is to use fixtures with an attractive base and allow these bases to be exposed and thus making apparent how the drapes are supported.

In the show windows of Gimble's marble paper was used and plain panel back which proved a very attractive decoration. A background of this kind should cost very little.

Special attention should be given to the care of wax figures—keep the hair well dressed—watch this carefully don't have broken fingers or soiled arms, the cost of repairing these is smaller than the amounts you can lose in sales because of the goods appearing to a disadvantage on poorly kept figures.

Black and white color combinations in window decorations and merchandise displayed was a strong feature of many of the the New York decorations. To my mind a black and white background for a Fall Opening display would be a very effective decoration especially so, when one considers the fact that novelty foliage in black and white effects can be purchased that would enhance the display wonderfully.

Valances are being used now by nearly all the New York department stores—and they lend a very attractive appearance to the store front. Valances will give your windows an individual look and make them stand out from those of your neighbor.

Decorative papers are becoming very popular with the modern display man. These papers are used for complete permanent, or temporary backgrounds, for decorative panels, dividers, screens, etc. Decorative papers can be had in imitation of any fancy wood and so natural that they can hardly be told from the real thing.

As an individual unit, a basket of flowers, receives a very extensive consideration in the show windows of the Sixth Ave., stores. These baskets filled with appropriate flowers add a real touch of beauty to the merchandise displayed.



Something New in Summer Underwear

For MEN and WOMEN

Turnbull's famous "CEETEE" Underclothing has been known for years as the highest class WINTER Underclothing.

Turnbull's "AIR-LITE" Fabric will be the leader in SUMMER Underclothing as "CEETEE" has been for WINTER Underclothing.

Just wait until you see samples of this new stitch and fabric for which we own the Canadian rights exclusively.

It cannot be equalled
For Softness,
Elasticity,
Quick Absorption,
Even Porousness,
Coolness.

TRADE MARK

Turnbull's

AIR-LITE

FABRIC

We Let YOU be the Judge

The C. Turnbull Co.
of Galt, Limited

GALT ONTARIO

Also Manufacturers of

"CEETEE" Pure Wool Underclothing—Turnbull's high-class ribbed Underclothing for Ladies and Children—Turnbull's "M" Bands for Infants and "CEETEE" Shaker Knit Sweater Coats.

Cardwriting Made Easy

by R.T.D. Edwards

NOW that the student has learned how to write a plain show card I think it advisable to give him something of a little more interesting character. I shall therefore present herewith the first lesson in Shading and Shade Mixing. This, when mastered, will enable one to make a very attractive card out of a plain black and white one and yet not render the card difficult to read. This sort of show card is what is called "fancy" but I term it a good sensible show card for a showing which is a little better than the usual variety.

The real use of shading is to make the lettering stand out in relief and also to take the plainness off a card. In the first place one should never have this shading stronger than the letter itself. This would make the card more difficult to read than if the shade was omitted.

Shade Should Not Touch Letter.

There is one very important point that must be remembered in the excution of the shade card. That is do not allow the shade to touch the letter. Ordinarily it must be kept about one-sixteenth of an inch from the strokes of the letter. The white space between the shade and the letter gives the letter the effect of standing out from the white board. See Fig. 1 as an illustration of this point.

In order that the student may learn the work by the easiest method, I have shown the use of the shade on the alphabets and figures as demonstrated in lessons 4, 5 and 6 in previous editions of this paper, I have two reasons for giving this class of letter to start the shadow work. The first is that by this time if you have been diligent in practising the work you should be able to make it better than the Roman alphabet shown in the last two lessons. The second reason is that it is easier to learn to shade a square face letter where no spurs are used than to shade a spurred letter. The lack of spurs makes the shading more of straight lines and large curves. Shading spurred letters is much more complicated on account of the short lines and curves required.

Before procuring with actual work it would be very beneficial if you studied the chart thoroughly first. You will note that I have numbered the strokes on each letter. If you follow these numbers you will find that there will be less likelihood of you smudging the work already done. Also note where two strokes are joined, I have drawn white lines across. This is not to be on the completed work but merely shows where the line should overlap.

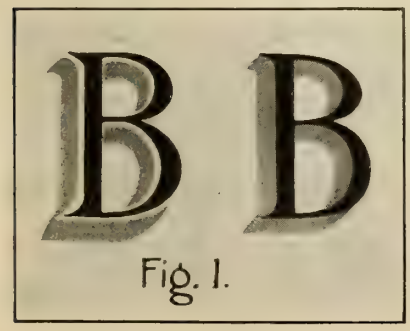
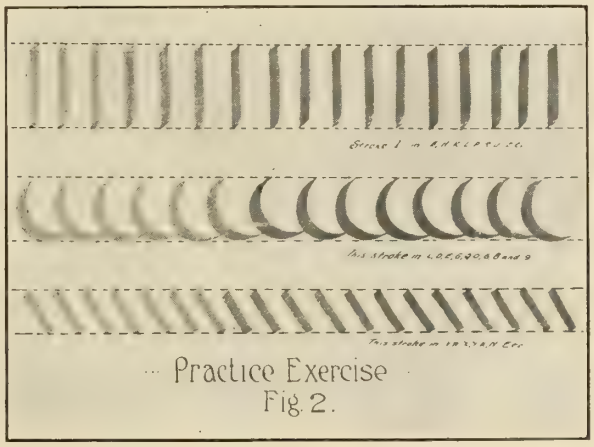


Fig. 1.

The Lower Case Alphabet.

The shade on the "A" is composed of 6 complete strokes. Care must be taken with the finish of stroke 2. Be careful not to allow it to overlap on the black letter. Stroke 5 should be made quickly to get that free and easy swing.

It takes four strokes of the brush to make the shade



Practice Exercise
Fig. 2.

on "B." Stroke 3 is formed on some of the other letters and is one that should be practised often. The shading on "C" is made very quickly with two strokes of the brush. By lifting the brush properly at the finish of these strokes you eliminate having to retouch them.

"D" is a 6 stroke letter. Stroke 4 is found on many other letters; as stroke 3 of "E" and stroke 6 of "G." Lots of practice on the one will do much good. You are liable to have the same trouble with stroke 1 of the letter E as mentioned about stroke 2 of "A." Do not allow the shade to overlap on the letter.

The main thing in shading the "F" is to get strokes 1 and 4 to appear as one continuous stroke. "G's" shade is all composed of curved lines. A careful practice of all these curves will assist one in the making of other shades. It is absolutely imperative, especially on long stroke leters, to have the shade parallel with the letter. "H," "K" and "L" are letters where this applies.

The slant at the top of stroke 3 of the letter "K" is gotten by turning the handle of the brush to the right.

Stroke 3 and 6 of "M" are sometimes joined up with strokes 4 and 7 and made with two strokes instead of four, but for the beginning it is best to make them separately. The shade on the "N" is similar to that of

the preceding letter. The down stroke will require much practice.

To get the fine lines at the beginning and finish of the shadow strokes on the letter "O," the brush must not be loaded too heavily with color. The shade on the "P" is made with four strokes while the "Q" requires five strokes.

Stroke 3 of "R" appears in other letetrs as stroke 1 of "S" and stroke 6 of "F."

No. 2 stroke of "S" needs lots of practice, as it is the only one of its kind in the alphabet.

The shade on the "T" requires five strokes. Stroke 4 is the most difficult here. It must be brought down straight until the curved part of the letter is reached and then follow the tail of the letter. This can all be done without lifting the brush but it requires lots of practice. Stroke 1 of "U" is similar to that of stroke 4 of the letter "T" just described. The only difference is that it extends further to the right. The finish of stroke 2 of "V" must be done by turning the brush toward the left. The same applies to strokes 2 and 4 of "W." In order to make them successfully these will require much practice. The shade of the "X" is composed of 6 strokes. 1 and 5 and 2 and 3 must appear as continuous strokes. The five strokes of the "Z" must all be joined.

The Upper Case Shading.

The upper case lettering or making of the capitals has more straight lines than the lower case which makes the shadow easier to do; also the formation of some of the lower case letters is similar to that of the upper case and those will require no further explanation. I will just deal with the difficult points of the letters that differ to preceding ones.

Strokes 3 and 5 of the letter "A" must run parallel with hand stroke of that letter and must appear as one continuous letter. Some writers make strokes 2 and 3 of the letter "B" two strokes each, but it is just as easy to make each with one stroke of the brush. The wavy shade stroke No. 3 of the letters "E" and "F" require a lot of attention and can be used for a practice exercise. The shade of the "G" is made with five strokes; stroke 2 must be made quickly with one long sweeping stroke. It's start and finish must be pointed.



Fig. 3.

Mixing the grey colors—light, medium and dark—is illustrated here.

The start of strokes 4 and 6 of "M" are quite difficult and need much attention. They are made by turning the

(Continued on page 84)



Chart showing how shading of both small and capital letters and figures is made. Each stroke is indicated by the figures.

City Stores Hold Baby Department Openings

The Line is a Large One and Includes All Garments and Millinery for the Infant and Small Girl and Boy—Middy Blouse Dresses for Tots—Reefers for Boys.

IF the merchant has not a growing children's and baby department of some description in his store he should consider it carefully. This in the large stores is one of the most flourishing of all the ready-to-wear departments, and therefore one of those most in the lime-light. So great is the demand in the larger cities for babies' wear now that all the numerous items have been gathered into one department, and shopping has been made so easy for the mother that a "baby's opening" day is a feature in the majority of stores.

Baby-wear all the way from Paris is featured just as the Paris gown is used as an attraction in the department where the mother buys her garments. The woman who cannot afford French baby-wear notes the details and the daintiness, and looks for similar qualities in the small garments she buys.

One naturally begins with the "long dresses" the wee infant first wears when considering baby's wardrobe, and those of French make are of fine nainsook, very soft and sheer, with the tiny neck and sleeves finished with a scalloped edging and with the round yoke embroidered in small delicate patterns. The christening robes are very beautiful, and show lavishly embroidered panels down the front. The first shortening dresses are hand made and embroidered, and there are skirts to match.

The woman who cannot afford to buy hand-made French embroidered garments for her baby need not worry, for there is a wide choice of beautiful dresses both "long" and for the first shortening. These dresses are factory-made but the finish is exquisite and the embroideries and laces used to trim them have been specially designed for baby wear. The perfect shaping and the sensible cut is one of the chief reasons why there is such a demand for baby wear.

Frocks for little girls from two to four years come in white lawn and organdie edged and inset with Valenciennes lace and fine embroidery. These dresses are made with long French waists and short full skirts, and are decorated with bows of pale blue or pink ribbon.

Middy Blouse

The middy blouse is being adopted by all ages and among the newest in dresses for the tot of the age above given come little middy blouse dresses made of China or of raw silk in natural color. Middy dresses come also in white duck with skirts of blue or pink.

At two years old the small girl begins to wear little frocks of serge or velveteen, and smart little French dresses are shown in both these fabrics for girls two, three and four years. These dresses come in navy, Copenhagen and cardinal.

The small boy, as well as the small girl, is cared for in the baby department, and for the boy of from two to four the most popular suit is still the Oliver Twist. Oliver Twist suits come in a vast variety of materials. For smart wear and Sunday best, velveteen trousers with serge or silk blouse are best liked. Black velveteen trousers and blouse of white serge or trousers of brown velveteen with the blouse of raw silk are the latest. The little turn-down flat collars are finished with a Windsor tie of Roman-striped or Scotch plaid silk. Cheaper suits come with the trousers of serge instead of velvet, and some have white or colored linen blouses.

Suits for Boys

Oliver Twist suits for boys from two and one-half to six years come in galatea, with the blouse in white and trousers and collar of navy blue. For these ages come also quaint little coat suits of velvet serge or duck with white vests and collar.



Novelties in Christmas handkerchiefs for children. Peter Rabbit and a child and doll done in outline stitch decorate the corners. Shown by Novelty Lace and Veiling Co.

The ever-present Buster Brown suits are featured in corduroy, in navy, Copenhagen and red with a dicky of white pique. Garments for the small boy, say up to six, should all be carried in the baby department, as their sale there is most convenient to the customer. This is the practice that is followed by the most up-to-date stores and is based upon the fact that right up to five or six years both sexes wear many of the same garments, even after the little boy is panted the little coat or reefer is cut exactly on the same lines as the one his small sister wears.

Reefers for Fall

For Fall wear for the small boy and the small girl come in the smartest of reefers in navy blue and in grey. These coats are cut in the regulation sailor styles in both serge and chinchilla cloths. The cheaper reefers are of serge and have the nautical emblems embroidered on the arms, with either black bone or brass buttons. They are warmly lined with sateen and sell at a strictly popular

price. The chinchilla cloth reefers come in navy, brown or grey, and are cut full length and notch collar and belt, and collar of black velvet. For girls' wear the corduroy reefers are most in favor with navy, Copenhagen and French blue as well as seal brown and tan. Often these smart little coats have a touch of fur on the collar.

Bearskin Coats

For children from six months to four years there are many attractive little coats in bearskin. These coats come in many different designs, some with a flat collar, others in cape effect and with various white cord and silk braid trimmings, and also in plain and in curly weaves. Bear cloths are in short supply, and are practically unobtainable for early delivery, and when present stocks in the manufacturers' hands are used up it will be a difficult matter to meet any extra demand.

To match these coats come numerous styles in small caps and bonnets. For boys' wear there are the Russian or Czar caps with military brush mount at the front and military trimmings of plaited cord or braid. These caps have ear-laps and tie with broad silk strings.

Among the novelties shown are quaint creeper suits and rompers made of blue linen, pink and tan linen and smocked in white. Also there are white rompers smocked in pink or pale blue. Rompers also come in chambray and in striped ginghams and percales trimmed with strapping and bands of red, pink and blue and can be had in sizes from two to six years old.

CARDWRITING MADE EASY

(Continued from page 82)

brush to the right in order to get the point and as the wide part of the stroke is reached the brush is turned in the usual position. Stroke 4 of the letter "N" is of similar formation. Stroke 4 of "R" is sometimes not necessary.

Shading the Figures .

The figure "2's" shade is composed of five strokes. Note how stroke 2 ends abruptly. Stroke "3's" beginning is slightly curved and pointed.

The "3" is shaded with six brush strokes. Similar strokes to No. 4 is used in many other places in the alphabet and should be carefully practised.

The shadow on figure "4" is made with seven brush strokes. Stroke 1 must be made similar to those of 4 and 6 of the upper case "M."

Practice often stroke 2 of figure "5." This shade appears in many letters and figures. The main thing is to keep parallel with the top line of the figure. The three shade strokes of the "6" can be made very quickly. They seem to work in with the natural swing of the brush.

The all straight shade lines of the "7" need much practice. It is my experience that the straight lines are hard to master and need more practice than do the curved ones. The "8's" shadow is composed of all curved lines and should be easily mastered.

Stroke 3 of the "9" is the only straight shadow on this figure. To avoid the point of the lower stroke of this letter the lower edge of the brush must be lifted.

Chart No. 2 gives a good idea of how to go about the practice work. Rule the blank card out with guide lines to suit the length of the stroke you are going to practise and start with the letter "A." Make all the strokes belonging to each letter and perfect each one before proceeding with the rest.

Brotherhood Overalls

UNION MADE

are not sold by travellers or thru jobbers, but are sold direct





The cost of *Brotherhood Overalls* is not increased by the expense of a staff of travellers or by jobbers' profits. The saving in expense of marketing is added to the quality of the goods themselves. This quality is our salesman and yours.

We give the *Brotherhood Agency* to only one merchant in a town who soon learns the real selling value of the superior quality of *Brotherhood Overalls.*

Don't wait for a traveller—don't ask your jobber, but write direct to us for samples of the goods. They sell themselves for us and for you.

WRITE NOW.

H. S. Peters, Limited, Welland, Ont., Can.

MANUFACTURERS



Confidence in Canada's Prosperity

Has caused us to prepare and have ready for *immediate delivery* a larger stock of

Shirts - -	**from**	**$8.00**	**to**	**$42.00**	**per**	**dozen**
Night Robes	"	9.00	"	16.50	"	"
Pyjamas	"	12.00	"	60.00	"	"
Boys' Blouses	"	4.50	"	16.50	"	"
Elk Brand Collars - -	**at**	1.10			"	"
Red Label Collars -	"	1.40			"	"

than we have ever carried at this season before.

We will send sample cards of colored goods or catalogue of white goods on request, or you can trust us to give special attention to your open orders.

The Williams, Greene & Rome Co., Limited

Of BERLIN, ONTARIO

WAREHOUSES:—

Berlin, Ont.

Winnipeg, Man.
Cor. Donald and Cumberland Ave.

Vancouver, B.C.
324 Seymour St.

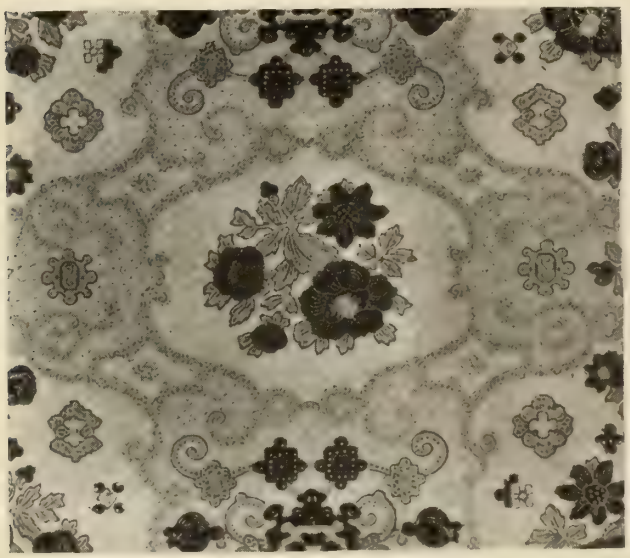
HOUSEFURNISHINGS

Advance in Oilcloths

Great Difficulty in Securing Canvas, Owing to Embargo—Four Cents Increase on Some Lines.

By Resident Staff Correspondent.

MONTREAL, Sept. 1—(Special).—Oilcloth and linoleum manufacturers, both here and in the United States, are troubled more by difficulty in securing raw material than in securing orders for the finished product. And the raw material which is giving them most trouble just now is canvas, which is the base of floor oilcloth and linoleum. Recently, the British Government placed an embargo on canvas, and it became necessary for exporters to secure a license before being able to ship from Great Britain. Their reason for this action was that the Allies required a tremendous quantity of canvas for sandbags; they also wanted to know where it was going, whether to their own people, or to Germany and Austria



New line made by Dominion Oilcloth Co.

on neutral bottoms. There was no doubt that much of it was going to the enemy.

The result of this embargo is that American manufacturers are greatly hampered for want of canvas; in fact, at the present time, a Canadian manufacturer states that it looks as though they will have to close down for this reason. The high prices now being charged for raw material is having its effect on prices here. Canvas has advanced tremendously since war broke out, and the price on all other materials which enter into the manufacture of floor oilcloth and linoleum have advanced.

Dyes form the basis of dry colors used in the manufacture of this product, so that the difficulty in securing dyes is also having an influence on prices and on colors. The Dominion Oilcloth Co., Montreal, have announced an advance in certain lines, as follows:—4c per sq. yd. on "E" quality linoleum, and on No. 3 quality floor oilcloth. Advances on other lines are in proportion.

As regards future prices, everything depends on circumstances. Current prices might be in force for six months or for a year, or they might be increased or decreased tomorrow. With the market for raw material in its present state, manufacturers of floor oilcloth and linoleum hardly know where they are at. They state that if they can get the material, they can sell the finished product. It is true the demand has been restricted, but their great trouble to-day is in knowing where they can get the necessary raw material.

Piece Goods in Curtains

Continue to be Popular—Madras Muslins a Strong Line—Buyers Interested in Windsor's in Scrim and Marquisette.

WINDSOR curtains in scrim, marquisette, and voiles with Cluny edge and insertions, filet insertions, and hemstitched edges are selling so largely that orders are becoming hard to fill.

Madras muslins are selling extensively and promise to be much more prominent than for many seasons past, for they are to a certain extent taking the place of nets. One reason for this may be found in the large ranges of beautiful patterns that are on the market for the coming Spring season. Special mention should be made of the patterns showing a flower or motif in color; the colors used being pale shades, as pastel pinks, blues, yellows, etc. These patterns sell because they harmonize with the cretonnes and chintzes now in such high favor. Stripes are in the limelight in all fabrics and there are some delightful patterns in stripes with conventional or floral borders. The leaded glass patterns are always in favor and there are numerous good designs. Patterns as a rule are on the small, neat order. Madras muslins are taking the place of many of the drapery fabrics that are off the market because they come from sources of supply now within the war zone. Madras for this purpose comes in solid colors and in tapestry effects. Golden brown, verdure green, and blue are the leading colors.

The most interesting news is that double-bordered curtains are being introduced as a novelty and with a fair prospect of success on this market. Double borders are always used in England and this fashion is justified there by the many high, large windows in English houses.

This sample rack of



will get satisfied pillow customers for you



"Uneasy lies the head that rests on a coarse-feather pillow."

When you sell a pair of pillows it is well to remember that your customer is going to become very well acquainted with them before they're worn out, a great deal better acquainted than you are; remember that some member of her family is sure to try to sleep on them and that the good housewife will come in contact with them while making the bed. If they have a coarse filling you will be the loser, no matter how cheap you sold them.

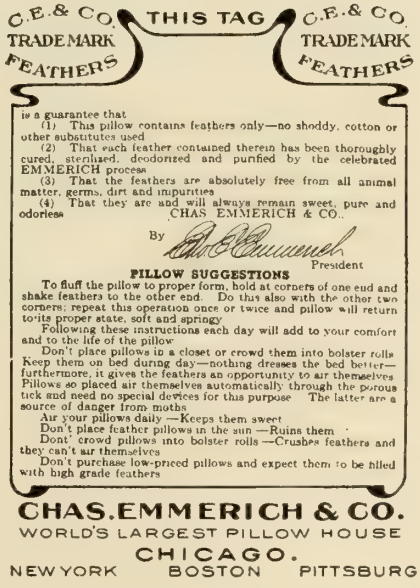
If they are

Emmerich Guaranteed Feather Pillows

you will get the benefit of a satisfied family—satisfied customers.

The facilities and location of the **Emmerich** factory give us a great advantage in securing America's best feathers. Our long experience in working with feathers enables us to turn out feather pillows which we can back up with the absolute guarantee here shown and which is printed on the back of the tag attached to every Emmerich pillow. Right now the Autumn bride is selecting her household effects. Now is the time to start her right by selling her **Emmerich All-Feather-Pillows.**

Send for samples at our expense. Ask about this sample rack.


C.E.& CO. TRADE MARK FEATHERS THIS TAG C.E.& CO. TRADE MARK FEATHERS

is a guarantee that
(1) This pillow contains feathers only—no shoddy, cotton or other substitutes used
(2) That each feather contained therein has been thoroughly cured, sterilized, deodorized and purified by the celebrated EMMERICH process
(3) That the feathers are absolutely free from all animal matter, germs, dirt and impurities
(4) That they are and will always remain sweet, pure and odorless
CHAS. EMMERICH & CO.
By
President

PILLOW SUGGESTIONS

To fluff the pillow to proper form, hold at corners of one end and shake feathers to the other end. Do this also with the other two corners; repeat this operation once or twice and pillow will return to its proper state, soft and springy.

Following these instructions each day will add to your comfort and to the life of the pillow.

Don't place pillows in a closet or crowd them into bolster rolls. Keep them on bed during day—nothing dresses the bed better—furthermore, it gives the feathers an opportunity to air themselves. Pillows so placed air themselves automatically through the porous tick and need no special devices for this purpose. The latter are a source of danger from moths.

Air your pillows daily —Keeps them sweet.
Don't place feather pillows in the sun —Ruins them.
Dont' crowd pillows into bolster rolls —Crushes feathers and they can't air themselves.
Don't purchase low-priced pillows and expect them to be filled with high grade feathers.

CHAS. EMMERICH & CO.
WORLD'S LARGEST PILLOW HOUSE
CHICAGO.
NEW YORK BOSTON PITTSBURG

Back of tag. Note guarantee.

CHAS. EMMERICH & COMPANY

WORLD'S LARGEST EXCLUSIVE PILLOW HOUSE

BRANCHES:—NEW YORK CHICAGO PITTSBURG, BOSTON



View of portion of housefurnishings department of Richard Hall & Son, Ltd., Peterboro', where the art of suggestion brings hosts of sales. Three out of the six draped windows are shown: the decorations on these are usually sold as they stand. The upholstered kitchen chair brought many orders itself. The department shows only samples of oilcloth on this floor. They have gone out of carpets except for stairs and sell only rugs.

Building Home Furnishings Department on Suggestion

Store of Richard Hall & Son, Peterborough, Shows How Draperies, Curtains and Rugs Match, and Furnishes Sketches and Estimates of Cost for Whole House—Paper Patterns of Designs—Linoleum Squares as Samples—Talk With the Manager.

Special to The Review by Traveling Staff Writer.

IT is probable that the House Furnishing Department, taking it from end to end of Canada, is the least developed in the matter of selling methods of any in the store. There is probably no other department that depends to a greater extent upon the initiative and good taste of the manager and probably no other also where he must enter more fully into the views and positions and capacity of the customer herself. And in the same proportion, as a matter of "poetic justice," where individual effort is expended carefully and wisely, the returns will rank as high as those of any department in the store. There are some house furnishing departments in Canadian stores whose business has quadrupled, and is even ten times what it was compared with a couple of years ago, and the stores themselves are in a fair way to securing and holding the great bulk of the trade of the community in the matter of the furnishing of homes. Where the house-furnishing department is conducted along these lines it usually so far surpasses those of its rivals that it soon draws a far greater percentage of the trade of the community to itself than comes to most other departments. As the old nursery phrase has it: "When it is good, it is very, very good." We refrain from finishing the quotation.

It is the method of selling draperies and the extension thereby of the sales of rugs, curtains, wall-paper and general upholstery that is the result of the development of this department. Usually in the majority of departments, if goods are well displayed the sale is half made, but in the case of draperies there is another idea which is almost necessary, that is, the suggestion of the use of the drapery and its combination with some other article of home adornment. It is this idea of combination, and combination in a harmonious manner, that makes the building up

The Montreal Feather and Down Co.

488 St. Paul Street W.

Montreal

Manufacturers of Cotton, Wool and Down filled comforters in Sateen, Satin and Silk. Bed Pillow, Cushion Forms and Tea Cosies. Price list on application.

All goods guaranteed, the best in quality and workmanship.

CARPETS, SQUARES AND LINOLEUMS

We must confess we are most agreeably surprised at the results of our recent carpet trade—and you will be more than pleased when our traveller shows you our patterns and prices for 1916. He is now in your vicinity

THE W. R. BROCK COMPANY,
(Limited)
MONTREAL

of a drapery department and its relative parts, rugs, curtains, etc., by no means easy.

A Department That is Growing.

One of the stores in Canada which is succeeding and succeeding well along this line is that of Richard Hall & Son, Ltd., of Peterborough. The manager of this department has learned the secret of sales of drapery, and is developing it along lines that are resulting in a steady increase month by month and season by season in the turnover of this department.

Just what can this department offer to its customers? The photograph shown here indicates something of the



Sample of newspaper and circular advertising for housefurnishings department.

matching up and combination work that is being carried out. There are six windows in the department and on every one there is cretonne, or chintz, or some other drapery in connection with the curtain. Each one is carried out in a different design, and in addition to these, six several others are made up usually on a smaller scale in different parts of the room. Along the top of the ledges are hung cards with cut-outs from various trade papers or the catalogues of manufacturers, showing not only the use of drapery for windows and various portions of a room, but also furniture that matches the decorations. On these cards are inscriptions in old English type such as:

"Get our prices and ideas for your new draperies."
"We can suggest some clever ideas in home decorations. Ask us for estimates."
"A clever nursery treatment."
"A simple breakfast room."

Just as a sample of what is being done, take an old-fashioned mahogany couch which was picked up by the department a short time ago. It was re-covered and set up in the department and a card set up on it reading, "We do all kinds of upholstering." Draperies were thrown over it from time to time and the whole suggestion was carried out of a harmonizing combination that would adorn any room. This single piece of furniture brought forth a number of orders for upholstery work to the department.

In another section is a small kitchen chair—the plain kitchen variety—that has been padded and covered with a rather pretty pattern of chintz so that it is suitable for a bedroom. A number of orders have been taken for this in various styles of drapery, **and the sales were made simply because the customers saw the drapery used in a way that suggested a use to which it could be put in their own homes.** This indeed is the main idea behind the success of the Drapery Department, that of suggesting some use that the customer can make of it in adorning her own home.

What is Done For a Customer.

Just what service can this department perform for a customer?

When a lady comes in and says she wants to do up a certain room or do up a whole house, a member of the staff, usually the manager, visits her home in order to see what the surroundings are, the furniture, the paper, the lighting of the rooms, and so forth. He will then draw up a plan for her showing the style and colors she should use for this room and that one; will suggest a carpet to tone in with the wall-paper or her new drapery, or wall-paper to match the carpet which she does not intend to renew. If she has a corner she wishes fitted up he will make a sketch, or the same way with a window. He will then take her through the department in the store and show her various patterns and styles and shades, and suggest those that would fit the various rooms. They would then go over with the drapery to the rug section, and match up a rug suitable for the drapery. The store does not carry wall-paper, but this is attended to by the department by dealing with a local store.

More than that, the manager of the department is able to supply the lady with an estimate of the actual cost of everything that will go to make up the new decoration of the room, and in this way when she knows exactly what the room will look like and the cost, contracts are usually made without delay. It takes experience and considerable artistic ability to do this, but without possession of this the real development of a drapery department is very uphill work.

Make Up a Paper Pattern.

A talk with the manager will show some of the lines along which he is working. To The Review he said:

"If, after we have made suggestions of the decoration of certain rooms and the lady cannot get a definite idea from drawings what it will look like, we make up a paper pattern for her.

"The reason we added upholstery this last Spring was that we found in a good many cases that designs of rooms that we drew up were spoiled by lack of taste on the part of the upholsterer, or failure to grasp the color scheme that we had in mind. We have found that we have carried out certain effects and have gone so far and then when the furniture came to be attended to by someone else, that the general effect was spoiled. We have thus tried to enter into the decoration of the room as completely as possible.

PRIME & RANKIN, Limited

We offer to the trade our very *best services,* and the very *best values* obtainable in the several lines in which we specialize.

There **must be** a **reason** why we retain our **old customers** and constantly **adding new** ones to our list.

Selling Agents for Canada and Newfoundland for

John Brown & Son, Ltd. Glasgow

Manufacturers of

Madras Muslins.

Their colored goods are made with fast dyes.

Our **travellers** are now out with a full range of samples for **Spring delivery.** Careful inspection of the range will **reveal the reason.**

We manufacture Curtains and Curtain Nets, and solicit import orders for Madras, Muslins, Scrims, Marquisettes, Embroideries, Laces and Fancy Handkerchiefs.

Windsor Brand Scrim Curtains are the best in the market. We make them.

Prime & Rankin, Limited

74 YORK STREET
TORONTO

18 CASTLE GATE
NOTTINGHAM, ENG.

Featuring "Something Different and Exclusive."

"A very strong feature of our department is that we try to feature in our drapery something different and exclusive, something that a customer cannot find any trace of at any other store in the city or district

"We change our window drapes quite frequently and show as many styles as possible in them. In the cheaper lines of goods we feature plainer designs of treatment in order that the cost may be kept as low as possible, while more fancy effects are portrayed in the higher priced drapery. Our window drapes are usually all sold just as they are.

"We employ a woman to make our draperies all the year round. This work is done upstairs next to the millinery workroom.

Upholstering Done Outside—No Moths.

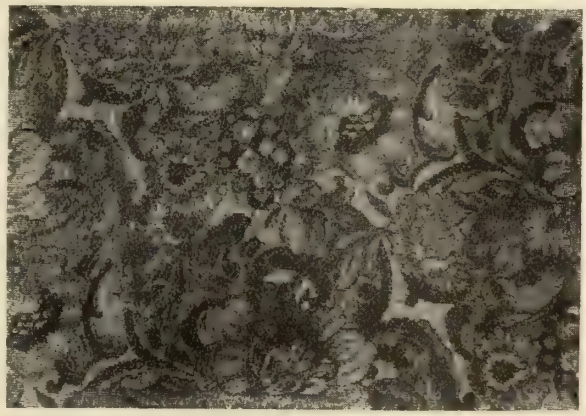
"The upholstering is done entirely outside this building in an outbuilding on the ground floor into which all goods are easily carried. The idea of this is that old furniture brings in moths which destroy our other goods. Then our department is kept clean and free from the noise of any work and any interruption in this way. We have made it a rule not to do any cutting of carpets or oilcloths in this department at all. We keep only samples of oilcloths, in a yard and a half or two yard squares, and all cutting is done down stairs. This leaves far more room to show goods."

Reproduction is given of a sample ad. used for this department exclusively. This indicates how important a place this department holds as a feature of the store.

Chintzes

Majority of Patterns English in Style Striped Backgrounds Popular—Color Effects are More Subdued.

THE improvement in business is being reflected in the additional business that is being done in the house furnishing section and in the decidedly more favorable outlook for business this Fall. The holiday season is about over and the settling down for Fall and Winter is in progress. All household furnishings are under review and the changes and additions that the



Verdure tapestries of French make are now unobtainable. This cloth developed in soft shades of green, dull rose, tan, French blue and mulberry is the product of Canadian looms. Shown by George H. Hees, Son & Co., Ltd.

housewife considers necessary is now being planned and much of the delayed business is coming to hand. There are difficulties in obtaining some goods, and others are completely off the market, and in some cases are very greatly missed. The beautiful tapestries and velours of France are no longer obtainable, and as a substitute are offered the goods that are made in the States. These have real merit and excellence though in finish they do not quite measure up with what we have lost.

It is in the matter of price that the change is most perceptible for the same grade of tapestry that France produced for $2 now cannot be sold under $3.50.

England is getting most of the chintz business but an increasing volume of the better business is going to the States—the English chintzes, are superb but the patterns are designed for British trade and the patterns produced in the States are felt by many to be more in accordance with the Canadian taste at present.

Fashions in Wallpapers

Novelty in Black and White Will Not go Far — Browns and Putty Shades— Tapestry Effects.

By Resident Staff Correspondent.

MONTREAL, Sept. 1—(Special).—Plain effects in browns and putty shades are being shown by the best Montreal stores for halls, living rooms, and dining rooms, with the necessary band or cut-out borders. For bedrooms, the tendency seems towards more floral effects, particularly to pinks. It is noticeable that for the coming season there is a movement away from the plain effects for bedrooms which have been shown for the past few seasons.

A novelty is seen in the shape of black and white effects. This is not going to be strong, but it is something new that will appeal to the better class trade, and at present is only being put out in the better class papers.

This idea comes from the United States, but it is being followed by Canadian makers, who are turning out a paper in which black and white is introduced with other colors—a hinting at a black and white design. The imported stuff is plain black and white, and black on putty grounds, with borders to match which will tone up the colors, black being a dismal thing for a bedroom by itself. Black stripes are being used, or small odd designs. In stripes, the demand is either for broad stripes or for narrow ones; to be exact, stripes 1 inch to 1½ inches are good sellers, and the very narrow stripes, but stripes measuring ½ inch to ¾ inch do not seem to be taking so well.

Tapestry Effects Have Good Call.

Dealers are finding a big call for large tapestry effects in allover designs for halls, living rooms and dining rooms, especially in soft tones of tan and grey. For living rooms and halls, there is also a tendency towards plain goods and new "forest" effects, the latter being a new name for a blend. The latter is being shown mostly in 30-inch stuff, a width which started last year, and will be much stronger this year. This results in a smaller number of scenes, there being only about half as many joins on the wall.

For parlors, dealers are finding panel effects rather good this year, but the demand for this is mostly from the better class French trade of Montreal. The English trade is going in more for plains, and in some cases for silk soisettes. For dining rooms, it is found that there is a strong likelihood of blue being a big seller this year.

STAUNTON WALL PAPERS FOR 1916

Ensure quick sales and increased profits for the Retail Merchant.



Embossed Silk Hanging No. 1945 with Ready-Cut Frieze and Trimmer in prettily contrasting tones. From the new Staunton Line for 1916.

MADE IN CANADA BY CANADIANS FOR CANADIANS

Our Salesmen are now on the road.

STAUNTONS LIMITED

Wall Paper Manufacturers

941 Yonge Street

TORONTO



Display of lady's boudoir suite in the housefurnishing department of Goodwin's Ltd., Montreal, illustrating the vogue of black and white cretonnes for upholstering and trimming.

Grass cloths appear to be coming in stronger this year. They have been rather slow of late, but Montreal dealers are carrying more now than they ever did, and are finding quite a call for fancy grass cloths. They are mostly imported from Japan, and retail from $4 to $10, but as they are a yard wide, figuring on the ordinary roll they work out at about half the above price.

Every day sees an improvement in the demand for wall coverings of a washable nature for bath rooms, upstairs halls, kitchens.

Carpets

The Dye Shortage the Real Trouble—Blue Dyes Very Scarce—Oriental Rugs in Quantity Still Available.

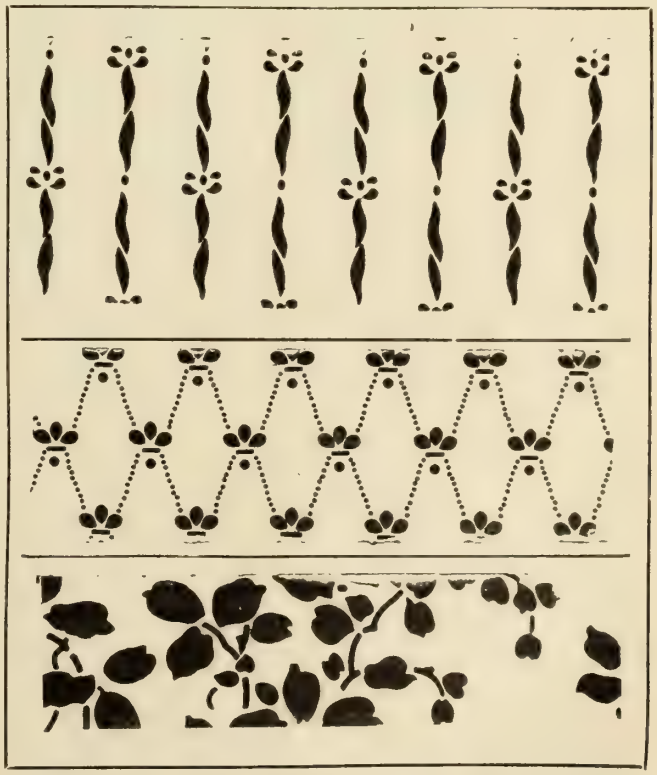
IN normal seasons the carpet manufacturers would be busy with the new ideas for Spring, 1916; under present conditions very few manufacturers are producing new patterns. The situation does not warrant the expense, and the shortage of dye stuffs is too serious. Therefore buyers can proceed with their purchases sure that there will be nothing new come out. At present it looks as though even the present choice would be restricted because of the scarcity of dyes.

Blue dyes are becoming very scarce and patterns that call for blue in quantity are being dropped by many manufacturers. This is a distinct blow for blue is a leading carpet color at the present time. It is stated also that should there be no change for the better in the dye situation other colors will have to be dropped out. The one color that is in good supply, is red and the red carpet has been a negligible factor for many seasons.

Yarns, the mills state, are in fair supply and the trouble does not lie here it is the scarcity of dyes, that form the problem.

As The Review predicted for the present there is no shortage in Oriental carpets, as there are big reserve stocks to draw upon, and carpets are finding their way out through the further east now that Turkish and Persian ports are closed. Carpets it should be remembered are made in nearly all the Asiatic countries and there is still India as well as China.

Possibly the dye shortage may have its influence here for of late years the aniline dyes of Germany have been substituted for the vegetable dyes of the East as have also other European methods of increasing production.



Samples of black and white wallpaper shown in this department.

FUR DEPARTMENT

Hudson Seal Leads

Promises to be Best Selling Material for Coats—Smaller Pieces in Sets With Fox Leading.

HUDSON seal will be the biggest thing this season. It has been gradually coming into demand for three or four years and appears to be approaching the height of its favor. Hudson seal is fashionable because there is a demand for a fur coat that is not too expensive to be remodeled another season if the wearer is so minded. Prices are very reasonable compared with what they were last year particularly when the skin is Canadian dyed. When shown together there is certainly a difference discernable, but the finish obtained on the home dyed article is wonderfully good. Hudson seal is the closest imitation of the real seal that has yet appeared and is much more durable than near seal. Handsome coats can be sold this year from $100 to $150 for a plain coat and up to $200 with fancy trimmings. The tendency is all in favor of the square front, and 42 and 45 inches are the popular lengths though some very smart models are appearing in shorter lengths some of them as short as 30 inches. This length is liked because it is the same as the suit coat, and in combination with a velvet or a fancy skirt has a very smart appearance. The majority of the models show collar and cuffs of some trimming fur, and the more expensive coats have in addition deep flounces or band trimmings around the bottom of the coat. The cut is military, belted models predominating, and the buttoning is close up to the throat with the high collar. Fancy silk braid, and large crochet buttons are used and the list of trimming furs include beaver, Alaska sable, chinchilla squirrel, natural oppossum, ermine and fitch.

One house seen by The Review was receiving good orders for Persian lamb. Those who favor it are the more appreciative on account of the difficulty in getting the Russian article owing to the prohibition of export by Russia.

Mink moved very slowly at first but its lower price is helping business.

FUR CLIPPINGS.

A TWO-IN-ONE MUFF will be put on the market by a Montreal house. Ordinarily it is a round muff, but by the aid of a draw-string, it can be converted immediately into a pillow shape. It is not on the market yet, but as soon as it is, it is expected to make a hit, as it practically gives a woman two muffs.

* * *

SINCE FRANCE PLACED AN EMBARGO on furs, the Canadian trade has been compelled to use Canadian dressed Hudson seal. There are only a certain number of clipping machines in this country, it has been suggested that if the demand for Hudson seal became excessive, there might be difficulty in making deliveries. However, such a circumstance is far distant at present. Canada has been dressing these skins for several years, and it is fortunate for the fur trade that she is now able to be independent of France as regards Hudson seal.

Popular Type of Fox Set



Fox dyed blue is one of the smartest of the new furs. This set shows the single skin effect now so popular and the manner in which the new stole is worn.

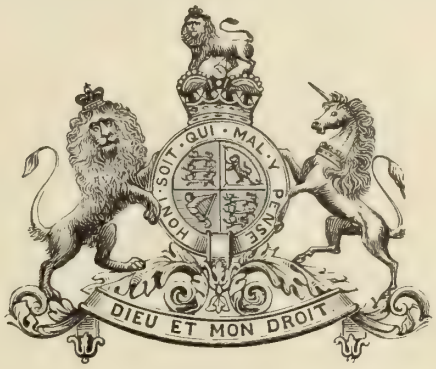
Fox continues to lead in sets with black and red dividing the most of popular favor. Wolf sets are lately receiving considerable attention.

There is a tendency to smaller neck pieces for Fall in Hudson seal, ermine and mink, as well as fox and wolf. The half-rounded barrel effect in muffs will be in great demand, as will the small melon shape. One firm is showing a line of cinnamon brown in wolf, which arrived late, owing to the difficulty in procuring dyes.

As reported last month, fox prices continue firm, showing considerable advance over Spring. This includes white, cross, red and the cheaper silver foxes.

We Have No Travellers

but depend on your judgment of fur values to sell our goods



Instead of keeping up a staff of high-salaried travellers and making the consumer pay for them by adding this expense to the cost of the furs, we are putting this big saving right into the furs themselves.

In fact the difference is so pronounced that the retailer invariably is at once struck with the idea. It means to you—**First**—sending for our samples of muffs, stoles, mitts, coats—Ladies' and men's, or whatever you are interested in

Second—Selecting at your own convenience the lines which appeal to you, and without the interference of the traveller. You are your own judge.

Third—It means that if your profits for 1915-16 in furs will be materially greater and at the same time your values to your customers will be greater.

Our range of furs consists of muffs and stoles in Black Manchurian Dog, Mink Marmot, Thibets and Hare, also a general line of men's furs—fur and fur-lined coats and fur mitts, etc.

Write to-day for a sample trunk. Return at our expense if they do not meet your requirements.

The British Fur Company

WHOLESALE MANUFACTURERS OF FURS

406 BATHURST STREET College {1547 3205 **TORONTO**

FUR COATS WILL BE MORE beautiful inside this year than ever before, in fact manufacturers state that they cannot get linings too bright or too fancy for their customers, or finish it up in too fancy a manner. The old days of plain brown, black and grey linings have gone. Plain lining is out of style this year. Brocade linings are in favor, as well as fancy finishes in contrast velvets. Some of the fur coats this year are more artistic inside than outside. Yellow brocaded satin, with a yellow velvet finish, is an example of the bright lining being worn this year.

* * *

SOME HOUSES REPORT A DISTINCT falling off in the sale of mink this year, while others find a good demand for the finer grades. In fact, it is stated by some that there will not be enough high class mink to supply the demand. The cheaper grades, which are moving slowly, are about fifty per cent. cheaper than they were last year, whereas the drop on higher grade mink is only about twenty per cent.

Fashions in Furs

Long Set-in Sleeves, High, Close-fitting Collars, Slight Curves and Contrasting Trimmings.

ONE of the most experienced fur men in Canada contributed the following survey to The Review:

Styles in Fur Coats have never been more attractive than they are at present. The semi-fit in the body of the coat with the ripple flare below the waist gives a swing to these garments which is unusually smart.

It is a difficult task to keep down the cost of these new coats owing to the increased quantities of fur which the new styles require. The somewhat lower cost of the pelts, however, is helping to make the prices compare favorably with those of last year.

The most important style features are the long set-in-sleeves, the high close-fitting collars, the slight suggestion of curves and the use of contrasting trimmings, and of vast importance in the new style features is the introduction of ripples. In many cases this fullness falls from the broad belt which may entirely encircle the waist or extend across the back only. In conjunction with these flare coats and the semi-fitted top sections which are set in usually at the low waist line the Russian blouse coats are held in over the hips by broad fur belts, but some of the newest styles are in straight lines which hang free from the body.

In most cases the collar finish shows a turn over collar slightly rolling at the neck line in the centre front. Another type is the thick crush collar which entirely encircles the throat fastening at the side or the centre point.

Fur Hints. Fashion.

Fashion, quality, price and special utility are the four factors that combine to make goods desirable. The former will sell goods when the other three would never have the least effect on the prospective customer's mind. It will sell goods because of the three other factors and it will sell goods in spite of them.

Fashion is the great factor in selling because it characterizes the special qualities and merits of the goods and centres the public's interest on them.

A great many styles shown this year are trimmed with grey krimmer lamb, beaver, skunk, black lynx, and fox.

MILLINERY



THE BERSAGLIERI HAT

As worn by Mrs. Vernon Castle. This model is of darkest green velvet with panache of Spanish coque.

At the Fall Openings

Italian Ideas Strike a New Note—Bersaglieri and Alpine Chausseur's Cap Are New Shapes—Coque and Italian Green and Garibaldi Red all From This Source.

THERE has been a full average of buyers down for the Fall millinery openings. The big buyers from the West who always come first arrived this year about the 15th. Prospects for Fall business are improving and more optimism prevails, but there is not the amount of advance buying done now that was done a few years ago. Millinery styles change over night as it were and the something new is always the seller.

The almost complete absence of direct Paris models is keenly felt, and there is a general complaint of the absence of trimming on the Fall models, as this feature if it is carried through the whole season will materially reduce the volume of business, with a corresponding reduction in profits. There is a lot of millinery work on the new models, and their beauty of line is unquestioned, but it is very hard for the average milliner to obtain a proper price for this kind of hat, and there is very little profit in selling just one small fancy or other trimming article.

European novelties are in short supply and are being eagerly bought up as when the present stock is sold out there is little chance of anything further from these sources. The manufacturers over in France are working under great strain, and have more orders than they can fill. The question of transportation also has to be overcome. The goods received have come by express, as there is no telling how long a shipment by freight would be on the road. Therefore the placing of supplementary orders for the season now opening is impossible. The trade will have to rely mainly upon what is on this side, and upon what the ingenuity of makers on this side of the Atlantic can devise for the balance of the season. This, no doubt, is one influence that has made for the sparing use of trimmings on the early models. Milliners are looking hopefully to the advent of the mid-season styles when there may come a change with the advent of fur and floral trimmings.

Picturesque Styles From Italy.

The entrance of Italy into the war on the side of the Allies has brought some picturesque style ideas to the fore. The headgear of the famous "Bersaglieri," with its panache of Spanish coque at the side is finding great favor. This hat is really a sailor shape with a round crown posed well on the side of the head, and the mount of coque is posed on the side of the crown falling over the brim on to the shoulder. Even more picturesque is the beret or toque modelled after the one worn by the Alpine Chausseurs. This toque is reproduced in velvet and in the States this model has been launched by Mrs. Vernon Castle.



ONE OF THE LATEST MODELS.

Mandarin model. The crown is of Oriental silk and the brim of black velvet, the only trimming being a gold tassel hanging from a button at the top of the crown. The chin strap is of black velvet.



Paulette and Bertha Model

Renee Model

Marie and Annie Model

A magnet for the better trade —imported models

Georgette Lewis — *Evelyne Varon Talbot* — *Louison Rebou* — *Maria Guy Marie and Annie, Etc.*

from whom we receive large assortments of Pattern hats each week and which you are invited to inspect at our enlarged showroom at 339 *Fifth Avenue.*

Our New Department

TAILLEUR HATS

for which we import the original materials and trimmings, is a great attraction to aggressive millinery buyers. Our dress and tailored hats have the elegance and smartness of Original French Models. Our untrimmed shapes bear that distinctive touch of French Style which is so attractive to women of taste.

Get in touch with us.

Teitelbaum & DeMarinis

IMPORTERS AND MANUFACTURERS OF LADIES' HATS

339 FIFTH AVENUE, *Opposite Waldorf Astoria*

Factory: 295-309 Lafayette Street, New York



Large soft trimmed sailor of black velvet bound with black silk braid and trimmed across the front with a braid motif. A white wing is posed on each side of the crown connected with lines of white silk soutache.

The Velvet Hat Supreme

Fashion Says Large Shapes, But Many Smart Models Are Small—Variety of Shape Makes up for Simplicity in Trimmings.

THIS is emphatically a velvet hat season and fully 90 per cent. of the shapes shown are made of velvet, while velvet is used exclusively almost for the made hat. Fashion says large shapes and while they are high style there are any number of smart small models on the market.

The shape is decidedly the thing in millinery, for the whole style, effect and smartness lies in the lines of the hat itself, and what only seems at the first glance to be an ordinary model resolves after examination into a thing of subtle, beautiful, gracious curves that is difficult of imitation. Never did millinery shapes appear to be so easy to follow to the uninitiated and there are few seasons when skilled millinery work has stood for so much.

Portrait sailors have a high position, and flopping capelines and Second Empire shapes are going to be more and more in evidence as the season advances. At present a number of these models are showing in taffeta with scalloped flounced brims edged with narrow soutache braid. Double deckers with a decided interval between the two brims filled in with a drape of silk or ribbon are new and are wonderfully becoming on the head. The under brim is generally white or of metallic net while the top is of velvet and very scoopy and flat with a shallow crown in Louis XVI. style.

Irregularity is the chief brim feature and because a brim curves one way at one side that is no reason why it should not be entirely different on the other.

Many hats are on the beretta order, and some of the newest have the softest possible crowns that pull over into the most becoming shapes. The brim is wide and soft but is quite hidden by the crown on one side while the shirring that confines the crown fullness is arranged in a series of little puffs which raises it high on the other.

Odd Shapes in Small Hats.

The small hats are most difficult to describe for the number of odd shapes is innumerable. Some are stiff in outline with the velvet drawn plain and smooth over brim and crown and over the numerous odd shaped flanges and revers. Others are soft and cap-like. One of the most admired models in one of the leading millinery show rooms was a little round cap fitting the head perfectly and with the brim continued over the crown in three tabs through which was draped a wide ribbon that was knotted into a loop and end behind.

Another odd yet becoming model showed a flat perfect fitting cap covered with a piece of breast in front. From under this breast sprang a drape of velvet which formed a flat Alsatian bow-like trimming across the back.

This draped bow-like trimming appears on many hats and is posed across the crown from back to front as well as from side to side. Many pretty shapes obviously founded upon the hat the British admirals wear are on the market. All these hats have the prow-like point back and front and as a rule the small amount of trimming used is concentrated in this point. One hat of this kind had a bunch of jetted berries and leaves perched fore and aft, and pleatings of narrow ribbon and feather pom-poms are also used.

Tonkin, Pagoda or Mandarin shapes add one more style to the already large variety. These, too, show an unbroken slant from the point of the crown to the edge of the brim. Often the crown is covered with vivid Oriental silk, or with narrow tinsel spotted ribbon in cart wheel fashion, that is, each piece radiating from the centre like the spokes.

MILLINERY NOVELTIES

Coque ranks high among the novelties particularly in the form of long drooping pom-poms and military panaches and mounts. Paris is sending out high crowned narrow brimmed hats trimmed at the back with coque mounts. Gura ranks high among the better class trimmings, and comes in the form of crown wreaths and touffes.



HIGH CROWN A NEW FEATURE

This model shows both the high crown and high back trimmings. It is a Henri of Navarre toque of crow blue velvet with large steel buckle and plume of Spanish coque.



"Heather Tam"

The newest rage in Tams. Black silk velvet, silk tassel. Misses' and Children's sizes. Prices..... ..... **$7.50 up**

Immediate Delivery

New York Mfg. Co., Dept. D. 168 GREENE ST., NEW YORK CITY



Ostrich Feather Co.

MANUFACTURERS OF

OSTRICH
PARADISE
OSPREYS
MARABOU

DOMINION OSTRICH FEATHER COMPANY, Limited
96-100 SPADINA AVENUE, TORONTO

These touffes are used in many ways, but are oftenest seen standing erect around crowns or revers and brim edges. Breast feathers are formed into diamond, square paddle shaped and other motifs and combined with whips which are applied as flat trimming effects to both the crown and the brim.

As everybody knows there has been a large advance business done in black velvets—a business that is amply justified by the supreme position of the black velvet hat, but there has been a comparative neglect of colors. With so many looms busy with black it looks as though the supply of colored velvets also would be limited, particularly in the colors that are prominent this season.

The Jitney Hat



READY-TO-WEAR SPORT HATS for LADIES and MISSES

CAN BE WORN IN THREE DIFFERENT STYLES

High-class values at popular prices that will attract trade

	Per doz.
Felt Mackinaws—All Colors of Fancy Plaids and Checks, 24 Patterns	$ 4.25
Mackinaw Plaids—Red, Blue, Gray, Brown, Tan, 12 Patterns	7.50
Corduroy — White, Navy, Brown, Black, Green, Red, Copenhagen, Rose	8.50
Plush—Black, Navy, Brown, Red, Green, White, Black and White Check	8.50
Velvet—Black, Navy and Brown	$12.00

Tam O'Shanters

for Misses and Girls, in all colors, Corduroy, Velvet and Mackinaw Flannels,

$4.00, $4.50, $7.50, $8.50 per doz.

SEND FOR SAMPLE ASSORTMENT

SABLE BROS. THE NOVELTY HEADWEAR HOUSE

215-217 Greene Street Near West Third Street **New York**

Millinery Novelties

Applique Birds, Bead, Wool and Tinsel Novelties Strong—Mushroom Pins and Pins Decorated With Deposit Silver New Ideas.

NOVELTIES are like the leaves on the trees, as numberless, and about as varied. Among, or almost the newest things may be mentioned the composition pins with silver deposit, and the encrusted bead pins in mushroom shape in steel and jet. Celluloid and gelatine novelties are strong. There are large buckles, wing effects in black and color, twisted question marks, ram's horns, and butterfly and beetle novelties in many colors as well as black and metallic grey, bronze and



High toque in Burgundy and dahlia tones with tinsel and silk flower sprays applied to the raised brim.

silver shades. Flat applique birds come in jet, steel, colored beads and tinsel as well as in worsted work. Worsted flower novelties are showing now with raised petals composed of chenille or of beads combined with silk and tinsel.

Bead and metal effects in floral, insect, and bird motifs come in a wonderful variety. It should be noted in this connection that the flat applique trimming idea is by no means out of date yet. Among other novelties may be mentioned gelatine jet bands in fish scale and spangle effects, also small berry and leaf sprays. Metal bands are shown but they are in the narrow widths. In the ornament line come iridescent beads, balls, semi and flattened, metal beads, bead and metal and jet and silk tassels; depending from fancy pins as well as fancy wing-bird and belt effects. Soutache and binding braid strings of pearls and even large pearl buttons are some of the new ideas in millinery trimmings.

Manufacturers of novelties are finding steel beads hard to obtain, and are substituting an imitation bead that gives the same color effect.

Advance indications all point to a big demand for fur for mid-season millinery. This demand is foreshadowed by the many novelty effects that are already shown. There are fur balls, cabochons, pom-poms, birds made of fur, and fur flowers, as well as fur heads, and these come in all the leading furs such as imitation blue fox, black fox, white fox, chinchilla, skunk and ermine.

There will be a big business done in furs by the yard. Fox is the fashionable fur, and the foremost position is taken by red fox. A new shade that is prominent is the taupe or battleship grey, and almost as popular is the dyed blue fox in imitation of the expensive natural skin. Black fox, pointed fox, and the expensive cross and silver fox furs will come into use for high grade millinery. There is very little demand at the present time for white fur, but there is every expectation that it will sell later.

Hudson seal which is muskrat dyed to represent seal is another fur that will be much in demand, and marten, beaver, nutria, ermine, chinchilla, and to a less extent than last year fitch will all be furs wanted for millinery purposes.

Advance orders for velvets have been exceptionally large, particularly for blacks, and it is calculated that about 90 per cent. of the velvet looms will be weaving blacks up to December. Velvet manufacturers are asking from 15 per cent. to 25 per cent. increase in prices, and deliveries cannot be promised earlier than November 1st. This means that very little velvet from Europe will be available this season as its arrival would be too late for the season's trade.

Ribbons

Openings Bring a Freer Use of Ribbons and Many Novelties—Narrow Ribbons Still in the Lead —Tinsel Used Liberally.

THE outlook is improving for ribbons, for there is a growing tendency noted in the later models towards a freer use of ribbon, and what is more to the point there are more novelty ribbons on the market. Velvet ribbons have had a big season and they are continuing to sell, for graduated velvet ribbon loops are a favored trimming, and many of the tam and coolie shapes have the brim entirely covered with velvet loops. Milliners naturally favor this fashion as it calls for the liberal use of ribbon.

Narrow ribbons are selling best and for the moment wide ribbons are somewhat neglected. Among the most striking of the later models are a number that show wide ribbons used in a very striking manner. The public seems to be a little tired of the high looped bow trimming and seems to turn down every recent attempt made to reintroduce it. Therefore, something different has to be attempted to bring wide plain ribbons into prominence. One model seen was a toque with tiny rolling brim and high large crown. This crown as well as the brim was covered with deep plum velvet. Three flounces of ribbon just full enough to follow the lines of the crown covered the front and sides completely and an immense chou composed of the ribbon shirred on one edge covered the whole back, rising high above the crown, formed the sole trimming. It would require six or seven yards of faille ribbon six inches wide to form the trimming of this model.

There is a good deal of tinsel used in the production of novelty ribbons. Gold, silver, nickel and bronze are all



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doz.

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It's the one line of children's headwear that has the life and style and snap which makes purchasers out of lookers.

Our prices are always lower than you have to pay elsewhere for similar qualities. Our styles are absolutely original.

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New York Mfg. Co., Dept. D
168 Greene St. (near Bleecker St.), NEW YORK



No. 112—$12.00 doz.



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in evidence. Heavy cord ribbons are in high favor and embroidery effects are strong. Among the novelties may be mentioned the ribbons embroidered with wool matching the flower motifs of the same kind. This kind of ribbon comes both with the tinsel as well as the silk ground. Most popular of all are the coin spots of tinsel set like nail heads at intervals along the heavy cord ribbon. Ribbons of this kind have had a big sale, and are used in many new ways. The tiny Chin-Chin and coolie toques have the crown of the hat covered with this kind of ribbon radiating from a button in the centre, and spreading out to the full width of the ribbon towards the edge of the crown.

Triangles, squares and other set patterns are embroidered on to the ribbon in the same manner and some of the new ribbons look as though they had a chain work of tinsel over them. Lacet or arraseene embroidery in colored and tinsel braids is another form of ribbon decoration.

War ribbons in the colors of the leading British regiments are big sellers; these come in the various regimental colors arranged in stripe form.

Among novelty ribbons Roman stripes are again appearing, possibly as a compliment to our Italian allies. Green is a color that is selling freely—with the new Italian green and Russian green as the leading shades. Other good colors are sold, as purple, Garibaldi red, gold, and the irrepressible black and white.

Striking in a season when colors are so somber are the colors that have come into prominence because of Italy's intervention; there is the vivid green of the Italian flag, and the rich full Garibaldi red. Both these colors are prominent and combine beautifully with the majority of the dark shades now so fashionable.

Wings and Feathers

Pom-Poms and Balls Come in Big Variety—Treated Goose a New Idea.

IN feather effects a big season is anticipated in wings and feather novelties. Wings are of all kinds, and are made of the pasted feathers of domestic fowl. They range in size from tiny wings not much bigger than a postage stamp to large, elongated, sword-like effects. As a rule they are used in pairs, and many of the three and four-cornered hats have tiny pairs of wings posed at each angle. Many toques have the entire crown covered with two or more pairs of large pointed wings. Ball and pom-pom motifs are very prominent, particularly made of ostrich flues, and generally two of moderate size form the sole trimming of quite a large hat. These pom-poms come in feather and fur, and in swansdown and coques. Thistle effects are good with treated feathers used to give the sharp spines and prickles. This trimming is connected with the war and is of French origin, as the thistle is the national flower of Lorraine.

We have had treated coque, peacock, and ostrich but this season some of the most striking feather novelties are made from treated goose feathers. Though the feathers are of such humble origin the mounts are very smart and the price also corresponds with the appearance.

Later ostrich plumes are to have their innings. There is no call for large plumes, but those showing are of high quality with long, thick, perfect flues. These plumes will be combined with fur, and a band of fur or a small fur body will be used to overlay the central rib of the feather.

READY-TO-WEAR

AS SEEN AT PARIS

A "CALLOT" MODEL



The gored circular skirt of blue faille silk has a narrow tab trimming made from the silk around the lower edge. The upper part of the skirt is of chiffon, the silk being cut into big pointed tabs piped around with the silk. The waist is made in jumper fashion with chemisette and collar of lace and net. The sleeves have a tight cuff at the wrist and are very full above. The trimming is of silver embroidery.

It is an open secret that many smart women do not fully approve of the short, full, wide skirts, and the tightening in the waistline. Paris has taken note and while she has not fully relinquished her present idea she is modifying them in her opening models. This does not mean that full, wide skirts and nipped-in fitting waists are gone, but it does mean that the woman who loves the straight line selects a model that has the longer waist and is loose cut. The skirt also is so arranged that pleats and softly falling drapery can be substituted for the flare. These draperies are bunched into the bustle effect behind or looped up in pannier or polonaise effect.

Another fashion that will not down is the dropped shoulder, and instead of the set-in sleeve many forms of the raglan and kimona style are also seen. Fashion is busy with sleeves and the full bishop effect is one of the latest forms. The chief idea in Paris is that there is a tendency to break away from the plain, tight, set-in coat sleeves. One of the new sleeves Paquin is showing has a dropped shoulder with a full leg-o'-mutton sleeve below with a tight cuff as a finish. Worth is also showing these leg-o'-mutton sleeves with the dropped shoulder. Many models shown by this house are wider in the skirt than one would suppose at the first glance, for they are laid in pleats which are tightly stitched down over the hips.

Many of the new suits, too, show a tendency towards a lessened flare. They have a full peplum and full skirt but both are cut upon straighter lines. Skirts, too, are not so short. Another new idea is the use of facings of cloth in brilliant colors, such as French blue, Garibaldi red, or Italian green, which is a brilliant shade of pea green.

Suits are still military in effect and the suit coat is many lengths. Docullit shows the suit coat reaching only to the hip and with a full frill with a heading above a narrow belt. The majority of models are three-quarter length and Redingote models are seven-eighths.

Separate coats are seven-eighths and full length and are collared up to the ears with fur, and as a rule heavily trimmed with bands of fur. Nearly every model shows a different neck finish and though the rule may be stated as "the smarter the collar the higher it is," there are plenty of other finishes.



La Grecque Corsets

Made upon lines that are authoritative—smart and graceful. They have a strong interpretation of French grace and construction, made practical for American figures. They comprise a complete line for the dealer, from the dainty Lattice Ribbon to the substantial La Grecque Belt, which stands alone in the corset world as the favorite for stout figures.

Send for illustrated catalogue.

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Will ship samples on request. The best waist value on the market to-day.



THE WAIST SPECIALISTS OF TORONTO

THE Winsome Waist CO.

11 DUNCAN ST. Geo. Harlow, Manager TORONTO



Misses' dress of serge and taffeta. The vest and sleeves are of taffeta, and the belt has embroidered motifs giving a touch of bright color. Shown by H. L. Watts, Ltd., late Home & Watts.

MIDDY DRESS IN SERGE

Dresses are being ordered as the stock is wanted and styles are decidedly simple. Serge dresses come in sailor blouse models and the middy dress in serge bids fair to be the best seller in the line. Serge middies are showing and middies come in red and blue flannel. The middy of heavy washing cotton fabric is often completed by a skirt of serge or plaid. Plaid skirts have jumper or suspender waists and a guimpe of lawn forming the sleeves and waist finish. Modifications of the Norfolk type are put out in serge and black and white check and are finding favor. Bolero dresses come in serge with the skirt and the coatee of the check or serge and the sleeves and guimpe of white.

Misses and the larger girls are to wear dresses in combination materials and silk and some very attractive models come in serge combined with taffeta silk. Satin is also combined with serge and fancy worsted fabrics, and both plaid silks and silks in the new stripes are selected for this purpose. A few velveteens and cords have been made up and more are expected. Both buyers and manufacturers are finding it difficult to keep prices down to a saleable limit, that is, compared with other years.

HIGH COLLAR ON ALL COATS

Scotch tweeds and heavy mixtures, some of them in blanket finish, are favorite materials for making the new coats. Many black and white effects in checks, stripes and plaids are showing, and checks and plaids in dark tones are decidedly favored. Some striking effects in plaids and mixtures are noted in blue and green. These cloths are made up in ulster effects, the majority being belted, and all have the high collar. Sleeves are wider and many new models show the sleeve drawn in at the cuff in modified bishop style. The majority of sleeves are cut in the regulation coat style, but there is quite a variety of models. Some are cut in one with the front and a new sleeve is set in at the dropped shoulder line. Extreme models also show the bell or flare cuff.



Belted coat model in mixture tweed with the fullness laid in big pleats in front and convertible collar. Shown by Jas. McCreery & Co.

ANNOUNCEMENT

19 Duncan St., Toronto.

We beg to announce to the trade that the firm, formerly doing business under the name of Home & Watts, Limited, 19 Duncan Street, Toronto, has been reorganized with the following officers: J. W. Corcoran, President; J. Cairns, Vice-President; H. L. Watts, Secretary and Manager. The name has been changed to that of H. L. Watts, Limited.

We take this occasion to thank our many customers for past favors and hope to be favored with a continuance of your valued orders which shall always have our careful attention.

Yours very truly,
H. L. WATTS, LIMITED
(formerly Home & Watts, Ltd.)

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Gossard styles are authentic and universal; the smallest store in the country is in a position to supply the latest Gossard model.

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Write if you wish to see our representative.

The H. W. Gossard Co.

Largest Makers of Fine Corsets. **CHICAGO, U.S.A.**

Dress Lines are Full of Variety

Combinations of Two Fabrics the Newest Idea—Taffeta and Serge in High Favor—More Dressy Styles Show Transparent Guimpes and Sleeves — All Kinds of Drapery Effects.



CREPE GEORGETTE AND SATIN.

This combination model shows the full skirt of the crepe with a band of satin let in below the hip line in battlement effect. The waist is of satin with sleeves of crepe with lining of lace to near the elbow. The bib effect in front is embroidered in silk in the same color as the gown. Flat collar of Oriental lace with folds of net filling in the square front.

THERE is a wonderful variety in dress styles and buyers ought to be able to fit all figures and suit all tastes out of the models they are able to show.

Buyers are not placing large orders on any one style but are evidently intending filling in stock as the models are sold, and, as last season, will without doubt demand something new every time they place an order. This style of doing business keeps the designers and the whole plant on the jump. It means less stock on hand to job out at the end of the season and fewer bad debts. For the beginning of the season the combination idea is most fashionable—that is the dress is made up of two materials, which would be very convenient if it were not that materials that are in short supply like serge and taffeta are chosen. There are numberless smart styles in taffeta and serge, and also in serge and satin. The sleeves are of taffeta and the upper part of the waist and skirt, while the rest of the dress is of serge.

The same idea is followed in combining crepe de chine, satin, and velvet with Georgette or chiffon, though often there is a long draped overtunic of the transparent fabric. Models range all the way from princess and Moyenage to military models with Kitchener pockets and military collars and trimmings.

Dressy reception and afternoon gowns show all kinds of drapery effects from long draped tunics to panniers. Much more saleable are the models with the drapery shirred over a cord and with the cord finish for the tunic and the edge of the skirt.

Tunics and flounces are cut in scallops or points and are bound round with a cord covered with taffeta or satin. Dresses of net have narrow taffeta frills set on in scalloped effect and with jumper or corselet bodices of the same silk.

EARLY WAIST MODELS SEMI-TAILORED.

Dressy Waists Come in Transparent Materials in Dark Colors and are Lined with White or Flesh Color—Many Models Have High Neck.

The waists showing for the opening up of the Fall season are mostly semi-tailored and are made of crepe de chine. White and flesh are the leading colors but there is a growing feeling for darker and brighter colors. The new Italian green that has taken so well is shown and so are peach, pansy and purple shades, Chinese rose and French blue.

In the more dressy waists showing there are few convertible collars, and models are equally divided between necks that are high and low. Many models are very sheer and the linings are of net, and have what is termed a "modesty" strap of ribbon. One of these waists was of black allover net over white net with this modesty strap of broad Italian green ribbon. The front closed with tiny green silk buttons, and the same buttons decorated the outer seam of the sleeve. The high collar was in chocker fashion and was decorated with bands of the green silk, over which fell a pleated finish of white lace. The sleeve was close-fitting at the wrist but was full above.

Many of the new blouses are in jumper effect with a guimpe and sleeves of transparent material. One model was of black and white check bound with white silk braid, and the sleeves and guimpe were of white Georgette crepe. The sleeves were very long, falling right over the hand, and the collar was very high but was cut to round away from the throat in front.

A very smart military model made of French blue Georgette crepe had double straps of red silk on the collar and cuffs trimmed with

(Continued on page 108)



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We will ship you, express prepaid, for your approval immediately, one dozen sample brassieres from $2.25 to $4.60 a dozen, each one an excellent Style and wonderful value. SEND FOR THIS ASSORTMENT NOW.

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Best Selling Suit Models on Belted Lines

Straight Line Models the Most Favored—Popular Priced Suits Show Pleated Inserts in Skirts—Plain Gored, and Modified Circular Skirts Lead in Better Priced Models.



RUSSIAN BLOUSE MODEL.

This suit is of African blouse broadcloth. The coat fastens over to the left side invisibly. A line of covered buttons with braid trimming decorates the front, a similar motif appearing below the braid-trimmed belt. The skirt is a perfectly plain, moderately wide, gored model.

THE suit buyer has plenty of choice this year and should be able to satisfy all tastes as there is a great diversity of styles. The general trend is towards simplicity, and none of the models show any fussiness, nor is over-trimmed. They are cut on more fitted lines than for some seasons, but this idea is not carried to such an extreme as to interfere with the fitting of the garment, and there is no difficulty about the position of the waist line. The best selling models are cut in two sections, the upper part and the skirt of the coat being joined under the belt. This cutting permits the waist part to define the figure, and at the same time the skirt of the coat is cut with a considerable flare.

Russian models are new and are well liked, and belted models of all kinds including modified military or Norfolk models are good. Very high class houses are showing redingote models but they are not being very generally taken up, and promise to have only a limited success.

Another novelty in suit coats is the box cut and buyers are showing considerable interest in this model.

No Fixed Length.

There is no fixed length, and many of the best manufacturers would resist most strenuously any attempt to dictate again a hard and fast suit coat length. Models come in all lengths but the majority of coats run from 30 inches to 32. There are models accepted that are shorter and some that are cut in longer lengths when such cutting is in accordance with the character of the suit.

Skirts are very simple and are moderately wide. They are either gored or in modified circular shapes, and as the tendency towards band trimmings grows, fewer pleats are used. Where no band of velvet or fur fabric edges the skirt cluster pleats appear. In many instances the pleats are placed only on one side of the skirt while the back and the other side is left plain. Serges, gabardines and whipcords are the materials most seen in popular priced suits. Many smart models are showing also in homespuns and tweeds. High priced suits are showing in broadcloths and velours. Quite a number of suits are of velvet.

Bands of fur are very freely employed for trimming purposes, and bands of velvet and braid are used to some extent, while little touches of embroidery lend relief to the dark colors.

The Leading Colors.

Dark blue, navy, and dark military blues are the leading colors, with seal African brown, Russian and bottle green, and a few dark slate greys, plums and wine shades to give variety. All the suits practically button up close to the neck, and the new collar is the chocker. Many buyers do not favor this extreme collar but are taking collars that, while high at the back, turn over and form flat points in front.

EARLY WAIST MODELS SEMI-TAILORED

(Continued from page 106)

half ball buttons of silver. Many blouses are of black and white. A new model made of black embroidered net was cut with a deep round neck closing on one side, and the U was filled in with a high necked guimpe of white Georgette crepe.

Many waists are in colors to correspond with the suit. Some of these are of Georgette crepe in dark shades made up over flesh colored or white linings and trimmed with beads, touches of colored embroidery or silk soutache braid. Smocking is new and so are tiny tucks and pleats. Besides Georgette, crepe de chine, taffeta and satin finished silks in dark shades and also in stripes and plaids are showing.

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Hints to Buyers

H. L. Watts, Limited

We beg to announce to the trade that the firm, formerly doing business under the name of Home & Watts, Limited, 19 Duncan Street, Toronto, has been reorganized with the following officers: J. W. Corcoran, President; J. Cairns, Vice-President; H. L. Watts, Secretary and Manager. The name has been changed to that of H. L. Watts, Ltd.

We take this occasion to thank our many customers for past favors and hope to be favored with a continuance of your valued orders which shall always have our careful attention.

The British Fur Co.

There is a large and growing demand for popular priced furs—furs that give good service at a moderate price. The chief furs in this class at the present time are Manchurian dog and marmot martin, and as black furs are most fashionable, the dog furs, which are an imitation of fox and wolf, are selling about seven to one of the brown furs. Animal effects are the whole thing with the single head and tail to each skin. The British Fur Co., 406 Bathurst St., Toronto, deal exclusively in furs of this kind and can guarantee satisfaction as they have special facilities for selecting skins and because the dyeing and subsequent processes are all done under their supervision in their own factory.

Silk Gloves Color Card

Julius Kayser & Co., Ltd., of Sherbrooke, Quebec, have issued a tasty and complete color card of their silk gloves covering fifty-four different shades, including tan, castor, mode, silver, grey, slate, gold, lavender, canary, etc. A copy of this will be sent on application. The selling agents for this firm in Canada are Perrin Freres & Cie, Montreal.

"Model" Brassieres

"Model your figure with a 'Model' brassiere" is the caption of an attractive catalogue in white and gold cover, issued by the Model Brassiere Co., 200 Fifth Ave., New York. In a copiously illustrated set of pages the leading points of this firm's goods are clearly brought out: Extra large arm shields, removable rustless boning, the protecting 'flap' covering non-rust hooks and eyes, the great variety of fastenings and the wide range of materials.

Dale Wax Figures

The display of the Dale Wax Figure Co. Limited, at the Exhibition attracted very favorable comment. The firm has built up an enviable reputation for attractive, life-like models and in the quality of the wax, the coiffure and the expression, they are retaining their high place.



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Buyers' Guide

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The Publisher's Page

By E. M. A.

Business Is Coming Back

This issue of Dry Goods Review contains ten more pages of advertising than the corresponding month of last year. Just think what this means.

It simply means that manufacturers have come to the conclusion that business conditions are not so bad after all and that they cannot afford to lose their identity by dropping advertising entirely and have decided to see that their house and goods are kept before the trade to make sure of a share of the big business which is bound to come in the very near future.

Confidence in the success of the Allies' armies and record-breaking crops in the Canadian West are all helping.

It is to be hoped that a number of firms that cut out advertising at the beginning of the war, but promised to resume when conditions were better, will now fall into line and will realize that by the means of judicious advertising they can do valiant service in promoting public confidence and bringing back prosperity.

Arrange to start your advertising with the October number, which will close September 30. The only manufacturer or wholesaler who should not be advertising in Dry Goods Review is the firm who has nothing to sell the dry goods or general store trade in Canada.

Start with the October number and get your share of the Fall and Christmas business, which promises to be very good.

THE DRY GOODS REVIEW
Publication Office—143-153 University Ave. TORONTO



28 "Service" Branches Throughout Canada.

Canadian Consolidated Rubber Co., Limited
MONTREAL, QUE.



LET "SERVICE" BE YOUR "BUY" WORD

WHEN PURCHASING WATERPROOF CLOTHING

You cannot "serve" your customers well unless you, in turn, are given real "SERVICE" by the manufacturer from whom you buy.

Real "SERVICE" not only means prompt deliveries and courteous treatment; it also includes salable and stylish goods of high quality and excellent workmanship.

WE PROVIDE REAL "SERVICE"

Our line-up is complete, our quality is unexcelled, and our prices are right. Let us show you what we can do.

IT IS OUR DESIRE TO SERVE YOU.



Canadian Consolidated Rubber Co., Limited
MONTREAL, QUE.

28 "Service" Branches Throughout Canada.



Stylish Veilings and Laces for Autumn

Also

Novelties in

Ties, Neckwear —

AND Flounces —

Double-width Allovers,

Plain and Printed Chiffons,

Embroideries,

— Hair Nets, etc.

MAIL ORDERS PROMPTLY ATTENDED TO

The Thompson Lace & Veiling Company

LIMITED

59 Wellington St. W.

Toronto. Ont

DRY GOODS REVIEW

OCTOBER
1915.



Holiday Goods
Number

THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE - - 143-153 UNIVERSITY AVENUE, TORONTO

"Found" Business

THERE'S a world of difference between business you have to **make** and business that "just comes." While you need to use selling efforts to dispose of many of the goods in your store—here's a widely-advertised line that practically sells itself. The mere display of

MENNEN'S TALCUMS

in your store is sufficient to effect sales. Mennen's Talcums require no pushing. By extensive advertising and universal use they already have the demand. Why not take advantage of the present advertising and make Mennen's Talcums a profitable line?

Here are the different varieties:—Borated Talcum, Violet Talcum, Flesh Tint Talcum, Sen Yang Talcum, Narangia Talcum and Talcum for Men.

Made in Canada by Gerhard Mennen Chemical Co., Montreal, Que.

Selling Agents—**Harold F. Ritchie & Co., Limited, McCaul St., Toronto, Ont.**

The Embroidery *House of Canada*

EMBROIDERIES

Last Call
for
Import Orders

We would advise those who have not yet placed their import embroidery orders with us for Spring delivery to do so at once. We cannot guarantee prices unless order is placed early.

For your present needs, we have in our Montreal Warehouse a complete stock of popular-priced embroideries.

WRITE FOR SAMPLES

G. Thoma *and* Co.

Manufacturers of Swiss Embroideries

ST. FIDEN-ST. GALL (Switzerland)

AGENT

J. H. Gagnon, Unity Building, Montreal

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St. E.C.

Publishing Offices:

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 71 Queen St., E.C.



"Everything in Dry Goods"

Canvas

WE have the largest stock of Canvas on record, which we are selling at far below present market prices.

Also a full range on hand of Mantlings, Plushes, Sealettes and Fancy Fur Fabrics in both staple and novelty designs and all the latest colorings.

Just Received

Exclusive Patterns, Narrow Swiss Guipure Edgings—White, Cream and Black, per yard **6½c. to 20c.**

Black Velvet Ribbons, No. 333, Widths 1 to 40.

Ninons and Crepe Georgette, plain and fancy, per yard **60c. to $1.10**

Place your orders now—they will be filled the same day as received

GREENSHIELDS LIMITED

17 Victoria Square
MONTREAL

ENGLISH MOHAIRS



BDA

GREATER THAN FASHION

English Mohair has been styled "The Fabric of a Thousand Uses."

Somewhat overstated, perhaps, but containing the essence of a great truth. Fashionable but not "fashiony"; in good form for every hour and all occasions; suitable for dresses, skirts, suits and wraps; a steady, staunch seller year after year—is it any wonder it occupies its place of honor?

One thing makes English Mohairs absolutely reliable in quality, color and value—the symbol "B.D.A." meaning Guaranteed by

THE BRADFORD DYERS' ASSOCIATION, Limited
of Bradford, England

BDA



INDIGO DYES

Perhaps you are aware that there are no more real Indigo Dyes to be had. All now left is the small balance of stock that an odd mill may have on hand.

We can offer you for immediate shipment large selections of the following goods that we guarantee Indigo Dyed:

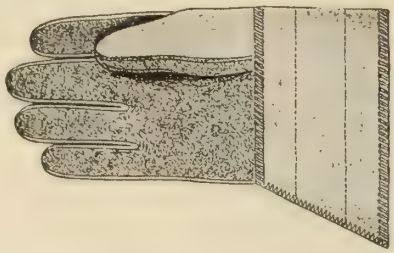
Apron Ginghams at 11c., 11½c. and 12c. Per Yard
Galatea Shirtings at 11c. and 13c. - - "
Prints at 8c. - - - - - - "
"Steelclad" Galatea Suitings at 11½c. - "

This latter a splendid line for House Dresses and Children's Suits and Dresses.

John M. Garland, Son & Co., Limited

OTTAWA, CANADA

Plain or Leather Faced.



SEE THAT THE GLOVES YOU SELL HAVE THIS LABEL. IT MEANS QUALITY.



TAPATCO
REGISTERED BRAND TRADE MARK

Cotton Gloves

These gloves are made in Canada of the highest quality Canadian materials, and by expert Canadian workmen.

"Tapatco" Brand Gloves are made in Gauntlet, Knit Wrist or Band Top styles, and in Heavy, Medium, or Light Weights.

Our leather face and leather tip gloves are finished with best split horse hide. We also make Jersey Gloves and Mitts in Tan, Brown or Oxford.

Insist on "Tapatco" Brand. If your jobber cannot supply you, write us. Get a sample order off to-day.

The American Pad and Textile Co.

CHATHAM, ONT.

For Manufacturers of Design Fabrics,

including cloth, silks, oilcloth, wall paper, etc.

Photo-mechanical machines and processes for making **DESIGNS FOR PRINTING ROLLERS** and for placing same on rollers.

Let us supply your wants with one of our litho-textile installations, consisting of step and repeat machine, cameras and printing frame for making design plates; machine for transferring designs onto printing rollers, and processes. Inquiry for further particulars may be made at Canada Machinery Corporation, Ltd., Galt, Ont., Canada, where machines will be made upon order, or to the Company's home office, **Lithotex Corporation**, 124 White Street, New York City.

Machines and processes covered by the following Canadian patents:

Pat. No.	Date.	Pat. No.	Date.	Pat. No.	Date.
131,305	Feb. 28, 1911	137,353	Dec. 19, 1911	143,172	Oct. 8, 1912
136,203	Oct. 17, 1911	139,317	Mar. 26, 1912	146,285	Mar. 4, 1913
137,277	Dec. 12, 1911	140,323	May 14, 1912	149,258	July 15, 1913
137,391	Dec. 19, 1911	140,700	May 28, 1912	149,259	July 15, 1913
137,392	Dec. 19, 1911	141,557	June 18, 1912		

TRADE MARK

"Noesting"

If you have been putting up with the inconvenience of the ordinary pin ticket—the jabbing of the fingers; the tearing of expensive fabrics—then it is time you tried out Noesting.

NOESTING (Rounded Point) PIN TICKETS

have done away with all this, as hundreds of Canadian merchants who use them can testify. They're safe, humane, profitable—and cost no more than the old-fashioned kind. So why not have Noesting? **Order from your jobber or direct from us.**

The COPP, CLARK CO., Limited
495-517 WELLINGTON STREET WEST, TORONTO

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World.

OFFICES IN CANADA:

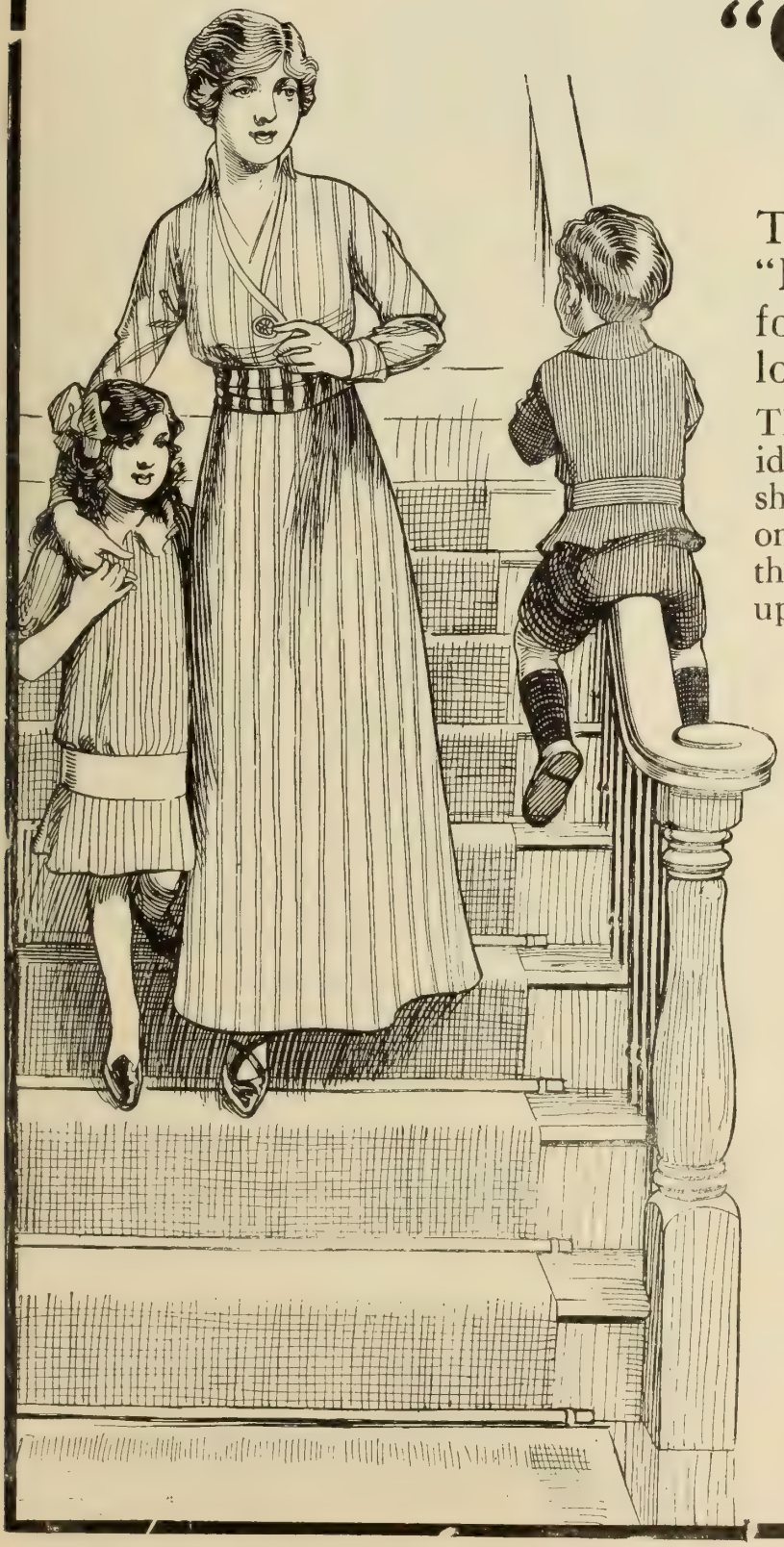
Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Victoria, B.C.	Winnipeg, Man.
	Hamilton, Ont.	

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA

"MATRON" & "MAID"

The World's Best-Known Wash Fabrics



"CORONA" and "IDRI"

The best substitutes for "Matron" and "Maid" for the medium and lower-priced trades.

These famous cloths are each identified by the diamond-shaped ticket every five yards on the selvedge. They are all-the-year-round cloths, making up into smart washing frocks for ladies' and children's wear, maids' dresses, boys' washing suits, jumpers, overalls and other garments.

They are all done in a wide range of stripes and plains.

Names of wholesale houses can be had from the manufacturers' agents:—

TORONTO
A. H. Parks, 77 York Street

MONTREAL
W. E. Rhodes, 33 St. Nicholas St.

VANCOUVER
W. James, P.O. Box 447

QUEBEC
E. Hamel, 66 Rue de L'Eglise



There are 200 designs to choose, in all sizes from individual guest towels to the largest size made.

Irish Linen Agency

R. H. COSBIE, LIMITED

That Thanksgiving Linen Trim.

Emphasize linens for Thanksgiving — show "Old Bleach" linens in your window displays, your show case trims, and draw attention to them in your advertising.

"Old Bleach's" beautiful, permanent, snowy whiteness and long-wearing, soft silky texture are appreciated by all refined women They're a sign of culture in a home.

O. B. stock in Toronto.

30 West Wellington Street, Toronto

WILL P. WHITE, LTD.

Manufacturers' Agents and Importers

TORONTO
65 Simcoe Street

MONTREAL
525 St. Paul Street

SOLE AGENTS

Luke Turner & Co., Leicester, Eng.—Garter Elastics, Webbings and Beltings. Gold Label and Silver Label (Registered) Qualities.

J. Bonas & Son, Derby, England—Tapes, Stay Bindings.

Rosenwald Bros., London, England—Coiffuretta, Tidy-Wear and Silk Hair-Nets, Can.-Anglo Brand Dress and Garment Shields.

George Goodman, Ltd., Birmingham, England—Safety Pins, Hairpins, etc.

Morris & Yeomans, Redditch, England—Needles, Needle Cases, Crochet Hooks, Hatpins, etc.

Donisthorpe & Co., Leicester, England—Wool Mendings.

Howard Wall, Ltd., London, England—Dean's Tape Measures, Corset Fasteners, Babies' Bootees and Shoes.

Colonial Weaving Co., Peterboro, Canada—Beltings, Feather Stitch Braids and Embroidery Trimmings.

F. Bapterosses & Cie., Paris, France—Agate Buttons.

Societe Francaise de Cotton a Coudre, Paris, France—C. B. Mendings, Embroidery and Crochet Cottons.

Henry Myer Thread Co., Chicago, Ill.—Subsilk and Mercerized Threads.

Western Thread Co., Elgin, Ill.—Japsilk Mending and Embroidery Cottons.

Rudolph Liebmann Mfg. Co., Newark, N.J.—Metal and Celluloid Dress Buttons.

Schott Bros.—Button Moulds, Schott's and Diraco Machines.

The Winwal Co.—Buttons that can be covered by hand.

PEARL BUTTONS
English, French and Japanese.

JAPANESE HAIR AND TOOTH BRUSHES

THE WELL-WORTH BINDING BRAID
Made from selected Twist.

THE "GLOBE" BOOTLACE CABINET

"GIVEASE" COLLAR SUPPORTS
Made in England.

"SURESTAY" DOME FASTENERS
Manufactured in Spain and U.S.A.

MANUFACTURERS AND WHOLESALE TRADE ONLY SUPPLIED.

THE McKINLEY EDITION OF TEN CENT MUSIC

will always hold first place as an Edition of **Standard, Classic and Teaching Music**

as an established demand for this line of Music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself to thousands of dealers to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 200 per cent.** to the dealer.

The McKinley Edition (Revised for Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealer's imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for samples and particulars to-day

McKINLEY MUSIC CO.

The Largest "Exclusively Sheet Music House" in the World

CHICAGO: 1501-15 EAST FIFTY-FIFTH ST.

NEW YORK CITY: 80 FIFTH AVENUE

ROCHETTE

TRADE-MARK

FLANNELETTE SHEETS

Delightful Winter Sheets—always warm
Ideal Summer Blankets—cool and light

These British-made Flannelette Sheets are the finest ever offered to buyers in Canada, or elsewhere. They are soft as silk, easy to wash, and very durable. Ask for Rochette, and see the name on sheet or sheeting.

G.S. SHEETING
(GOVERNMENT STANDARD)

Perfectly Pure and Guaranteed thoroughly shrunk. A most durable and economical cotton sheeting.



G.T.S. SHEETING

A twilled sheeting, also a production of the same firm of manufacturers. A perfectly honest and pure cloth.

Names of Wholesale Houses stocking Rochette Flannelette Sheets, and also the G.S. and G.T.S. plain and twilled white cotton sheets can be had from the Manufacturers' Agents:

TORONTO
A. H. Park, 77 York Street

QUEBEC
E. Hamel, 66 Rue de L'Eglise

MONTREAL
W. E. Rhodes, 33 St. Nicholas Street

VANCOUVER
W. James, P.O. Box 447

SPECIALS *and* NOVELTIES

SMALLWARE DEPARTMENT



BARRETTES
No. G. M. 1, 3 styles to box. Per doz., ... $1.25



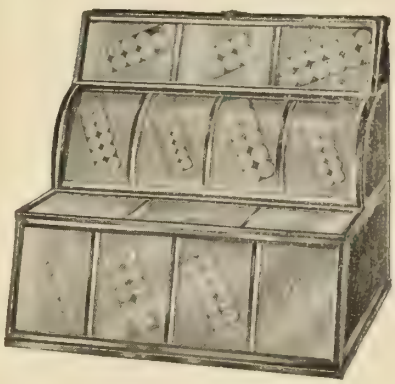
THE CORSAGE BOUQUET
Each style packed dozen to box.
Price, $2.10 dozen.



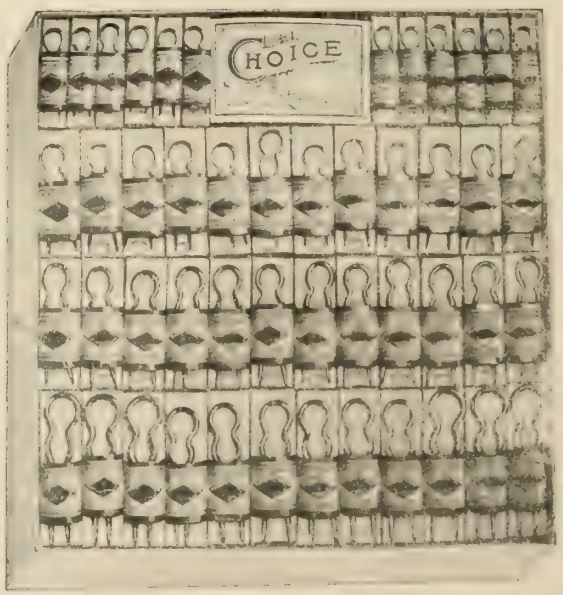
BARRETTES
No. G. M. 4, 3 styles to box. Per doz., ...$2.00

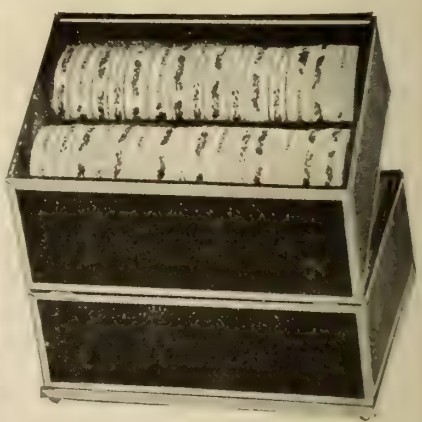
Cash Register
BUTTON CABINET
Staple, two and four hole. Pearl buttons —300 cards, assorted. Price per card 5½c

Display Cabinet
XMAS RIBBONS
Contains 60 pcs., assorted Holly; thirty each widths 1½ and 2, including plain, Red and Green. Cabinet Glass Top and Nickel Trim.



We have large Stock Black and Colored Velvet Ribbons, also Christmas Ribbons, Taffeta and Satin Ribbons.





SHELL and AMBER HAIRPINS
No. G. M. 7—Contains 48 boxes assorted 5 sizes. First two sizes have 12 pins in box, other three in proportion to size. Price $1.80 a cabinet.

LETTER ORDER DEPARTMENT ALWAYS AT YOUR SERVICE

THE W. R. BROCK CO., (LIMITED) TORONTO

Taking Advantage of Enquiry Department

Just a Few Samples of the Directions in Which the Service Department of The Review Furnished Information to its Readers During the Past Month

WHEN you become a subscriber to "The Review" this is part of the service you buy. Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured. We have facilities for procuring information about new goods, novelty lines, etc., and our Service Department is at your disposal at all times. We are glad to be of any possible assistance to our readers, and requests for information are most welcome. Cut out the coupon below and use it when you would like us to give you information. The following are a few of the inquiries received and answered during the past month:

Brigden, Ont.—Do you know where we can buy a few thousand small cotton flags (patriotic), about 1¼ or 2" square. If they are made in the city, please 'phone the maker to send us some samples? We want them for our Fair day.

Sault Ste. Marie, Ont.—Please send me the particulars of the window trimmers' contest which you are running in connection with The Dry Goods Review. Also please let me know the business address of the Canadian Association of Display Men?

Editor's Note.—The secretary of the C.A.D.M. is Mr. F. J. Thompson, 52 Stanley St., St. Thomas, Ont.

————, Ont.—The names of firms in Canada supplying illustrations for advertisements; also name of United States firm shipping cuts from Canadian side?

————, ————.—Glad to have any information as to conducting dressmaking school.

Brief synopsis of reply.—There are usually two kinds of dressmaking schools: one in connection with a dry goods store and the other started by a dressmaker. In the first case the arrangement usually is that certain privileges are given women who buy dress goods and trimmings at the store, at a small charge, say 50 cents a day, by which they may use sewing machines provided by the store, and have their goods cut out and the marking out superintended by an instructor. A charge has been found necessary, as too many women made use of the privilege otherwise.

A private dressmaking school usually charges 50 cents a half day and the "pupils" provide dress goods, etc., themselves, without any profit to the school.

Headquarters, 1st Canadian Division, B.E.F., "Somewhere in France" ———— will you kindly send the following information with which to settle an argument: "A" maintains that the ———— Company are a larger concern than the ———— in every way, capitalization, stock, turnover. Can you please give the approximate figures?

Editor's Note.—This information The Review was unable to give, as most of the figures, if secured, would and could be given only in confidence by the firms themselves.

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____ _____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME_____

ADDRESS_____

Models from New York for Catalogue of Canadian Retailer



From left to right—1, Silver fox set, with muff animal shape; 2, Ermine set, with round muff; 3, Hudson seal coat, with grey lamb collar and cuffs; 4, Moleskin coat with belt, and Alaska sable trimming; 5, Coat and muff of caracul, with trimming of blended Hudson Bay sable.

This five-group photograph, besides illustrating popular fur styles, is a testimony to the enterprise of Fairweather's, Limited, the big fur retailers of Montreal and Toronto. These are New York models brought over to Montreal to pose for photographs for this firm's annual catalogue.

Dry Goods Review

VOL. XXVII. TORONTO, OCTOBER, 1915 No. 12

BRIGHTER CONDITIONS FOR FUTURE BUSINESS

WE have now reached a point for the first time since war broke out, where a definite statement can be made, deliberately and in all sincerity, that a distinct improvement in business conditions is making itself felt, and there is abundant evidence for the belief that this improvement will be a permanent one.

Apart altogether from logical reasons, this improvement is creating an atmosphere of greater cheerfulness and confidence. Little incidents, "straw votes," of encouragement in the business world, are beginning to multiply. One merchant at the close of a cool day near the end of September was elated.

"I had the biggest sale of underwear in my history to-day," he exclaimed. "And I took in three $10 bills and a $20. There's more money moving; evidently this is a result of the munitions orders."

Yes, money from the half billion odd dollars' worth of munitions orders is beginning to circulate and right on the heels of this will flow the tens of millions for clothing, underwear, socks, blankets, for the Canadian, French, Russian and Italian troops.

Bulking largely in the West, with an overflow into Eastern Canada, is that magnificent grain crop, whose total no one now ventures to predict, so far have the actual figures of the threshing swept aside all records of the past.

"We look for a splendid Fall," writes one of the typical dry goods firms of the West, in Red Deer, Alberta. It sounds—and feels—like the days of 1912, with the boom instinct perforated. But not only in the Western crop effecting a wholesome improvement in actual conditions and in sentiment: Ontario, in spite of some late season losses, is adding a big agricultural surplus to that of last year. On this page we reproduce a statement from a firm that is in a position to judge, for, as they say, "the bulk of our customers depend almost entirely upon the farming community." The wholesale house of John M. Garland, Son & Co., through their president declare that they feel they have every reason to anticipate an exceedingly good Winter and Spring business, and that their turnover this year "has been practically the same as 1913, which was the largest year we have ever had."

A Wise Conservatism

The president of Gordon, Mackay & Co., Mr. J. W. Woods, who likewise is president of the Toronto Board of Trade, takes a cheerful view of Fall and Winter prospects, as a reading of his letter will show. His view of the West, particularly if, as the Premier has promised, the surplus crops can be transported, should inspire faith in those whose business must rest a heavy dependence upon Western crop conditions. But there is more than this in his review: there is the recognition of the presence of much saner elements in trading than were manifest three years and even two years ago. Other statements from wholesale houses tend to bear out these hopeful views.

Coming to the testimony of the commercial agencies, the elements that support a quiet and stronger confidence are abundant. The failures in August fell below those of August, 1914. Up to the last week of September the number of failures was also far below the figures for September, 1914.

Ottawa, Canada Sept. 23/15.

The Editor,
The Dry Goods Review,
University Ave.,
Toronto, Ont.

Dear Sir,-

We beg to acknowledge the receipt of your favor of the 22nd, in reference to the conditions and prospects of trade.

In so far as our own business is concerned, our turn-over this year has been, practically, the same as 1913, which was the largest year we have ever had.

In regard to prospects, as the bulk of our customers depend almost entirely upon the farming community, we feel that we have every reason to anticipate an exceedingly good Winter and Spring business.

As no doubt you are aware, the farmers of this district have had one of the best crops on record, which, combined with the high prices which their produce commands, makes them unusually prosperous.

Yours truly,
John M. Garland, Son & Co. Ltd.,
John L. Garland

AM.

An encouraging report from the president of an Ottawa wholesale house

The reports from various leading centres in most cases showed a better feeling during September that was generally believed to be more than temporary. Extracts from these will appear below.

In later issues, when the improved turn in business has been in existence long enough for definite results to be secured for analysis, The Review will present reports from retailers all over Canada—and, from the early indications already received in more or less general terms, these will, we believe, surprise the small minority who are slow to believe in the continuance, even if they feel the existence, of an accelerated pace.

As this is being written, the glorious news has come from the Western battle-front, and the tremendous possibilities embodied in the rather cryptic advice from General French that he

hoped to push on to a "decisive issue." In the realization of the long-awaited drive, business, retail and wholesale, should receive that rather subtle sentimental uplift that was required to combat the negative influence of a weakening on one front or inaction on the other. It is a grim business ahead of us, how grim and how big we are only now beginning to realize, but crowding in upon us as September closed were indications that the Allies had, as the sporting writers term it, "the edge" on the enemy. The feeling — and further proofs of it — must act favorably upon trade.

Good Reports to Business Agencies

Montreal's reports to Dun's for the third week in September said that in spite of the almost torrid weather wholesale warehouses had displayed an increased degree of activity, a fair number of buyers from widely scattered points being in the city, while the big crop prospects in the far West had induced a noticeable increase of orders from that quarter. "Most of the cotton mills are busier than at this time a year ago, and it is reported that orders for Spring prints are now being booked in goodly volume."

The report from Toronto states that "a fairly good feeling exists in business circles. In wholesale lines there is a larger volume than a year ago when crops were somewhat disappointing. Conditions are somewhat better now in view of the largest grain crop on record. Orders for sorting up dry goods are fairly numerous and deliveries of Winter goods are liberal. Stocks are moderate owing to the curtailment of imports from abroad. Factories are busy."

Business Is Improved

Toronto reports to Bradstreet's for the third week in September state that business is improved in general. Local dry goods wholesalers have had a better two weeks previous to this week than in a corresponding period two years ago and much better than last year. This week is quieter but fairly good.

"A new feature in business this late Summer and Fall has been the heavy canvassing of the city by United States travellers who are out for trade. They are securing new orders in cheaper lines such as prints. Woolens and linens are scarce and hard to secure and certain dyed goods. . . . Business in many lines is opening out."

"Western farmers' buying power will certainly be enhanced. Representatives are already going West with samples of jewelry, clothing cut wear, textile and other commodities. . . . Retail stores are opening up here and there. Winnipeg reports to Bradstreets state that general conditions are assuming a condition that indicates a trade revival. Some leading men in the middle West warn merchants that the attitude of caution assumed earlier in year is perhaps overdone now big crops are assured.

"The middle West is seeing more Eastern travellers. Last year many Eastern establishments withdrew their travellers from the Western field."

Cautious, But Hopeful

The following is the report of one of the leading Canadian wholesale houses:

With such divers influences at work affecting business of every kind it is difficult to describe the situation at present of the dry goods trade in Canada and impossible to prognosticate as to its future without the feeling that it is largely a matter of guess-work.

Looking back a twelvemonth with all that has taken place in that time—the innumerable difficulties to be combated—the uncertainty of the duration of the war—and the doubt as to future conditions even after peace has been declared—it is surprising to some of us that business has kept so nearly on a normal basis. On the other hand, some wonder (and from their point of view rightly so) why it has been retarded at all. It is justly argued that the prosperous condition of the country generally should prevent any depreciation in trade and that depleted stocks—the scarcity in such a variety of goods of everyday requirements—should stimulate a demand. Such is undoubtedly the case in many instances, but with the majority there is a sort of undefinable tendency toward curtailment of buying which cannot be explained. We know that had we not been blessed with a magnificent harvest there would have been difficulties to face, especially in the West, which we have been mercifully spared and it is now from the West that we see the

Conditions Nearer to Normal

We are of the opinion that with the Eastern crops giving a heavy yield, although badly saved in a good many localities, and with Western crops giving a bumper yield, well saved, the business situation should be distinctly better. If transportation of grain could be assured at reasonable rates, there could be no doubt of a marked improvement.

The Canadian people have settled down to a cheerful discharge of daily duty, without any trace of panic, and as a consequence, business conditions come nearer to normal.

The wholesale trade find that both in the matter of house sales and in sales made by travellers, there is evidence of greater confidence on the part of retail merchants, and payments show that their business justifies this increase of confidence.

We do not look for any marked gain in the aggregate of sales, but the better feeling improves the outlook and gives us ground for believing that the worst is past and that a return to normal conditions may be looked for in the near or remoter future.

J. W. Woods,
President, Gordon, MacKay & Co.

Toronto, Sept. 29, 1915.

Splendid Fall in Alberta

Red Deer, Alberta,
Sept. 24, 1915.

Editor, Dry Goods Review,
Toronto, Ont.

Dear Sir:—

Conditions are very good in this Province and we anticipate a splendid Fall business.

The W. E. LORD Company, Ltd.

561,000,000 Bushels of Cereals in Western Canada

250 million bushels wheat 140 million last year	250 million bushels oats 150 million last year	54 million bushels barley 20 million last year	7 million bushels flax 7 million last year

first signs of revival. We believe that most people do not yet realize that the largest proportion of the most staple articles in dry goods are becoming daily either less obtainable or so advanced in price as to be almost prohibitive but that they are gradually coming to realize the situation and before very long a demand will spring up that will be very hard to supply but will greatly stimulate trade.

Feeling is a Little Better

Mr. John Macdonald, of John Macdonald & Co., the wholesale house, said: "Accounts are a little better paid this September than a year ago. The feeling is a little better and it is likely to improve in future to some extent."

Have You Noticed It?

The healthy tone that business is gradually attaining; the desire on the part of buyers and merchants to stock up and prepare for the big Fall and Winter business ahead; have you noticed the careful and steady buying that is characteristic now?

The Canadian West is showing improvement in its buying power, due chiefly to the wonderful crop harvested, the largest in its history.

Business failures are steadily declining as compared with a year ago.

The upswing of business will soon be felt throughout Canada. Are you content that everything has been done that will ensure for your house the benefits of this return of prosperity? Think it over.

Looks Bright for Fall

Big Montreal Retailer Finds Conditions Much Improved Over Last Year—People Show Wise Conservatism

MR. THEODORE MORGAN, of the firm of Henry Morgan & Co., Montreal, was asked for a statement on the outlook for Fall and Winter. He replied in the following terms:

"Prospects for increased Fall business are good. There is an increase in sales in practically every department. A few short spells of cool weather already experienced, have produced very gratifying results in advance sales of heavy Fall apparel. There has been a heavy demand for all woolen goods, and, despite the high retail prices on account of the very decided advance in wool, the public are choosing a high priced quality product in place of cheaper grades.

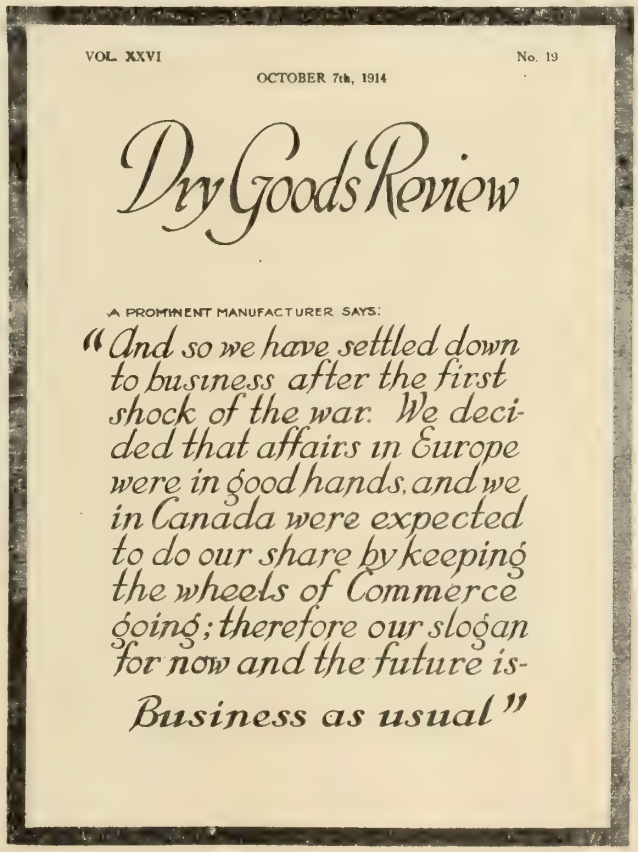
"Our English deliveries have been remarkably prompt, and our only handicap in this respect has been our inability to purchase as much as we would desire. American manufacturers of costumes are two and three weeks late in filling orders; so that prompt deliveries are difficult.

"The retail demand is steady, and that is a very important factor by which to judge present conditions. Never since war broke out have retail conditions been as full of promise, or actual results been so assuring of still further increases.

More Serviceable Styles

"Extreme novelties have been replaced by more practicable and more serviceable styles, and the public are accepting the more conservative and better tastes in dress, and are shopping in a more practical manner. They are again beginning to anticipate their wants, purchasing in

(Continued on page 20)


VOL. XXVI No. 19

OCTOBER 7th, 1914

Dry Goods Review

A PROMINENT MANUFACTURER SAYS:

"And so we have settled down to business after the first shock of the war. We decided that affairs in Europe were in good hands, and we in Canada were expected to do our share by keeping the wheels of Commerce going; therefore our slogan for now and the future is-

Business as usual"

This message of cheer was sent out by The Review as its cover exactly one year ago, and drew forth a great deal of favorable ocmment. The message is much nearer realization now than it was then and we commend it for the coming Fall and Winter.



Decrees of Paris

1830 *styles featured.*

Suit coats worn short with fullness on the hips and open folds at the back.

Generally a little fur on the collar.

One's chin almost hidden in collar, which is trimmed with fur or else it is turn-down and narrow.

Skirts very wide at the bottom.

Materials: velveteens, velvets, woolens, serges—woolens not as much worn as formerly.

Lavish use of expensive gold trimming.

Shades of dresses, navy, bottle green, Bordeaux and taupe.



As the Mannequins Go

Styles of 1830 Were a Feature, With Tight Fitting Bodice, Natural Waist and Skirts Short and Wide—Woolens Not So Much Worn as Velveteens and Velvets —Chin Almost Hidden in Collar

By a Special Correspondent

Paris, Sept., 1915.

ALTHOUGH the Opening, THE GREAT EVENT, which takes place twice a year in the leading dressmaking establishments, was in many cases put off, and made me miss their charming welcome, I was able to go to the Opening of Drécoll, on the Place de l'Opera. I certainly did not intend to miss it, for as you must know, everyone cannot take part in it.

It is a veritable Revelation, in a House of that sort. To get there, one must have a "pull," as they say, or get in by presentation, by someone well known, or by references.

It would be fatal to let the first comer see the fruits of long hours of such assiduous labor, not of one, but of many Houses. Many have learnt this, to their cost.

As a rule, at this time of year, and again in the month of February, the crowd is composed of Professional Dressmakers. From all parts they come, Americans and those from the Argentine, English with the Spanish, Germans and Italians; different countries mix with each other and jostle each other, as it were.

All come to Paris, the unique, and perpetual source of art, elegance, and good taste.

OPENING A GREAT SUCCESS

In spite of the unusual circumstances which now prevail, and the absence of a great number of the collaborators, the undertaking was a great task and a great success. Was it not a time to prove to the world, and to the feminine world, especially, the still existing strength and vitality of the French industries, "French par excellence?"

The Public, this time, on the day of my visit, was composed principally of North and South Americans, who, in spite of the now existing dangers, did not hesitate to come across.

A crowd of busy Buyers pass and repass in front of the Salesmen who fill the huge rooms.

About 10 o'clock, the Master of the Establishment makes his appearance, and the procession begins.

One by one appear the mannequins, those handsome girls, light, graceful, and elegant, and remind us of the most prolific and never-to-be-forgotten Epoch of Fashion, the year 1830.

I will now talk about the dresses, as they appear, like on a screen, before our wondering eyes.

First of all comes a simple tailor-made; it is very severe, such as this House has always fashioned and which has made its name.

TAILOR-MADE, WITH KOLINSKY COLLAR

It is quite plain, very tight-fitting, no trimming on but stitching, a pleated skirt, having four open pleats behind. This is made of taupe colored wool-velvet.

Then again a tailor-made, this time of maroon velvet; it has a very handsome Kolinsky collar, Directoire style, and muff to match.

As I remarked before, all these tailor-mades are very close-fitting, and the waist-line is in the right place. The coats are worn short, the fullness on the hips, and open folds at the back, the sleeves straight and narrow dark trimmings.

By at the Paris Openings

Gold Trimmings, Lavishly Used—Kolinsky, Skunk and Fox Are Popular Furs for Trimming — Mousquetaire Collars—Colors Are Navy, Bottle Green, Bottle Green, Bordeaux and Taupe

of The Review in Paris

generally a little fur on the collar, which is nearly always straight and wide—one's chin is almost hidden in it—or else they are "turn-down" and narrow.

SKIRTS VERY WIDE AT BOTTOM.

The skirts are very wide at the bottom; quite 5 metres, short, but not exaggeratedly so.

The materials are velveteens, velvets, woolens and serges, although the woolens are not so much worn as formerly.

One young girl's dress is a 3-piece one, the coat of blue garbardine, with a mousquetaire collar of very narrow chamois kid, edged with blue; the belt of white pearl beads on a skirt made with bands of silk and garbardine, the same shade, arranged lengthways.

Many of these dresses are to be seen, either with stripes or with the material laid-on, applique style.

GOLD TRIMMING, FOR ALL THE COST

The lavish way with which the expensive gold trimming is used would almost make one forget how costly it really is.

The shades are NAVY, BOTTLE GREEN, BORDEAUX, WINE, TAUPE, and BLACK. Small "dull" leather belts, the same shade as the goods, relieve the waist, and black velvet collar and cuffs and strappings and pipings.

A few long, tight-fitting coats are seen, which seem as if only intended for tall and slim people.

I saw a black velvet tailor-made, very smart, trimmed with braid. The collar is trimmed with a narrow band of red, green and white metal embroidery; the waist is of white liberty, trimmed with black chenille.

Another waist is of black faille, with a smart little pleated tulle collar, such as formerly was worn by the gallant Abbots seen in the old pictures.

AFTERNOON AND EVENING GOWNS

Afternoon Gowns are of Taffeta and Velvet. One is of Velasquez—red, with a wide collar; that is to say, the collar is cut very deep, as worn in the time of Louis XIII.

The Dinner and Evening Gowns are made of tulle flounces, embroidered, and trimmed alternately with Fur. Tight-fitting bodices, very tight-fitting, made of velvet faille, taffeta and sometimes tulle, over a satin ground.

The color called "Têtе de Nègre" seems much in favor.

Very little lace is worn. The evening gowns are cut very low and almost square in front and in a point at the back with jet embroideries and black beadings.

For very grand occasions, white and silver Brochés.

The Coats are of goods or of fur, very wide and wrap-like, with Kolinsky, skunk and fox trimming.

In closing, I will remark, that on the whole, the Fashions have not much altered since the Spring. They have been improved upon and modified, and are now better style. and less exaggerated. Everything is youthful, quite so, and will be sure to please the majority of women.



Decrees of Paris

Tete de Negre very popular for dinner and evening gowns.

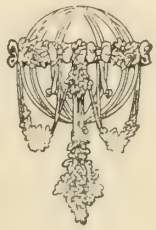
These are made of tulle flounces, embroidered and trimmed alternately with fur.

Cut very low and almost square in front.

Neckwear important: Directoire collars with fur, wide Louis XIII style, mousquetaire collars of chamois kid, etc.

A waist shown of black faille, with smart little pleated tulle collar.

Girl's dress of 3 pieces: coat of garbardine, with mousquetaire collar of narrow chamois kid edged with blue.



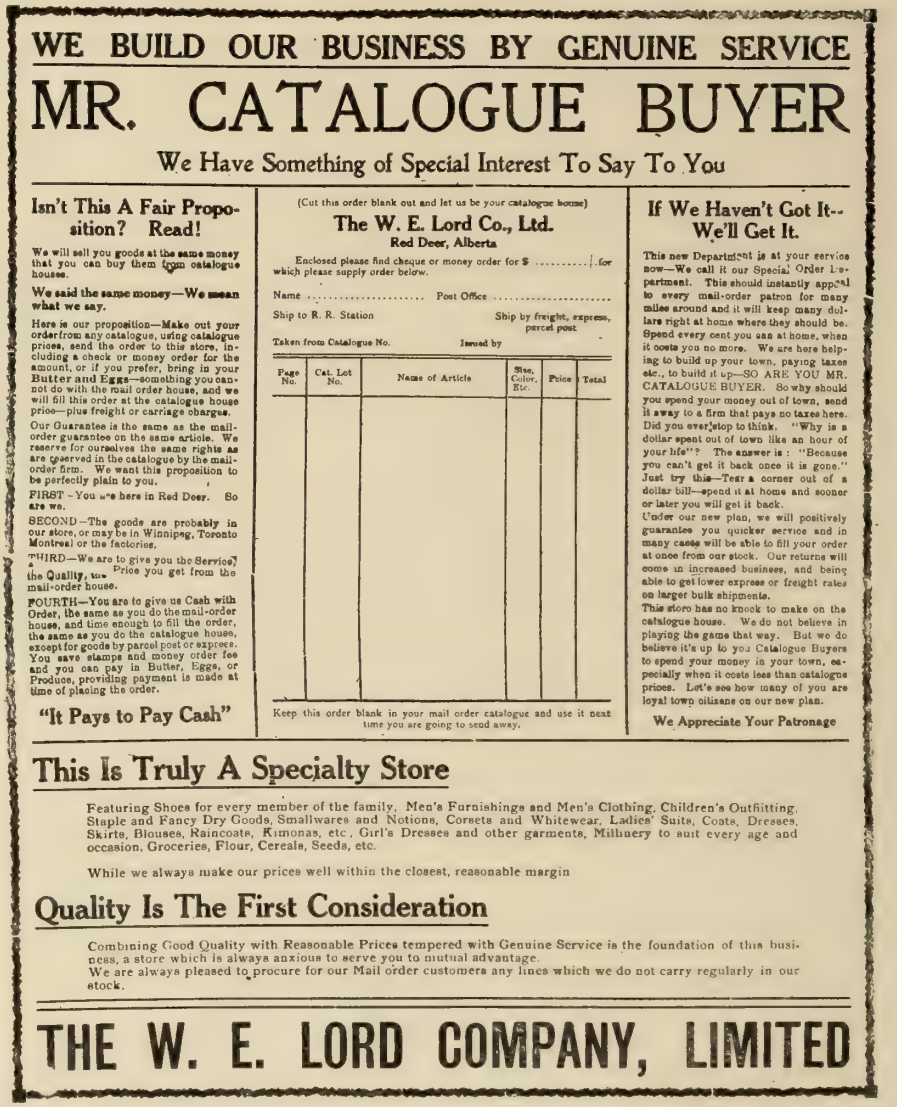
Unique Plan for Beating Mail Order Houses

Store in Red Deer, Alberta, Calls on "Catalogue House Buyers" to Send in Items From Mail Order Catalogues and They Will Duplicate Them—A Ready Response That Helps Cut Cash Business

PLANS almost without number have been devised by merchants in Canada and the United States to keep down the inroads that were being made in various sections by the mail order houses. Some of these have been successful, others have had little effect. It has been usually found that very little success has attended the efforts of those who start out by admitting that the mail order houses can undersell the local merchants, and try to appeal to the pride or loyalty of residents in their town, village or city, to deal with them in preference to sending for their goods out of town. The main weakness of this appeal lies, of course, in human nature, which influences people to get goods for the lowest possible price consistent with quality, and often even disregards this where a fancied bargain is concerned. There is also the inevitable question as to why the local store cannot sell as cheaply as the big city store, and how much extra profit or how much higher price it is fair for them to charge and to expect the citizens to pay for dealing with them in preference to sending in to the mail order house.

On the other hand when a merchant has started out with the idea that he was going to show the people of his community that he could supply them with as good value as the mail order houses, he has usually succeeded in retaining by far the greater majority of them.

There have been a number of articles published in The Review recently containing suggestions from the stores that are seeking to meet and overcome the mail order houses, but for directness in attack we do not think we have seen anything that will compare with the method we present here that is operated by the W. E. Lord Co., of Red Deer, Alberta. This store is in the midst of a thriving country section and has built up a large business over a considerable period of years. It will be seen by the illustration which is used on this page that the Lord Co. went straight at the question and asked their people who had received catalogues from the mail order houses to cut the order blanks if they wished, fill them in with the page number of the catalogue, the number of the article therein, the price and other particulars, and they guaranteed to duplicate the goods at the same price and under the same conditions as the order would be given to the mail order house and filled by them.



WE BUILD OUR BUSINESS BY GENUINE SERVICE

MR. CATALOGUE BUYER

We Have Something of Special Interest To Say To You

Isn't This A Fair Proposition? Read!

We will sell you goods at the same money that you can buy them from catalogue houses.

We said the same money—We mean what we say.

Here is our proposition—Make out your order from any catalogue, using catalogue prices, send the order to this store, including a check or money order for the amount, or if you prefer, bring in your Butter and Eggs—something you cannot do with the mail order house, and we will fill this order at the catalogue house price—plus freight or carriage charges.

Our Guarantee is the same as the mail-order guarantee on the same article. We reserve for ourselves the same rights as are reserved in the catalogue by the mail-order firm. We want this proposition to be perfectly plain to you.

FIRST—You are here in Red Deer. So are we.

SECOND—The goods are probably in our store, or may be in Winnipeg, Toronto Montreal or the factories.

THIRD—We are to give you the Service, the Quality, the Price you get from the mail-order house.

FOURTH—You are to give us Cash with Order, the same as you do the mail-order house, and time enough to fill the order, the same as you do the catalogue house, except for goods by parcel post or express. You save stamps and money order fee and you can pay in Butter, Eggs, or Produce, providing payment is made at time of placing the order.

"It Pays to Pay Cash"

(Cut this order blank out and let us be your catalogue house)

The W. E. Lord Co., Ltd.
Red Deer, Alberta

Enclosed please find cheque or money order for $ ..... for which please supply order below.

Name ..... Post Office .....

Ship to R. R. Station — Ship by freight, express, parcel post

Taken from Catalogue No. — Issued by

Page No.	Cat. Lot No.	Name of Article	Size, Color, Etc.	Price	Total

Keep this order blank in your mail order catalogue and use it next time you are going to send away.

If We Haven't Got It—We'll Get It.

This new Department is at your service now—We call it our Special Order Department. This should instantly appeal to every mail-order patron for many miles around and it will keep many dollars right at home where they should be. Spend every cent you can at home, when it costs you no more. We are here helping to build up your town, paying taxes etc., to build it up—SO ARE YOU MR. CATALOGUE BUYER. So why should you spend your money out of town, send it away to a firm that pays no taxes here. Did you ever stop to think. "Why is a dollar spent out of town like an hour of your life"? The answer is: "Because you can't get it back once it is gone." Just try this—Tear a corner out of a dollar bill—spend it at home and sooner or later you will get it back.

Under our new plan, we will positively guarantee you quicker service and in many cases will be able to fill your order at once from our stock. Our returns will come in increased business, and being able to get lower express or freight rates on larger bulk shipments.

This store has no knock to make on the catalogue house. We do not believe in playing the game that way. But we do believe it's up to you Catalogue Buyers to spend your money in your town, especially when it costs less than catalogue prices. Let's see how many of you are loyal town citizens on our new plan.

We Appreciate Your Patronage

This Is Truly A Specialty Store

Featuring Shoes for every member of the family, Men's Furnishings and Men's Clothing, Children's Outfitting, Staple and Fancy Dry Goods, Smallwares and Notions, Corsets and Whitewear, Ladies' Suits, Coats, Dresses, Skirts, Blouses, Raincoats, Kimonas, etc., Girl's Dresses and other garments, Millinery to suit every age and occasion, Groceries, Flour, Cereals, Seeds, etc.

While we always make our prices well within the closest, reasonable margin

Quality Is The First Consideration

Combining Good Quality with Reasonable Prices tempered with Genuine Service is the foundation of this business, a store which is always anxious to serve you to mutual advantage.
We are always pleased to procure for our Mail order customers any lines which we do not carry regularly in our stock.

THE W. E. LORD COMPANY, LIMITED

Copy of first ad. announcing new anti-mail-order scheme.

Note the direct invitation they give in this first advertisement shown here.

They say:

Isn't this a fair proposition? We will sell you goods at the same money as you can buy them from catalogue houses.

We say the SAME money, we mean what we say.

Here is our proposition—make out your order from any catalogue, using catalogue prices. Send the order to this store including cheque or money order for the amount or if you prefer bring in your Butter and Eggs—something you cannot do with a mail order house—and we will fill this order at the catalogue house price."

They continue: "Our guarantee is the same as the mail order guarantee on the same article. We reserve for our-



View of section of ground floor of general store of W. E. Lord Co., Red Deer, Alberta, showing excellent display methods for dress goods and neckwear.

selves the same rights that are reserved in the catalogue of the mail order firm. We want this proposition to be perfectly plain to you.''

Then they give conditions under the headings, first, second, third and fourth that should appeal directly to the buyers. If they haven't got the goods they say they'll get them. They call this new departure a Special Order Department.

The second advertisement continued the use of the blank order form shown in the first and had another talk a little different, but along the same line, ending up with, ''It pays to pay cash at Lord's.''

The third advertisement started off with a big display line, ''It pays to pay cash.'' Then certain goods were mentioned with the prices and in the centre of the advertisement ''Notice to Catalogue Buyers.'' the proposition being set forth much as before and the blank order form being used again just as prominently.

Plan Has Succeeded

What has been the effect of this? The Review wrote this enterprising firm and the last week in September received the reply as given below, which is a pretty good proof that their plan has succeeded. Note that the majority of the orders they receive are written out on order forms of the catalogues from which the selections are made, indicating that in nearly every case these orders would have gone to the mail order houses instead of to the local store. Note also that even in special lines, lines that are reduced and that the usual stores say they cannot meet this company claim that the business is ''not unprofitable.'' The letter reads as follows:

Editor Dry Goods Review.,
Toronto, Ont.

Dear Sir:—

Replying to your inquiry of the 15th; we are quite well pleased with the results derived directly from the advertising to which you refer, samples of which are enclosed, and a view of the dry goods section as requested.

This copy was specially prepared to appeal to a certain class. A number of orders are received on our form, but the majority are on order forms of the catalogues from which the selections are made.

We have no difficulty in completing the orders to the entire satisfaction of the customers, the best evidence of which is that orders continue regularly from the same people and new customers are added through their recommendations.

Occasionally we have to meet a ''Leader,'' but our records show this section of the business is not unprofitable.

Since January 1st, 1911, this store has given no credit. We have demonstrated that ''It Pays to Pay Cash,'' a slogan which is now as quickly recognized as the firm name, and I believe there is no better service you can do the trade than to ''Preach the Gospel of the Cash System'' in every issue of your trade papers. In fact, I have thought of making this suggestion to you, before, but am not seeking publicity.

Conditions are very good in this province and we anticipate a splendid Fall business.

Yours respectfully,
W. E. LORD,

Red Deer, Alberta,
Sept. 24th, 1915.

—⚙

NOW ON UPWARD GRADE IN WEST

Regina, Sask., Sept. 27, 1915.

Business in the West is now on the upward grade, and with the crop nearly harvested we look for better things.

R. H. WILLIAMS & SONS, Limited.
per Chas. W. Hansford,
Advertising Manager.

[*Another unsolicited Western statement—The Editor.*]



F. G. McTavish, Stratford, Ont.—Charles Cook enlisted with 71st Battalion. On his departure he was presented with a military wrist watch. The presentation was made by Miss M. Stevenson and a fitting address delivered by Mr. McTavish. Mr. Cook has been a valued salesman for six years.

J. D. Tait Co., St. Catharines.—A double loss has come to Hugh Millar, salesman, in the death of two sons in action in France, the eldest David, and a second, James, a sergeant.

Stauntons Limited, Toronto. — Lieut. Richard H. Joyce, 58th Batt. C.E.F.; Sergt.-Major J. A. Fraser, 20th Batt., C.E.F.; Staff-Sergt. L. N. Noble, 3rd Batt. C.E.F., wounded; Corp. G. J. Coombes, 75th Batt., C.E.F.; Lance-Corp. A. H. Young, 14th Batt. C.E.F., prisoner in Germany; Pte. A. Lawrence, 2nd Essex Regiment, invalided; Pte. R. Smith, 4th C.M.R., C.E.F.; Pte. H. J. Burrell, Princess Patricia's Light Infantry; Pte. E. Carleton, 58th Batt., C.E.F.; Pte. W. Churchouse, 35th Batt., C.E.F.; Pte. C. Craig, 37th Batt., C.E.F.; Pte. C. L. Hickman, 35th Batt., C.E.F.; Pte. W. Geary, 75th Batt., C.E.F.; Pte. S. H. Berry, Q.O.R., Home Defence; Pte. J. Marshall, Q.O.R., Home Defence.

In addition to these, Pte. G. Grovano has been called to Italy.

Smallman & Ingram, London.—Major Ingram, one of the partners, is now serving at the battle front.

The Anderson Co, St. Thomas, Ont.—Sergt. Warren Andrews has been appointed to the staff of the 70th Battalion at London, as orderly room sergeant. Some of Mr. Andrews' clever drapes have been see in Dry Goods Review.

Sergt. Wm. Heron, a dry goods traveler, Toronto, Ont., has been wounded at the front. Two other brothers, James and Fred, are also serving in the British ranks.

W. E. Sanford Mfg. Co., Hamilton, Ont.—Wm. A. Ferguson, another employee, has enlisted. A presentation of a wrist watch was made by Cyrus P. Olliver, who has given four sons to the cause.

Auburn, Ont. Mills.—Capt. R. P. Watt was presented with a wrist watch on leaving the staff to enlist.

Parisian Corset Co., Quebec, Que.—Percy A. Ross, a director, is serving with the 42nd Highlanders, C.E.F. Mr. Ross enlisted as a private in the ranks and has since been promoted to Corporal. Silvia Roy, an employee, has enlisted with the 22nd Battalion, C.E.F. He too has been promoted from the ranks since enlisting and is now a Sergeant. Leon Hebert, another employee, has gone forward with the 9th Battalion of Quebec C.E.F.

A. Murray & Co., Fredericton, N.B.—Three members of this firm have enlisted: Walter B. Daye, Ernest Powell and Ernest W. Porter. They have been promised their positions back on their return.

Geddes Bros., Sarnia, Ont.—J. Keith Geddes, 2nd Division, Canadian Cavalry, youngest and only unmarried son of Mr. J. Ross Geddes.

A. T. Reid Co., Ltd., Toronto.—Pte. Allan F. Lynch, Sgt. Roderick MacKenzie, Edward Abbott, James MacIntyre, Fred. Gordon, Gerald Russell, Harry Kirk, William Leach, Fred. Davis, Herbert Solway, William Chambers.

R. D. Fairbairn Co., Ltd., Toronto.—Lieut. I. C. Van Nostrand, Aviation Corps; George Cowan, Stationary Hospital; Wm. Grey, Queen's Own; J. Jones, C. Mason, J. Mason, Artillery; J. Stone, Coldstream Guards.

J. H. Chapman & Co, London, Ont.—Harry Chapman, son of proprietor, Sergeant in Remount Department, now somewhere in France.

Can This Be Beaten?

The Dry Goods Review,
Toronto, Ont.

Dear Sirs,—

I was interested in the "Roll of Honor" as published in your last issue, and as I note your request for additional firms in the wholesale dry goods business to furnish you with a list of their employees who have volunteered for Overseas Service, I take much pride and pleasure in sending you our list as follows:

*Lieut. Wm. Vassie, DeWitt Mullin, Ronald Livingston, Murray Cowan, Clinton Brown, Ernest Evans, Frank K. Hamm, *Arthur Knight, **Harry S. Kean, Bates Tapley, Wm. P. Lawton, Allen Bowes, Chas. Ferguson.*

** Discharged and back in our employ on account of blood poison, caused by vaccination.*

*** Dicharged and back in our employ on account of defective eyesight.*

With the exception of Lieut. W. Vassie, the Secretary of our company, whose name I have placed at the head of the list, the names are in rotation of enlistment.

It will be noted that the above number, thirteen are from a male staff of forty-one, including the executive officers. The various departments are all represented, Mr. Vassie, the Secretary, the travelling staff, the various departments, invoice clerk and shipping department. Can this be beaten?

Yours truly,
Vassie & Co., Ltd., S. L. E. Foster,
Vice-President.
(Wholesale Dry Goods)

Mills Made Sharp Advance in Cotton

Advance in Raw Cotton Market and Dye Troubles Will Mean Higher Prices—No Relief in Sight for Woollens—Sinking of Flax Cargoes.

A Review of Market Conditions

THE three large Eastern textile companies, the Dominion Textile Company, Montreal Cottons, Ltd., and Canadian Cottons Ltd., announced advances throughout their whole ranges, which took effect at the end of September. In the case of Canadian Cottons Ltd., the advance amounts to 7½ per cent., with one or two cases where advances of 10 per cent. were made. This applies to all Spring goods. The only line not touched was blankets, which is a Fall line. Much of the product of this company is dyed stuff.

The Dominion Textile Co. state their advance as 7½ to 10 per cent., every one of their lines being advanced in the same ratio. All printed goods have gone up with the exception of standard listed goods, which remain as they were, for obvious reasons.

Montreal Cottons Ltd., whose advances are the highest on account of the large amount of dyes used in the manufacture of their lines, give as the reason for their action the color situation, and difficulty in securing supplies of other raw material, for which they are paying exorbitant prices. They are expecting, on account of the combined conditions of the color and cotton markets, to make another revision immediately. The present advance in the case of this company amounts to 10-12½ per cent. That a marked improvement in the textile trade had taken place throughout the entire Dominion of late, and that orders were now being received in a much larger volume than during the corresponding period of last year, was the statement made by Mr. A. O. Dawson, managing director of the Canadian Cottons, Limited. Mr. Dawson said that the company's mills were operating at 85 per cent. of capacity, this comparing with about 70 per cent. in the Fall of 1914.

Due to Dyes and Raw Cotton Prices

The higher price of raw cotton and the scarcity of dyes, Mr. Dawson believed, reflected in the general advance in the price of cotton goods. Earlier in the year, large supplies of low-grade material had been offered on the Canadian market by English and American manufacturers. This was a direct result of the slackened demand in both countries, but conditions had improved in that respect and, further, an excellent inquiry for goods was being received from all over Canada. Buyers even on the Pacific Coast were reported to be making prompt remittances. Mr. Dawson believed that this was one of the most favorable aspects of the situation. All through the West merchants appeared to be short of material and were willing to buy in fair quantities for immediate needs. A great many of them were taking advantage of the cash discount for early payment.

From all reports it appeared likely that there would be a much smaller cotton crop and that prices around present levels would prevail for some time to come. Mr. Dawson stated that this, together with the scarcity of dyes, would inevitably result in higher prices for all grades of goods.

Mr. Dawson thought that Germany would shortly feel the cotton blockade instituted by the British Government. He knew of one case where a bid of 28 cents per pound for five thousand bales of cotton stored in Sweden had recently been refused.

As there is a keen interest in dyestuffs now, not only for woolen goods but in many other lines where dyes are dominating the situation in regard to delivery, prices, etc. The Review gives below in full a letter which was sent to a large Canadian house from British mills—a report of Sir Alexander Firth, who is one of the prominent British business men chosen by Mr. Lloyd George for his Munition Committee, and is himself the head of a large factory manufacturing woolen goods, carpets, blankets, etc. Sir Alexander Firth has several carpet mills in the United States and at one time was negotiating for the establishment of mills in Canada. He makes a statement which will show that the dye trouble is more difficult than ever to solve as some of the factories and machinery that might otherwise have been employed for this will be commandeered for purposes of war supplies. The letter reads as follows:

"Brighouse, Sept. 10, 1915.

"Things are getting worse every day as far as color is concerned, the cause is that as fast as people put down new plants for aniline dyes the Government require the whole production for explosives. The output of these is tremendous, and is upsetting all other business. A friend of mine, a director of one of the largest concerns here, told me some time ago that they were turning out fifty tons of explosives a day, and a week or two ago he told me that they were increasing their output as fast as ever they could and by the end of this month would probably be producing two hundred tons a day. This is only one firm and in spite of it all, the production of shell is in excess of the production of explosives. There are going to be some earthquakes somewhere when it all gets let loose.

"Of course we are getting a bit of color now and then, taking all that we can get, and we believe we are far better off than other firms in the trade. The difficulty is not only in getting it, but they send what they like, and without any of the usual care to match a shade or to give the proper strength, fastness or anything else. We cannot, therefore, guarantee to match anything exactly, and I think it very creditable to our staff that they have got the shades in the printing as well as they have done.

"I can assure you it is most difficult for everybody to run business at all, and I want you to understand this, so that you may explain to customers that they must be considerate in what they expect from us under the present circumstances. We understand that all our competitors are in the same boat and complaining most bitterly about the impossibility of accepting and delivering orders which are offered them at present. This makes it look as if your customers will be short of goods later on.

"One thing we should certainly advise your customers to do and that is, to get information from you how patterns stand from the stock lists you receive and not delay placing good orders. They should take the stuff when they can get it, even if they lose a little interest on it. We cannot engage to reprint anything until we see if we have got the colors in stock that are necessary, and may have to throw out any pattern at any time, if we find that we cannot get the color. We are absolutely slung up on Carltons to-day for want of colors and are seriously con-

sidering leaving out this line altogether for the time being, and we shall have to gradually consolidate our lines, running the patterns we can get the color for, and especially on those which require only a small amount.

"We thought it better you should know the position thoroughly."

TORPEDOES SUNK FLAX CARGOES

The following letter was received from a well-known manufacturers' agent of Canada from an Irish linen mill, dealing with the situation:

"We think it would be better generally to make December 1st the date for accepting delivery of orders booked at old prices prior to Oct. 1st. This is substituting Dec. 1st for Jan. 1st. For your own information we might add there have been four steamers despatched from Archangel torpedoed recently. It has been arranged to bring flax in from Russia through Sweden, but Sweden, no doubt at the bidding of Germany, allowed a large quantity of the flax into their country, then held it up. This has had a very marked effect on the yarn market and it has greatly increased the tension.

Germans in Russian Flax Area

"The advance of the Germans into the flax districts of Russia just at the time when the flax crop is being harvested is a severe blow. At home private trade is suffering to a great extent from the war contracts which are thrown on the market with great suddenness by England, France and Italy, and these take precedence of everything else.

"Our own particular end of the trade is suffering from the tremendous demand for linen thread, which is using up all the good thread in the country and which, it is estimated, will absorb two-thirds of this year's Irish crop.

"As things are going now if there is no relief the linen trade will be completely closed down in the Spring."

Up 60 Cents a Yard

Quotations from England on woolens continue to show advances. In one case a line of goods for which 3s. 1d. was paid in March was advanced to 4s 9d in September. This looks like only an advance of 1s 8d or 40 cents a yard. As a matter of fact it means nearly 60 cents. It must not be forgotten that the duty on these goods is 35 per cent. and the landing costs work out to about 7½ per cent. more, due to high insurance, transportation charges, or a total of 42½ per cent. This figures as follows:

3s. 1d. with 42½% added.....	$1.06
4s. 9d. with 42½% added.....	1.65
Difference per yard	.59

Woolen Hosiery

Speaking from the point of view of English manufacturers, a well-known Montreal woolen importer stated that it was difficult to form any idea of what conditions would obtain for next Fall trade, as practically all the Leicester mills were now employed on army contracts. For next year, many manufacturers were not sending samples, and those who were, were quoting prices 25 to 40 per cent. in advance of former quotations, the 25 per cent. being on cashmeres, and the 40 per cent. on worsteds.

He stated further that practically all fabric hosiery for next year would come from the United States or from Canada. Also Canada was making much heavy stuff as well. Considerable cashmere was being brought in from the States, whereas they did practically nothing in this business before the war.

Embroideries

An importer states that advance business on all edgings is good. Lace demand has not been so good, while the demand for embroideries has been fair. The tendency in the case of the latter is to advance, and it is almost impossible to get it, the Swiss workmen not being anxious to work on low-priced stuff, as it does not pay them. There is no difficulty in getting anything from Nottingham; the market there is quiet. Net tops are a feature for next season, but not so much in Quebec Province as in Toronto.

Tendency of Silks to Rise

There is a big demand just now for Japanese silks, the demand for heavy weights being very strong. Taffetas are expected also to be strong for Spring, as well as for the usual soft silks. Prices have a tendency to rise on account of the dye situation. Indications are that Japanese silks are liable to take a jump in the near future.

Notions Continue to Advance

The cry of the dress goods buyer has been loud in the land and his agony has had a very real basis, but his troubles have not been as varied—if they were more intense—as the buyer of Notions. Hair pins, dome fasteners, any old kind of goods with metal in them, to say nothing of spools—how could he get his stock so as to retail still at the old and apparently fixed prices?

He tried it for a time, but gradually he has been forced up, until first one line of staples and then another has had to break loose from the familiar bonds set at 5 cents apiece, a pair, a dozen, a gross, a package.

And the end is not yet. The buyer for one of the largest departments in this country said he had just cabled an order for hair pins,—at an advance. Originally he had had 200 made up to sell at a certain price; then this had been reduced to 165; his latest order had to drop to 125, or less than two-thirds the original value.

"All metal goods are likely to run even higher," he declared.

One advance in cotton thread has just been announced, from $5 to $5.60. Silk threads show little change, but linen thread is not only high, but very difficult to obtain.

BRIGHTER CONDITIONS FOR FUTURE BUSINESS

Continued from page 11

advance of needs instead of following the custom of the past ten months of purchasing only upon the day that the article was needed. This also is an indication of a return to wholesome conditions in the retail shopping field.

"There is a willingness to pay in cash, indicated by a decided increase in sales; and at the same time, there is not nearly the same difficulty experienced in collecting credit accounts. The attitude of the public is more and more that of wise conservatism, buying when an article is needed, and being in a position to make prompt payment for such indebtedness.

Not Going Beyond Their Means

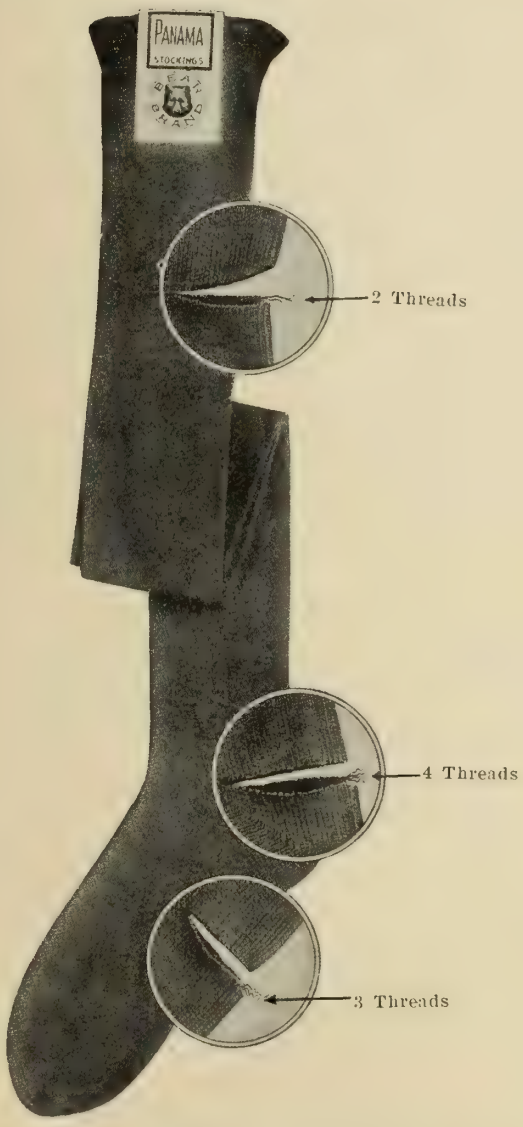
"Individually, the public is coming to appreciate their responsibility in our changed economic condition, and as a whole, the public are not buying beyond their means to pay. If they cannot afford a thing, they won't buy it. They will not buy an article as a rule, and be a long time in paying for it. They will rather buy a moderate priced Oriental rug say, and pay for it at once.

PANAMA STOCKING

PANAMA, as well as a number of other lines of Stockings and Half-Hose, are controlled by

THE W. R. BROCK COMPANY (Limited)
MONTREAL

for Quebec and Maritime Provinces.



These celebrated numbers we wish to place strongly before every Hosiery Buyer—as they contain extra good points and are extremely good values—

PANAMA

A stocking for children—is a fine 1/1 gauge medium weight—made from combed yarn—

2 thread Double and Twisted Leg
4 thread Heel and Toe
3 thread Foot.

There is absolutely nothing on the market that can compare with this for value. Made in black and white, one dozen in an attractive box. Price in 10 dozen lots, average $1.78; one dozen each size 5 to 9½—or single dozens

5	5½	6	6½	7	7½	8	8½	9	9½
1.35	1.45	1.55	1.65	1.75	1.85	1.95	2.10	2.10	2.10

— WHY —

should a mother have to pay 25c for small sizes—when a line like PANAMA can be had for considerably less?

IMMEDIATE OR SPRING DELIVERY.

Samples with our Travellers or through Our Letter Order Department.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVII. TORONTO, OCTOBER, 1915 No. 12

BETTERING MAIL ORDER OFFERS

ONE of the most interesting experiments that has been tried among Canadian retailers is now in operation in Red Deer, Alberta, through the enterprise of the W. E. Lord Company, Limited, who carry a large stock and do an extensive business in dry goods, groceries and other general store lines. The article dealing with this in the present issue on pages 16 and 17 should result in a careful analysis by many merchants of the items in Mail Order catalogues to see just how far they themselves could provide duplicates for the people of their own community.

The Red Deer store, as will be seen, has guaranteed to fill all orders taken from the Mail Order catalogues, to do so at the same prices and under other similar conditions, and to do what no Mail Order house attempts, accept butter and eggs as payment. The report from the firm states that the experiment has worked out satisfactorily so far and that even the filling of the "leaders" of these catalogues has not invariably been without profit. One can imagine what an added prestige over a wide area will attach to a store that can make good on the guarantee given by the Lord firm.

There are hundreds of merchants in Canada who resign themselves in despair to the idea that they cannot meet Mail Order competition in any particular, "leaders" and all the rest. Some even go so far as to declare and believe that Mail Order houses —which in Canada are simply divisions of department stores—can do business on a lower margin of profit than a small town or village store. Such could not be farther from the actual truth. As a general rule—and these are special exceptions—the articles in the catalogues are marked the same as similar goods on sale in the store itself. There is one main exception: catalogue prices are maintained until the new catalogue is issued, while goods on the store shelves may be advanced under unusual circumstances like the present. But we are speaking of normal conditions. Now as to profits: it is almost an unwritten—possibly a written—law that the "marking-up" of goods in a department store very rarely falls below 50 per cent. advance on the cost price as a minimum. This is higher by far than the average merchant's practice. Moreover the "overhead" expenses of a big department store in a large city rarely fall below 25 per cent. — that is, goods that sell for $1 net only 75 cents; or in other words, there must be an advance of 33 1/3 per cent. on the cost price of every article—on an average—before the department store clears expenses.

Compare this with the smaller dry goods stores in Canada. Their overhead expenses do not exceed 15 or 16 or 17 per cent. of the selling price, leaving them a margin of 8 to 10 per cent. advantage on an average on every article.

Do not mistake us in this: we are talking of expenses, not of costs. The department stores of course buy a large proportion of goods at a lower cost, frequently getting both a "quantity" and a "jobber's" quotation, but this advantage is by no means universal.

There is the question of quality and of "seconds" that must enter into the count when comparing the values offered by the retail store and the Mail Order house. The possession of inferior goods is often the cause underlying a lower quotation in a catalogue. This the customer would appreciate, if any kind of proof were presented.

We believe that the merchant who now may be hit hard by the catalogue business will find it to his advantage to enter upon a searching test of comparative values that will include having articles sent for from Mail Order houses and set side by side with his own. He will be surprised to find how seldom his own will show up second best.

THE PATRIOTIC FUND

WE have now entered upon the second year of the war, and the end seems as far off as ever. No one imagined, a year ago, that by September of 1915, Canada would have sent across the Atlantic nearly one hundred thousand men with as many more to follow if necessary. This magnifi-

cent enlistment, while primarily due to the loyalty possible by the Canadian Patriotic Fund.

This greatest of all the national benefactions is now assisting twenty thousand families of men who have enlisted for overseas service. These men have gone forward with the full assurance that the people of Canada will see to it that during their absence, their wives, widowed mothers and little children shall be maintained in comfort. We hear that the drain upon the Fund is assuming large proportions, that to meet the needs of July and August $700,000 was expended, that the reserves are being materially decreased and that the national Executive Committee now finds it necessary to make a further appeal to the Canadian public.

There are many funds, most of them worthy, but of them all, the Patriotic Fund is the one we cannot allow to fail. It is the duty of the Government to arm, equip and maintain the troops. Not a dollar do the Federal authorities give to the Patriotic Fund. This work depends solely on the patriotism and generosity of our own people. Thousands of brave men are fighting our battles, believing that we meant what we said when we told them as they went forward: "Go and we will care for the wife and kiddies." It would be to our everlasting disgrace if our pledge were broken.

The national organization, with headquarters at Ottawa and branches or affiliated associations in every part of the Dominion, is worthy of our most generous support in the tremendous and ever-growing task that it has undertaken.



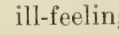
MR. WANAMAKER IN REPLY

MR. JOHN WANAMAKER, the great dry goods merchant of Philadelphia and New York, has written THE REVIEW in reply to an editorial in which surprise and regret were expressed at the attitude that drew forth his famous $100,000,000,000 suggestion for bringing the war to an end, as he says: "Are we willing to pledge the credit and wealth of our country to bring about peace, and save the world from this awful war? This is what is back of my proposition to raise a hundred billion dollars to finance honorable peace, but not one cent for war at this time." He further explains his position: "Not a cent of money is to be used as indemnity. Not a cent is to be paid to any warring nation as a war tribute. But if the nations all agree to peace then we could pledge the utmost credit we have and lend them money to rehabilitate their people, their industry and their countries."

"Suppose," he adds, "Germany were to say: 'I have shown and proved my strength, I have fought for what I think is right, I am now ready to stop warfare and let the Belgian people act to redeem their country?' Suppose all the other nations were to say the same thing? Would we, the people of this country, in the interest of humanity at large, not be willing to put up all the money we could raise to bring about this peaceful condition, to lend money to help Belgium to rehabilitate their country, and to the other nations also if they needed it in peaceful pursuits?"

In these explanations of Mr. Wanamaker, which he enclosed in his personal letter to the editor of THE REVIEW, there is a strange lack of discrimination between war and the objects of war, between bloodshed and principles; a strange attitude of neutrality that seems to couple both sides as equally at fault, and the suggestion that the vindication of Germany's course might form a satisfactory condition of settlement; anything almost, provided the war end. We doubt not that to-day Germany would feel an absolute satisfaction at ending the war on Mr. Wanamaker's terms, which ignore, utterly, the great cause for which the Allies were forced to plunge into a struggle they abhorred. It is an attitude as curious as it is regrettable, and argument in the face of it is wasted. The ending of the war is the ideal in the one case, the triumph of the cause of right and the guarantee of the future peace of the world, the ideal of the other.

We have omitted mention in this reply of any of the contents of Mr. Wanamaker's letter. But we believe that in justice to the great merchant prince the final words should be quoted as justifying our belief that the stand he now takes will be modified while yet the issue remains undecided. "I am not writing this letter for publication," he says. "I have no desire to stir up strife or ill-feeling, especially among those for whom I have such high regard."



THE WINDOW TRIMMER WILL find some good Hallowe'en suggestions in this issue.

NOW FOR A GOOD HOLIDAY season of selling that will beat out 1914 by a big margin.

JUDGING BY REPORTS the Hesperian's cargo was limited to goods for Canadian houses.

THE UNCERTAINTIES OF THE markets these days is illustrated in the advances in raw Jap silks and raw cottons in September. Meanwhile woolen goods and linens continue their upward whirl.

ONE OF THE MOST reassuring signs at the moment is the renewed demand for operatives in the factories, for whitewear, knitted goods, etc. It is one of the many evidences of a return in business towards a more normal condition.

SO FAR AS SUPPLIES AND PRICES are concerned conditions are as uncertain as ever in the dry goods trade. Many manufacturers are at a standstill waiting for goods to make up.

KNITTED GOODS

No Advance in Cottons

Indications That Rise in Raw Market Will Not Effect Underwear or Hosiery for Some Time in Canada

WHILE advances in raw cotton and in nearly all lines of printed goods have been assuming rather serious proportions during the last few weeks, there was nothing early in October to show that Canadian makers of underwear or hosiery would follow the example of the raw market.

A representative of one of the largest mills in Canada declared to The Review that there was no heason for an advance at present.

"The yarn for the manufacture of our cotton underwear for Spring, 1916, was purchased months ago before



Knitted hood muffler. Shown by W. R. Brock Co., Montreal. Comes in navy, white, taupe and grey.

the advance began. It is quite true that if we went into the market now for yarns we might have to pay more than then—almost certainly would have to—but ever since the war began it has been our policy to charge for goods rather on the basis of what we had to pay for the raw material rather than that of the present market price."

A large buyer of underwear after stating that he had already covered himself for next Spring declared that he did not believe that the rise in raw cotton would be maintained; it was speculative or being engineered now, in his opinion. For higher prices due to dyes he had every sympathy, but not for advances due to the raw cotton market.

While knit cotton goods look likely to remain pretty much as they are, woolen underwear and hosiery is advancing steadily. In addition to advances in August in underwear and hosiery, some cashmere hosiery prices were advanced in September.

Knit Goods for Xmas

Service and Good Value of Sweater Coats and Other Lines Should Appeal to the Public More Strongly Than Ever

THERE should be a good Christmas trade for knitted goods this year. The era of "useful" presents which was inaugurated a year ago and did good service for the merchant in its appeal to the strong feeling in favor of economy that was enforced on most of the public—rather than an inclination—will be duplicated again this year. The need for conservation, impressed upon the public from the Government down, has not so much necessity behind it this year as last for a large section of the people, but the sentiment has lost little of its strength. It should require little argument, therefore, in favor of a sweater coat or other knitted goods, as an appreciated present. This idea should be played up early in the holiday season. This will need the combination of window advertisement, and a display of the articles in the department. The public are getting pretty well educated to the real value of knitted goods these days, and the reasonable prices at which purchases have been made —and are still possible—provide a showing at fair prices.

There is another avenue that it would pay to cultivate this year—presents for the soldiers at the front and in camp. As is well known, all the Government can do is to provide the necessaries—the extra comforts must be supplied by friends at home. Lines that should be pushed with this end in view are sweater coats, mufflers and gloves, mitts, etc.

ITALIAN SILK HOSE

A Montreal jobber is introducing a line of Italian silk hosiery, made from the same material as the silk gloves which are now being made in this country. Up to present, this class of hosiery has not enjoyed a big sale in this country as, to bring them in from the States, brought the price up to $18 laid down. Now that they are being manufactured in Canada, they are being offered to the trade at $13. The above-mentioned firm is putting this hosiery up in fancy boxes for the Christmas trade, which should retail for $1.75.



We've moved—

not only our office, but our entire plant, and all because we could not live up to our high standard policy of service to the trade unless we did.

Our business having extended from East to West to such a degree we found we could give a much better service to our patrons by being more centrally located.

And too, the capacity of our London factory could not meet the growing demand for our business.

The greatly increased space in our new home in Toronto enables us to still further expand—we have no limit and we are prepared to serve the trade much better than ever before. Chief among our lines are

"Italian Silk"

Hosiery for Ladies and Misses

"Leader"

Ribbed Hose for Boys and Girls

They're both popular-priced Made-in-Canada lines that are well worth featuring for next season.

"THE WEAR IS THERE"

in every stitch from top to toe. Satisfaction is absolutely guaranteed.

Place your order now, through your wholesaler.

THOMSON KNITTING COMPANY

Manufacturers of Quality Hosiery

Factory and Office: 7-15 Morrison Street, TORONTO, ONTARIO

SELLING AGENTS:

Wm. R. Begg & Company, 20 Wellington Street West, Toronto; A. E. Montgomery, 212 Hammond Block, Winnipeg, Man
J. B. Trow & Company, Old Birks Building, Montreal, Que

Colors in Hosiery

Trade Are Surprised at Demand in Place of More Solid Colors They Expected.

THE trade has been a little out in its ideas as to what would sell in hosiery lines for Fall, for now that buying at retail has commenced, instead of centering, as expected, on solid colors in dark shades, fancy hosiery is more asked for than ever. Black and white in the form of stripes and checker board checks, diamonds and striking designs of this nature are just as great favorites as they were earlier on in the season. Just at present in silk hosiery the sale of black is superseded by that of colors. Dark blue is in high favor and crow blue, navy, and military blue is having a big sale. The other colors sellin gare those matching the new suits and vary according to the locality of the store—but such shades as bottle and Russian green, taupe, battleship grey, tete de nigre, seal and wine shades are all good. Plaids and stripes in Scotch colors combined with dark shades are also shown.

Clocks are the novelty and are being featured in better grade hosiery, both for day and evening wear. The very sheer stocking shows both the clock and the open rig or drop-stitch stripe. Great attention continues to be given to garter tops and the majority of stockings are spliced with lisle or cotton or have lisle or cotton tops.

Heavyweight silk hose for Winter wear are on the market, due to the high price of cashmere hose and also to the increasing use of silk hosiery. Silk hose has now gotten past the stage where it was considered a luxury and forms the every-day wear of a large proportion of the women of the community. These heavyweight silk hose have all the wearing points full reinforced and the soles, heels, toes and deep garter welts are of the finest mercerized Egyptian yarn.

New Ideas in Underwear

Many Improvements Being Worked Out in Cotton Lines for Spring, 1916—Silks Going Well

THE merchants who are buying cotton knitted underwear for Spring will do well to look out for the new ideas that make for better fit and added comfort as garments having these features will be sure to be well received. The greatest attention is being paid to these points and not only are the standard garments worked over as it were, but new models are on the market which embody the main changes, changes that stand for daintiness, style, fit and service.

One new idea is the placing a shields under the arms, so that they will add strength and also absorb perspiration and prevent the damaging of the waist of the gown from this cause. Garments are made narrower at the back, cut in such a manner that they do not appear above the brassiere or corset cover, and cut so that the shoulder straps do not fall down over the top of the arm. Shaping at the waist and the changing to another stitch that insures a closer fit at the waist is another good feature, while ample room is given to the hips.

Knee-length combinations with the tight knee will be welcomed by many women. The envelope is a new garment that has taken with the trade and which will have a more extended sale in the coming season. It is a most comfortable garment to wear, as it consists of a straight chimese with a band fastened by snappers.

The demand for silk underwear is growing; this is due largely to the introduction of garments made from glove silk knitted fabric. Manufacturers are helping along the sale by the many styles they are putting out and by the perfection of cut and the beauty of finish of the garments they are showing. Knitted silk underwear is a line that appeals of necessity to the woman who can afford to pay a little more than a popular price for the garments she wears but who also requires a fair service. This is given by garments made of this kind of silk as both in white and flesh they stand the tubbing process perfectly and give good service. The envelope type of garment has taken exceptionally well when made of knitted silk, so well in fact that there are a number of developments showing. The simplest of these is the envelope drawers. Both drawers and envelope chemise garments are cut square and have the sides opened up four or five inches and both the bottom of the garments and these slashes are trimmed with a ruffle of lace. A new envelope garment is in bloomer style and is drawn in around the knee with elastic, while the centre piece is fastened with snap fasteners. A more practical garment consists of a straight chemise with open bloomers attached at a low waist line. This is a very comfortable garment and should be well received.

ARTIFICIAL SILK HOSIERY

It is reported that the output of artificial silk, i.e., the fibrous material made from pulp now being used as a substitute for silk, has been sold up to June, and the scarcity is already being felt. Manufacturers of hosiery made from this material have, in many instances, withdrawn samples from the market.

Jobbers state that it is doubtful whether manufacturers will be able to deliver all the orders taken so far in time for next season's trade. Advances amounting to seven per cent. have already been made at factories, but jobbers' prices, so far, remain unchanged.

Quotations on silk hose remain about the same. The biggest trouble next year is going to be with dyes. Dealers, jobbers state, will notice that goods will not be up to standard. It is almost impossible to secure dye material for certain colors, particularly navy and blacks. Even in the case of stuff coming forward now, the difference in the quality can be detected.

Women's Wear, Ltd., Winnipeg, Man., is incorporated.

A. O. Stewart, general merchant, Napierville, Que., is dead.

Joseph Allard, general merchant, St. Paulin, Que., is dead.

James Park, of Jas. Park & Son, Minburn, Alta., is dead.

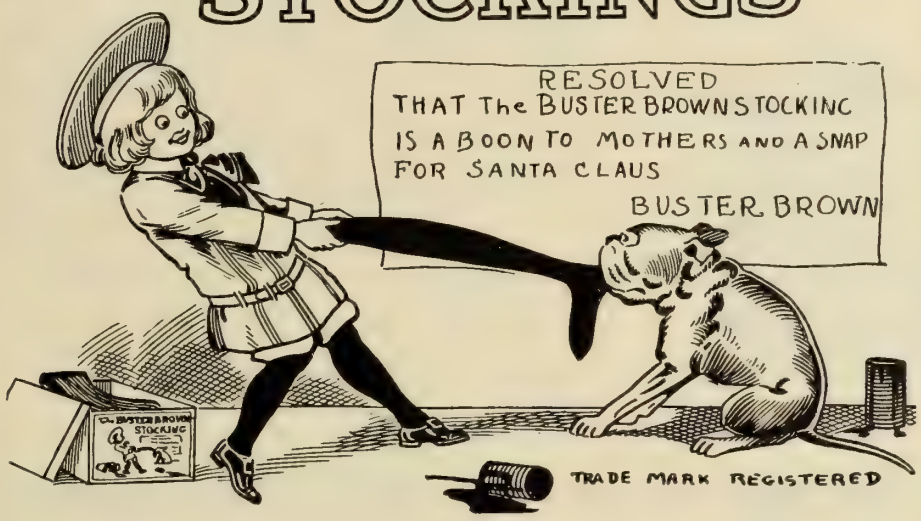
John Mountstephen, general merchant, Kakabeka Falls, Ont., is dead.

Penmans Limited, are contemplating the erection of a large warehouse in Coaticook, Que.

The Reliable Kimona Company, Montreal, are said to be looking for a site in the Province of Quebec on which to erect a factory.

BUSTER BROWN STOCKINGS

SUNSHINE HOSIERY REGISTERED.



THE merchant who suits the public is the merchant who wins the trade. Buster Brown stockings have a secure place in the esteem of thousands of mothers. Their splendid wearing qualities and fine appearance have won distinction for them.

Black Tan

Order From Your Wholesaler

The Chipman-Holton Knitting Co., Limited

Largest Hosiery Manufacturers in Canada

Hamilton . . . . . Ontario

MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Toronto

Branch Offices:
MONTREAL AND WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE-MARK

SUNSHINE HOSIERY REGISTERED

The Smart Military Turban

BENTRO THE WEAR IS THERE KNIT







LATEST NOVELTY FROM THE BENTRO-KNIT MACHINES

Note the three caps here illustrated – quite military, quite smart and very comfortable models that are taking the trade by storm.

These knitted caps in that soft, brushed finish, with their pom-poms, braided effect and military ornaments of wool have a decided swagger touch which must instantly appeal to women and girls.

The three styles here shown should be on display in your window in a few days. The best way to get them there is to indicate on the margin of this ad. the quantities required, your name and address, then mail.

BE THE FIRST IN TOWN TO SHOW THE KNITTED MILITARY TURBANS

And how about a few knitted coats to go with them? Let us send a few of our smartest samples along with the caps.

Our 1915-16 range is a winner.

The Williams-Trow Knitting Company, Limited
STRATFORD, ONT.

Agents: J. M. ROBERTSON & CO., 66 Wellington St. W., Toronto; J. B. TROW & CO., Birk's Building, Montreal; R. E. SMITH, Northern Ont., Hamilton; A. M. MOUAT, 46 Thomas Block, Calgary.

Made-in- **Peerless** REGISTERED *Canada*

Underwear

REPRESENTATIVES

Ontario—
C. & A. G. Clark, 35 Wellington St. West, Toronto.
British Columbia—
J. J. Mackay, 504 Mercantile Bldg., Vancouver.
QUEBEC—
Ernest Hamel, 66 Rue de L'Eglise, Quebec, Que.
Maritime Provinces—
E. R. Woodill, 21 Roy Bldg., Halifax, N.S.
Manitoba and The West—
The Hanley & Mackay Co., 139 Albert St., Winnipeg.
Montreal—
W. A. Kennedy, 101 Mappin-Webb Bldg., Montreal.

The business pendulum swings back

—business looks better, is better. The spirit of optimism is in the air. Is it in your store, in your Underwear department?

Are you filling your underwear counters with unprofitable bargains or are you showing the better lines? Business is what you make it.

Are you displaying and pushing Peerless Underwear for better business?

Let us submit samples.

The Peerless Underwear Co., Limited

HAMILTON, CANADA

LADIES', MISSES' AND CHILDREN'S FINE UNDERWEAR

Zenith BRAND

Crescent BRAND REGISTERED

Velva BRAND

FOR **Spring**

have the full approval of the Canadian Underwear trade. Don't decide on your Spring, 1916, stock until you have considered well these three popular brands of ladies', misses' and children's underwear.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents

RICHARD L. BAKER CO., 100 Wellington St. West, Toronto, Ont.



--still the same high-grade wool

The change of name does not alter our policy in the least. The same high-grade Maritime wools are used in the manufacture of our underwear.

The same modern machinery is employed in processing and manufacturing the wool into high-grade garments.

The same expert labor is employed and the same critical supervision is exercised to ensure perfection in Atlantic underwear — the unshrinkable pure wool underwear for men.

See the 1915-16 Samples.

E. H. Walsh & Co., Toronto
Selling Agents for Quebec, Ontario and Western Canada.

ATLANTIC UNDERWEAR, LIMITED

Moncton, N. B.



"Colonial Knit"

—meeting the demand for Serviceable Christmas Gifts

"Colonial Knit" Sweater Coats will appeal to that profitable section of your customers who believe in giving good, serviceable presents that will be sure to be appreciated by the recipient.

Tailored from the best of pure worsted wool, a "Colonial Knit" coat is a garment anyone would be proud to give and to wear.

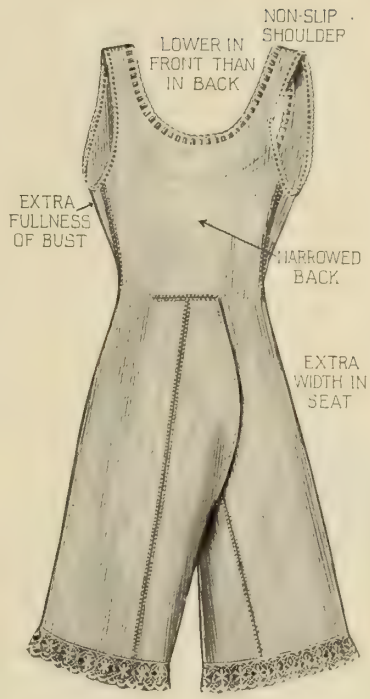
Write to-day for samples.

AGENTS

Toronto—W. H. Partridge, 17 Melinda St., Toronto.
Northern and Western Ontario — Whelply & Searle, 63 Toronto Arcade, Toronto.
Eastern Ontario—Colin F. Stewart, 61 Marmaduke St., Toronto.
Montreal—A. J. Gendron, 16 McGill College Ave., Montreal, P.Q.
P. Quebec — J. P. Bourget, Drummond Bldg. Montreal.
Maritime Provinces—R. S. Sime, 21 Cobourg St. St. John, N.B.
Brandon W. M. Borbridge, Brandon, Man.
B. Columbia—F. S. Land, Welton Bldg.

Colonial Knitting Co., Limited
Guelph, Ontario







Harvey
UNDERWEAR

The very newest style features; the finest materials; expert tailored finish—that's a general description of the superb line of ladies' underwear, samples of which the Harvey salesmen have now on the road. Never before in Canada has such a high-grade line of Canadian underwear been offered the trade. Every objection found in the ordinary garment has been removed.

Our new catalogue, like our product, is the finest of its kind ever turned out. It profusely illustrates and describes the new line.

Write for it to-day.

Harvey Knitting Co., Limited

WOODSTOCK **ONTARIO**

Agents:

Western Provinces: H. P. Lang, 600 Welton Building, Vancouver, B.C.
Ontario: J. E. McClung, 33 Melinda Street, Toronto, Ont.
Quebec: P. de Gruchy & Son, 207 St. James Street, Montreal, Que.
Maritime Provinces: F. S. White, St. Stephen, N.B.

WARRANTED HIGH GRADE
PENMAN'S
KNIT GOODS

Satisfaction
both sides of the Counter

To you, as a dealer, handling Penmans means the satisfaction of knowing the customer will come back to your store for more of the same quality.

To the customer, buying Penmans means the satisfaction of getting nationally advertised goods of known quality, made to a fixed standard of highest excellence.

Penmans Limited, Paris, Ont.

112



Penmans Underwear

MONARCH-KNIT

The Standard for Style, Quality and Workmanship

MADE IN CANADA

Our booklet of special value leaders is being mailed to the trade. We feel confident that you will find in it lines that will attract Knit Goods buyers to your store.

The Wool and Dyestuff situation is, as you no doubt know, at the present time in a critical condition, and in order to protect you we have anticipated your requirements and can ship promptly any orders with which you may favor us.

Kindly drop us a card to be sure your name is on our mailing list.




L561

MONARCH
Hand-Knitting Yarns

FOR IMMEDIATE SHIPMENT

They are very popular at present with the trade, also with our loyal Canadian women, who are doing their "bit" by knitting useful and comfortable articles for the soldiers.

They are spun and dyed in our own factories from best qualities of wool. Put up in half spindles (3 lbs.), one oz. skeins, full weight, so that all colors can be carried without overstocking.

Made in three qualities:

4-Ply Fourteens, fine Botany, $1.40 per lb.

4-Ply Eights, fine Crossbred, $1.20 per lb.

5-Ply Twelves, fine Crossbred, $1.20 per lb.

Colors:—Black, White, British Khaki, Scarlet, Cardinal, Pink, Sky, Grey, Oxford.

MADE IN CANADA

The Monarch Knitting Company, Limited

DUNNVILLE - - CANADA

A Canadian in London

Government Should Appoint Representative to Assist Manufacturers—C.P.R.'s Great Service.

In a recent issue The Financial Post of Canada, in an editorial article, under the now familiar caption, "The Nation's Business," says:

"Another vital suggestion, made in these columns, on behalf of Canadian business—but particularly on behalf of Canadian manufacturers—for which The Financial Post has long fought, has, this week, been carried into effect—that is, the appointment of a man to represent Canadian manufacturers in London."

On January 9 last The Financial Post said:

"Manufacturers have felt for months that they were not receiving the British orders for war supplies which they were capable of filling. According to press despatches, about $300,000,000 of business has gone to the United States, against not more than $15,000,000 here. Of the latter amount, some was secured direct without Government assistance.

"It is not the duty of the Government to solicit and hand over orders from private buyers to our manufacturers, as some of the latter seem to think. It is the duty of our Government to see that the Home Government gives Canadian manufacturers a chance to quote on every order they can satisfactorily fill. The member of the Dominion Cabinet, whoever he may be, who is responsible, has been very negligent in the past when he allowed such big business to go by us."

Again on January 23 we said:

"Here is a case in point. An inquiry came from an official in Great Britain to a prominent Canadian, asking if he would be good enough to get the addresses of a dozen reliable United States manufacturers of blankets for the soldiers. The Canadian replied he could, but asked: "Why not buy them in Canada? There are many manufacturers here, as making blankets is something in which Canadians excel." The British official replied, with many thanks and with profuse regrets, that these facts were not known in England, and soon after a big order came here. The duty of the Department of Trade in this emergency is to forget statistics and to have a first-class salesman—endorsed and aided to the limit of his capacity, by our High Commissioner, camping on the doorstep of the Purchasing-Departments of the Admiralty and War Offices in London—to see that Canadian manufacturers have an opportunity to bid on everything the allies want which we could supply. Having got orders, the Minister and manufacturers should see, for the sake of Canadian reputation, that the goods supplied were equal to or better than the order called for, and that they were delivered ahead of time specified."

It is eleven months since we drew the attention of Sir George Foster, our Minister of Trade, to the necessity of doing something practical for Canadian manufacturing and other investments, and the workers engaged in them. His department has done nothing worth mentioning. He does not appear to have even consulted the big business men as to what should be done. A private corporation has come to the rescue of Canadian business. The announcement is made that Sir Thomas Shaughnessy, President of the Canadian Pacific Railway, has engaged a man to carry out the very duties that we suggested, in January last, should be performed by a Government official. If properly carried out, as no doubt it will be, it is the most important service this or any other individual or corporation has ever rendered Canadian industry. Ballin and the Hamburg-American S.S. Line have been doing much of this work in Germany, but the German government could always be depended upon to act effectively in the interests of German industry.

The man selected for the position is H. T. Meldrum, for the past five years the Assistant General Secretary of the Canadian Manufacturers' Association and a graduate of McGill University.

It should mean millions upon millions of dollars for Canada that we would not have got but for Shaughnessy's action. It is hard to estimate what Canadian industry has lost by the refusal of the Minister of Trade to act on the suggestion months ago. It affords the strongest possible evidence of the necessity for filling cabinet positions with men of executive ability and the right experience. Had we had such a man in our Department of Trade, it would not have been necessary for a private individual to come to the rescue of Canadian industry. We still think the position is one that should be filled by a Government official selected in consultation with the Manufacturers' Association.

Mr. Edward A. Wood, of the E. A. Wood Co., Ltd., Orillia, died in August.

Large orders are being placed by the Dominion Government for Khaki to secure uniformity in color, texture and quality. The cloth is supplied to the clothing manufacturers.

"CEETEE"
UNSHRINKABLE
UNDERCLOTHING
ALL PURE WOOL
LOOK FOR THE SHEEP ON EVERY GARMENT
WORN BY THE BEST PEOPLE
GUARANTEED UNSHRINKABLE CEETEE PURE WOOL
SOLD BY THE BEST DEALERS
WRITE FOR PRICES
The C. Turnbull Co. of Galt Ltd.
Galt . Ontario.
Manufacturers of Turnbull's high class Ribbed Underwear for Ladies and Children. Turnbull's "M" Bands for Infants and "CEETEE" Shaker-Knit Sweater Coats.

"Craftana"
Registered No. 262,0

THE HALL-MARK OF
Maximum Comfort and Durability at Minimum Cost.
First in the Field and Still Leading.
Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially
A HALF HOSE FOR HARD WEAR.
Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable
THE ACME OF PERFECTION IN FOOTWEAR.
To be had from any of the Leading Wholesale Dry Goods Houses.

American Color Card

The First Novelty Color Card Features Pastels and Neutral Colors For Spring, 1916

THE Textile Color Card Assocaition have issued their first supplemental color card for the Spring season of 1916. This card adopts the same system of numbering that was established for the standard color card they put out some time ago. Instead of the letter S being used to precede the figures which express the character of the color the letter O is used to signify the season number.

The advantage of this card is that it represents the colors put out for Spring by a very large proportion of the largest and most influential manufactures in the States: makers of furs, ribbons, velvets, dress fabrics, flowers, plumes, etc., are all using this card. Therefore the merchant can order the colors listed with the assurance that matching troubles will be well nigh eliminated.

There are 40 colors on the card and the last ten shades are pastel tints showing that in featuring pastels the United States is at one with Paris. Blue comes first on the list with "spray" which is a soft turquoise shade and next comes "tea rose," a soft silvery pink; "horizon" is between blue and grey, and "sunset" is a soft peach shade while "vestal" is a pale orchid mauve. "Mermaid" is a pale water green on the reseda order, while "blossom" is a rose pink, and "mist," pearl grey. "Primrose" is a pale yellow and "iris" a bluish mauve.

The only vivid shades on the card are the "chicory" and "blue bird" blues, the begonia and cardinal shades, and the deeper carmine and crimson shades.

The other colors listed show a decided leaning towards neutral rather than clear tones. For instance "heron" and "veteran" blues which head the list of colors are grey blues, and the two colors "nectar" and "claret cup" are on the ashes of roses order, while "sage," "thyme," "jade," "gazelle" and "otter" are all true neutral tones.

This card can be supplied by Dry Goods Review at the net cost price of the Association, which makes no reduction for numbers bought, $1.05, including postage.

The Claude Freres and Syndicate color cards for Spring are expected some time this month. These can be secured through The Review for 70 and 60 cents respectively.

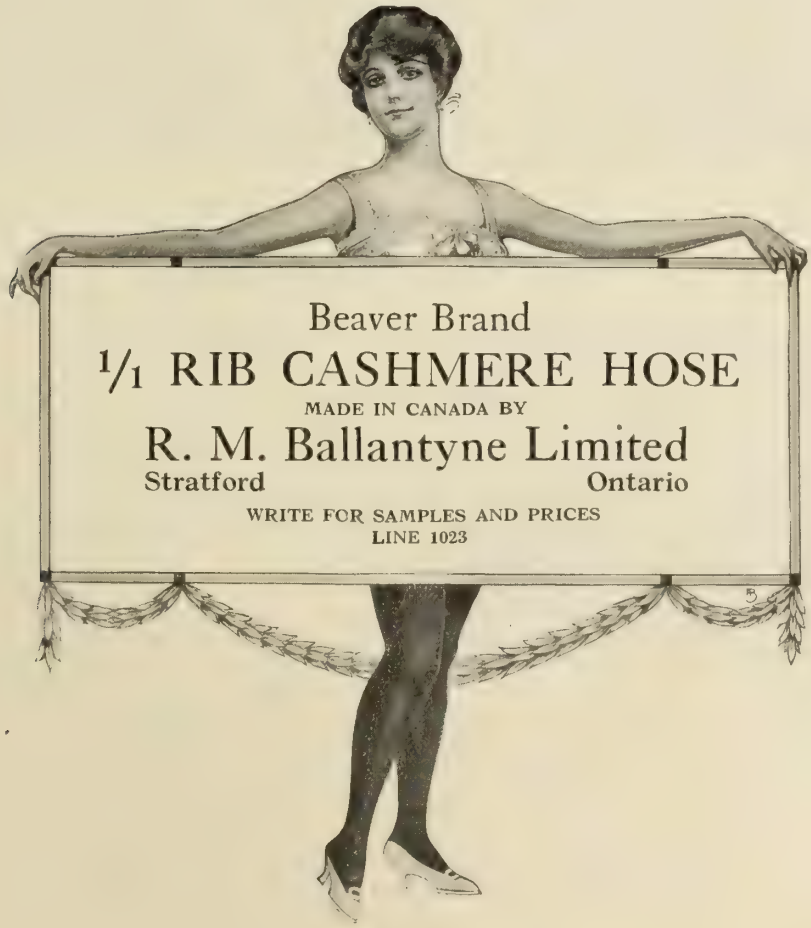
NO ARTIFICIAL SILK UNDER 35c.

Higher Cotton Prices Also Urged by National Association.

At a special meeting of the National Association of Hosiery and Underwear Manufacturers held in Philadelphia late in September resolutions were adopted in favor of advancing prices on cotton lines from 5 to 10 cents a dozen based on goods weighing one pound to the dozen, "in view of the recent advance in cotton and cotton yarns and the extremely high price of dyestuffs."

Another resolution declared that in view of the "very extreme advance" in artificial silk it would be necessary to cease trying to make goods to sell at 25 cents, and that 35 cents should be the lowest.

The Government was also asked to take steps to relieve the dyestuff situation.



Lots of Toys for Xmas

Descriptions of the Latest Devices for Amusing the Children—Canada, Britain and the States.

COMING events cast their shadows before, and a glance at the calendar shows that it is time to get down to serious business in preparing for Christmas selling. Care and conservatism have marked the buying that has been done so far this Fall but in view of the improvement manifested in nearly all lines of business merchants are revising their estimates of quantities needed and therefore a larger filling in business is expected.

To no line does this apply with more force than that of toys, for there is so much novelty in the new goods that with money more plentiful this cannot be overlooked. For years past Germany had the monopoly of toy making for the rest of the world, and while no one can deny her cleverness, of necessity there has been a certain sameness. Since the war it would seem as though every neutral nation as well as most the Allies have started toy making industries. Toy making is taking root and flourishing in the British Isles, and also in Canada; America is developing the industry already started, and the clever Jap is seizing the present opportunity to capture a share of the toy business. With all these sources to draw from, as The Review predicted months ago, the trade will find plenty of novelties in toys with which to make an attractive Christmas showing.

Great Britain is putting into toy making the same thoroughness that has built up her reputation in her great industries, and toys from the British Isles not only catch the eye and charm the fancy of the child, but they are made substantially and to last, not to break with a look, and, further, the greater number of toys are made to instruct while they amuse.



BRITISH MADE TOYS

Child's set of enamelled tin in pretty fruit and flower patterns; Apparatus for making blue prints direct from nature; Rainbow Cup, a wonderful scientific toy showing constantly changing color effects as it revolves; Noah's Ark with the animals cut out of two-ply wood and finished with waterproof colors; Drilling Soldiers, a turn of the hand changes the position of the marching soldiers; Child's China Tea Set, "Tessted" Toys shown by Fairn, Cooke & Co.

Many toys are distinctly of a scientific nature such as the "Rainbow" color cup. This cup is of steel and is made to revolve rapidly on ball bearings. There is a transparent domed cover. A bottle of mixture accompanies the cup, and a film is stretched across it. Placed in strong light beautiful color effects, ever changing are obtained as the cup revolves.

Modelling materials we are familiar with, but a material that leaves the fingers clean is a new and very desirable entry this year. With each box come various natural objects made in the wax such as a bird's nest, an open pod of peas, etc.

Much has been said about the British-made wooden toys. Take, for instance, the time-honored toy, "Noah's Ark." Everyone knows what the old Noah and his animals were like—well the British Noah and his animals are a big departure. They are cut out of flat pieces of wood and are made three-ply so that they will bend but are practically unbreakable. They are colored in natural colors, and these colors do not suck off when placed in the mouth. The soldiers and other wood toys are made in the same way.

An attractive wood toy shows an Indian encampment with teepee, Indians' horses, etc., boxed with a painted drop scene against which it can be set up.

Another scientific toy that would interest mothers as well as children is an apparatus for producing blue prints from any natural object. This article would appeal to a teacher who is taking up "nature studies" with her class as a record of each object studied could be reproduced and preserved. Also patterns of crochet work or embroidery could be taken by this means.

Another toy that teaches, and which every boy would appreciate is the "Little Clockmaker." This toy has all the parts of a clock with full instructions and diagrams showing how they are put together, and the result is an alarm clock that keeps excellent time.

Model Making Toys

In the same class come the model-making toys, consisting of blocks of wood, slabs, wheels, axles, pulleys, rods, pins, and tongues. Battleships, engine and tender, motor car and a number of other articles can be built, and all the models will be strong and rigid, and can be used as the pieces fit perfectly together.

Building blocks are old as the hills and so are houses built of cards. Like the wood blocks, building cards have been brought up to date and are now made to interlock so that elaborate structures can be built from them. Happy is the little girl that gets a Wendy play house for

"Artsteel" Doll Furniture

(Dining Set)



The above set retails at 50c. Made of cold rolled stamped steel, enamelled in white or ebony; packed one set to large display carton. Set stands 5 inches high.

Write for our complete catalogue of

"Artsteel" Doll Furniture

Made for Parlor, Bedroom, Dining-room and Kitchen. Made in sizes to sell at from 10c. to 50c.

Manufacturers of the Greatest of all Sane Celebration Noisemakers—

Automatic Fireless Torpedo Cane

No Powder. No Caps. No Explosives. Sell at 10c. and 25c.

AUTOMATIC FIRELESS TORPEDO CANES
AMERICAN ART TOY MAKERS INC. TRADE MARK

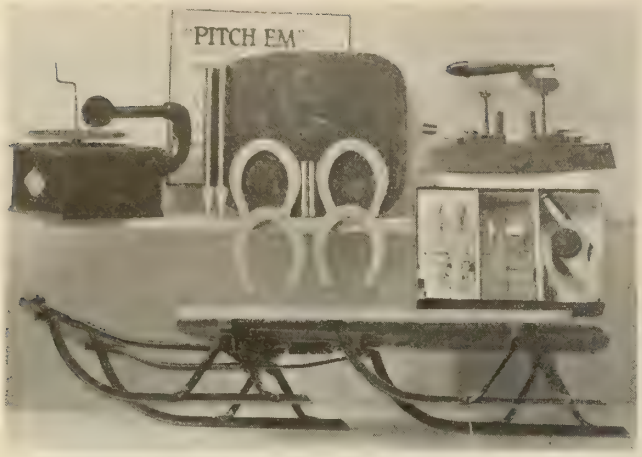
If your Jobber cannot supply you, write direct to

M. E. HARKER

Sales Director

141-145 W. Austin Avenue, CHICAGO

AUTOMATIC FIRELESS TORPEDO CANES
AMERICAN ART TOY MAKERS INC. TRADE MARK



NOVELTIES IN CANADIAN TOYS

Child's Toy Phonograph, plays any flat disc record; Parlor or Lawn Quoits, played with rubber horse shoes; War Game, with toy soldiers, cannon, military and Red Cross tent; Wood Battleship; Coaster Sleigh, with double runners, the front pair fitted with steering gear, steers with a touch. Shown by L. G. Beebe.

a Christmas present for she can play house to her heart's content. This is not a doll's house but a play-house that the child can get right into. It is made of canvas over a wood frame and has three sides, the fourth being made by the wall of the room. There are doors and windows, and the walls are lithographed to look like stone or brick. Suitable play furniture to go with the house can be bought as well.

Games that teach are in the majority—for instance there are outfits that enable the child to make its own Christmas post cards by means of stencils or cut-out objects, and many others of the same kind too numerous to mention.

Among the many games that are purely games is a capital race horse device. The course is laid out on card board and each small metal horse is placed on a ribbon of different colors. A weight at the end where the winning post is keeps the ribbon in place, and there are rings for the fingers at the starting point. These rings are manipulated by the fingers in such a manner that the horses move—the one first reaching the post of course winning the game.

A toy that should be mentioned, both because of its value in developing the child's intelligence is the Word Builder. Letters and numbers and simple words on moveable wooden blocks move in a slot in such a manner that easy words and sentences can be built. To the child just beginning to read such a toy is a prize, and will form a valuable adjunct to the teaching received at school.

The boards are very attractive being painted bright scarlet or blue and adorned with pictures of children at play. This is an American toy.

The Canadian toy industry is not standing still but is marking the near approach of the Christmas season by bringing out a number of new toys. Like the British industry the idea of teaching by play is kept well to the fore and one of the most wonderful toys in this line is the metal builder toy. Bridges, cranes, pumps, etc., can be built. The Canadian made toy comes in various sizes. Another Canadian toy that is sure to take is a phonograph that can be sold with good margin of profit at $1. Any flat disc on the market can be used as the needle arm is made to extend far enough to take in even the larger discs. The toy works by child power, but this even is an advantage as it keeps him busy.

Quoits as an indoor game are new and ingenious—there is a peg which fits into a socket in a metal plate, and the horse shoes rather less than the natural size are made of rubber. A couple of wood pegs are included making this an outdoor game as well.

A New Coaster Sleigh

There is a new coaster sleigh on the market that every buyer sees the merit of as soon as shown. Hitherto the only sleigh that could be steered has had only one runner and the front part of it had to be turned around. The new sleigh has two runners the first pair only attached to the steering gear, and therefore the direction of the sleigh is altered with just a light touch.

Marbles are now coming from the States and alleys and all the other kinds are just a little cheaper. The new marbles are made of polished steel and are not too heavy because they are hollow.

Japanese Goods

In Toys, the Eastern Nation is Providing Excellent Substitutes—Lamps and Bamboo Goods

ONE of the countries that has jumped into toy making and which stands to benefit largely by the exclusion of Germany from the markets of the allies is Japan. This country has the cheap skilled labor and the artistic ingenuity that counts so largely in the production of both toys and fancy articles that can be sold remuneratively at a very popular price. The Oriental is also noted for his imitative qualities and this has been exercised to the limit in the production of cheap tin and mechanical toys. Autos, auto trucks, fire reels, coaches, horse and buggy, and a host of other mechanical and tin toys are such close imitations that they can hardly be told from toys of the same class that used to come from Germany before the war. And where a Japanese touch has been allowed to creep in it only adds to the quaintness and the desirability of the toy.

Take the creeping insects made of tin; they are more desirable than those of German make. Even before the war started Japan was making preparations to go into the business of toy manufacturing and had envoys in Germany when the war broke out who had considerable difficulty in getting out of the country.

A line that has had a big sale in other years and which is stronger for the coming season because there are fewer fancy lines on the market is that consisting of fancy bamboo articles in mahogany finish. Baskets come in a wonderful variety of sizes and shapes. Some are fitted with a tin or a glass and can be used to contain a plant or to hold flowers. Others are fitted with Japanese plates or bowls and serve for many purposes. There are even cruets made of bamboo and fitted with plates, and the novelties in lamp shades and in lamps are as beautiful as they are varied.

DOME FASTENERS FIVE TIMES FORMER PRICE

Dome fasteners continue their upward flight. A United States firm's latest quotation is $4 a great gross: a year or so ago 70 cents was paid for a very similar line.

"Most of our goods can hardly drop again for nine months or a year after war closes," is the opinion of a shrewd buyer. "Scarcity of raw material, and scarcity of labor with advanced wages—are the combined causes."

Julian Sale—Leather Goods



Profitable Lines to Handle

Write To-Day for our new Catalogue

It is one of the best Catalogues we have ever issued to the trade and should be in the hands of every dealer handling such goods as the Julian Sale Lines to-day, or who contemplates stocking them.

The illustrations are so true to life and the descriptions of the goods so accurate that selections may be made with almost the satisfaction that one might choose from the actual samples.

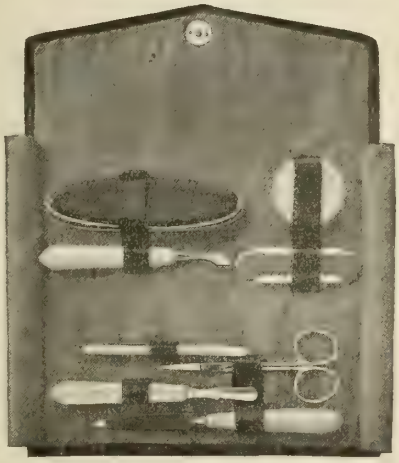
The Catalogue does not illustrate and describe everything imported, made and sold by "Julian Sale," but it does show many lines of just such goods as are in demand and appropriate for the holiday and presentation trade.

"SOLDIERS OF THE KING"

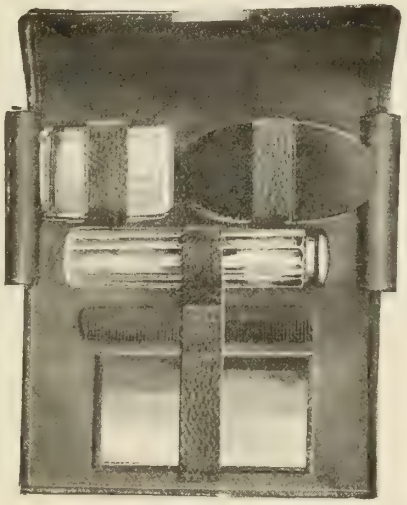
We direct special attention to the many lines in our "ACTIVE SERVICE" goods stocks, requisites and comforts for our soldier boys "on the way" and "at the front."



Value and Quality the Highest



A Pleasure to Introduce Such Goods



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LIMITED

105 King Street West TORONTO



1. *Shampoo towel, of thick Turkish towel,* 2. *Baby's laundry bag, of white pique, with drop bottom,* 3. *Pullman apron, a travelling necessity,* 4. *Darning bag, tinted in yellow and black. Shown by Belding Paul Cortcelli Limited.*

Big Needlework Season

Women not Playing so Much Bridge, and Have More Leisure—Some Popular Lines for Fall—Pullman Apron

By a Staff Correspondent

MONTREAL, Oct. 2.—An expert in embroidery and art needlework supplies engaged by an Eastern manufacturer, has just returned from an extensive trip through the West, and reports that she has never before seen such a promising season, and never was there such a good demand for embroidery. It is known that most Canadian women have been engaged in knitting, and manufacturers of art needlework were prepared to lose a considerable part of their business.

As a matter of fact, the demand for needlework this year is better than it ever was. The reason seems to be that women have more leisure time. They are not playing so much bridge as they used to do. No doubt they consider it out of place when a war is on. As a result, Summer sales have broken all records, and it is expected that this condition will be maintained throughout the Fall.

While there is a demand for almost everything, the biggest demand is for novelty stuff, and especially for stuff that is made up, and only requires embroidering to finish. There are lots of people perfectly willing to do a small piece of embroidery, but do not care to undertake sewing or making-up of the article. The idea to-day is to get goods which do not require too great an expenditure of time.



The Blue Bird is one of the prettiest motifs that has appeared in a long time. This runner of white linen shows a flight of blue birds embroidered in outline stitch. The bag for the hot water bottle is of Turkish toweling and is worked in knot stitch in blue. Shown by Hambly & Wilson.

Among the lines being shown by a Montreal manufacturer, for which there is a good demand, are a shampoo towel, a Pullman apron, baby's laundry bag, and a darning bag. The shampoo towel is made of thick Turkish towel, the edges of which are bound with colored guimpe, which does away with the necessity of buttonholing. It is a pretty design, with French knot embroidery matching the guimpe and coloring. It also has ribbon ties.

The Pullman apron is a traveling necessity, which comes completely made up with binding, stud fasteners, ribbon ties or strings, and rubber-lined pockets.

The baby's laundry bag is made up from white pique, faced with pink or blue repp, the novelty feature being the drop bottom, which allows the clothes to be dropped from the bag easily.

The darning bag has two deep pockets, the design being drawn from those insects known as "darning needles," which are tinted in yellow and black. It comes completely made up, eyeleted, and with silk draw strings.

Among the popular lines of needlework which will be seen in some of the best stores this Fall, is a new cream linen crash lunch set, embroidered and completely made up, edged with Cluny lace. The embroidery shows attractive combination of solid padded and cross stitch carried out in Copenhagen blues and black. The set consists of a centre piece, two size doilies, a slip-over cosy, buffet scarf, tray cloth, and a slip-over sofa pillow, matching the design, which may be used successfully for a living room or bedroom.

It is really known as a bungalow set, as it is often used on verandahs. The set can be featured as ready to embroider. One of the most striking features is the embroidery. This set is one of the newest things on the market. Its arrival has been delayed on account of difficulty in securing supplies of linen from the other side.

Trimmings Slow Developing

Indications Point to Beaded Founcings and Bands—Paris Reviving Gold Trimmings

The season has been slow in developing in the trimming section and comparatively little has been shown outside of fur banding and braids. Braid in the form of wide and medium military effects is somewhat sparingly used and there is a considerable demand for soutache in both black and colors, and latterly with gold and silver intermixed, and judging from the news that has come through of what was shown at the Paris openings, silver and gold trimmings are to become fashionable.

There promises to be a revival also of the demand for beaded, spangled and opalescent or nacre effects. In these effects Belgian blue and Italian green are two colors that stand out prominently. These beaded effects come in the form of flounces, running from 27 to 36 inches wide, and also in the form of wide bands. It is said that the reason why these trimmings are revived at this time is to find the needlewomen of Paris employment.

Bands of beaver, fox, skunk and the cheaper furs, such as coney and hare are shown extensively and as soon as selling opens up promise to be in great demand, as nearly every article of dress is fur trimmed these days.

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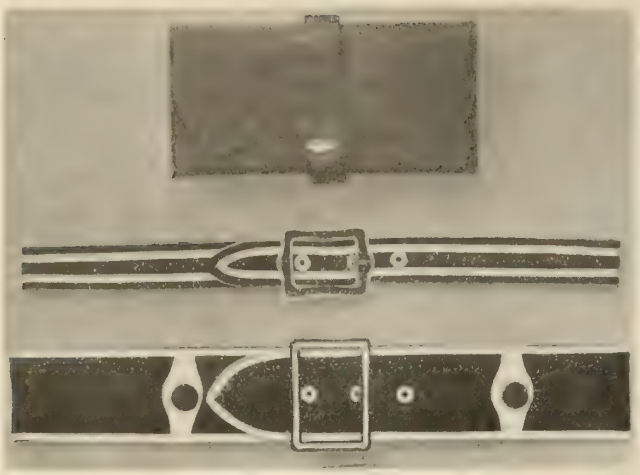
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NOVELTIES IN LEATHER GOODS

This pocket book is carried on the fingers. It is of fancy grained leather and has an inner kid lined compartment with a nickel frame. The flap fastens with a strap that continues over the back forming a handle large enough to admit the fingers. The belts are of dull leather with strappings and ornaments of white calf and the buckles are enamelled black and white. Shown by Western Leather Goods Co.

BELTS BECOMING MORE IMPORTANT

Manufacturers are putting out new lines of belts with considerable confidence, for there is quite a revival of interest in belt lines. Quite a nice business has been done in white calf, and white and black patent and calf belts during the late Summer season. Now the trade is calling for black leathers in dull finishes trimmed with narrow strappings and pipings of white. The widths wanted vary from 2 inches to half an inch.

In fabric belts the high novelty has a trimming of fur. These fur-trimmed belts have achieved an instant popularity in New York and therefore should take in Canada also. This is quite in line with the fashion tendency which is favoring trimmings of fur for all likely and unlikely articles. How women regard fur is shown by the wearing of fur stoles during the sultry days of mid-September and by the fact that even the boot tops are now edged with fur. These fur-trimmed belts come in a big variety of materials. They are made of plain plaid, and fancy silks and also of velvet, but velvet seems to be most favored and as usual black leads, though fancy plaids and military stripes are big sellers.

Girdles come in various widths and many styles. One pretty girdle made of moire comes in folds. Around the bottom edge and finishing the front is a three-inch frill of the material which continues up the front which is fastened under three covered velvet buttons. Besides black this girdle comes in military blues, navy, Emerald and in pastel shades which are decidedly new. Another girdle is shirred over a support both back and front finishing with a pointed end. This girdle comes in brocaded silk with metal threads. A crush belt comes in military striped heavy cord silk with the buckle covered with the same.

It is said that beaded belts are likely to come in again and that they are shown in Paris in floral and conventional designs worked out in vari-colored beads.

FANCY LAMPS AND BASKETS.

One of the lines that is growing in importance to the fancy goods department is that devoted to lamps and shades. It used to be that these goods were only carried where there was an electric and gas fixture department, but now that there are popular-priced lines showing, many stores are carrying them.

There is an ever-increasing sale for Japanese bamboo baskets. These baskets are very artistic in color, and come in varied sizes.

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Suitable for children 2 to 12 years of age. Hobby Horses, dappled, enamelled finish, also skin and plush covered. Horses made to rock or swing. Doll Cabs with wood or reed body. Rubber tire wheels. Largest and best line made in America.

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Some Popular Lines for Christmas Trade

Beautiful Bags of Brocaded Silks and Satins — Celluloid for Frames — Revival of Old Flat Purse



FANCY RIBBON BAGS

Suggestions for Christmas Bags that should be made up from fancy ribbons.

THERE is great activity in leather bags, for the home manufacturer is having to meet much of the demand that before the war went to the foreign manufacturer. This means that Canadian manufacturers are going more thoroughly into the production of high grade and novelty bags. Shapes are very varied and bags come in fabric as well as leather, and also in fabric and leather combined. The only invariable rule is that the bag must be dainty, flat and small. How to keep the bag flat when various articles are stuffed into it is a problem that is met by means of a gusset let in at the bottom. This gusset not only serves this purpose but it makes the bag more roomy and useful. Leather bags lead, the leathers used being of the softest finish so that it can be pleated and frilled like fabric. Pin seals and leathers with a fancy grain are those most used, and there are new grains appearing. The frames are very plain, all the ornamentation being concentrated on the nob. These are set with imitation jewels or carved in the shape of some animal, the elephant being the one most seen.

Celluloid for Frames

The high novelty and the one that certainly will take for the Fall and holiday trade is the use of celluloid for frames. These frames often have a bracelet ring through which the hand passes, and which is attached to the bag by chains, and frame bracelet and chains are all of celluloid. The best liked come in demi amber and shell effects, but they are shown also in black and white and all black for the mourning bag. Many bags are made with covered frames, and some of these frames, are decorated with strips of metal.

Only the high grade bags have fittings, for fittings are scarce and expensive and bring the price of the bag up to a point that is prohibitive for the popular trade. Fancy linings are quite a feature, such colors as military blue, purple, peach, and deep rose are used as well as floral patterned silks.

Expensive fabric bags come in the leading dress fabrics shades but as in leather bags the bulk of the sales come in the black bag. Moires and cord silks are selling but the latest bag fabric is a satin striped silk, the stripes being even in width. Bags made of this kind of fabric are bound to increase in favor as silks decorated with satin stripes are very prominent in the new lines for Spring.

Christmas Novelties

Among Christmas novelties come beautiful bags made of brocaded silks and satins some of which are enriched with metal threads.

From New York comes the news that ruffled bags are the latest there. The bag proper is covered with two or three tiers of flounces which are pleated, corded, ruffled and shirred. The frame is plain and the handle is formed of straps of silk.

Another innovation is the revival of the old flat purse or pocket book with a strap at the back through which the fingers are thrust in carrying. This strap may be lengthwise or may be across, but the latter is smartest and newest. There is an inner compartment with a metal frame lined with white kid. The pocket book is lined with moire and the colors used are Belgian blue, purple, peach and green. Buyers think well of these purses or pocket books and are stocking them as they are something new.

Women Prefer "DUCHESS" HOOPS

—Because of holding thin or thick fabrics tightly stretched.
—The Felt Cushion protects the embroidered work from injury when being placed in or removed from the hoops.
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Eight Sizes in round, 3, 4, 5, 6, 7, 8, 10, 12-inch.
Three Sizes in oval, 3 x 6, 4½ x 9, 6 x 12 inch.

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We specialize in the above lines and carry a complete range. Bamboo and Willow Baskets are very much in demand for the holiday season.

There will be no lack of Toys for the Xmas trade, as Japan has made rapid progress in this line; we carry a complete assortment. You are cordially invited to visit our Sample Rooms. Mail orders filled promptly.

SHIMAMURA COMPANY, Limited

76 Wellington Street West, Toronto, Ont.



Items of a Personal Nature

Jas. Park, general merchant, Minburn, Alta., is dead.

W. G. Morrison has opened a general store at Kawende, Man.

Women's Wear Ltd., Winnipeg, Man., have incorporated.

F. C. Gamble, tailor, St. James, Man., is removing to Winnipeg.

M. Orloff, dry goods merchant, Winnipeg, has moved to Elphinstone.

John Mountstephen, general merchant, Kakabeka Falls, Ont., died recently.

R. J. Logan, of Logan & Kemp, general Merchants, Ashville, Man., is dead.

G. A. Lazenby, general merchant, Cromer, Man., has been succeeded by C. A. Neil.

A new ladies' wear store has been started under the name of Barnard's, Winnipeg.

Joseph Perkins, of J. Perkins & Co., general merchants, Cochrane, Ont., is dead.

Harry Lucow, general merchant, has removed from Elphinstone, Man., to Minnedosa.

McLeod, Hawthorn & Co., trunks and bags, Winnipeg, are selling out to Leslie & Stewart.

Snelgrove & Waddington Co., Murillo, Ont., general merchants, have been succeeded by Jessie R. Linn.

C. D. Robinson & Co., general merchants, Waterford, Ont., have sold out to A. Marchand.

Messrs. John A. Mitchell & Son, general merchants and millers, Pakan, Alta., are about to retire from business which they have successfully run since 1901.



THE LATE JOHN FLETT

One of the best known of the older generations of Toronto business men, Mr. John Flett, president of Flett, Lowndes Co., Ltd., and Flett Syndicate Ltd., passed away in September at the ripe age of 82. After an extended illness. The late Mr. Flett had a wide and successful business career. Born in Edinburgh, Scotland, in 1833 he came over, to Canada in 1837 with his parents. For many years he was engaged with his father in a general store in Chippewa, Ont., and in 1868 took charge on his father's death. In 1875 he moved to a larger field and in Toronto in conjunction with Mr. Henry Lowndes established the present business.

Mr. Flett found time to give his services to his city in numerous ways; he was for six years' chairman of the Board of License Commissioners, an alderman for several years and a trustee of the Hospital for Sick Children. He left one son, Walter, and two daughters.

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she is going to insist on and will appreciate you supplying her with the best yarns money can buy. This staple business will be good this Fall and Winter, better than ever before in the world's history. What share will you get?

SUPPLY BONNER-WORTH DOMESTIC KNITTING AND WORSTED YARNS. We are spinners and dyers; our values are the best possible.

Send to-day for trial shipment of 6-lb. spindles in all colors.





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We have also in stock and ready for your Christmas sales a full range of

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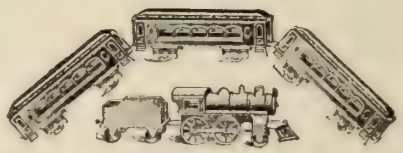
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What Must We Do to Insure Prosperity?

An Address Delivered by Lt.-Col. J. B. MacLean, President MacLean Publishing Co., at the Annual Banquet of The Canadian Wholesale Hardware Association.

THE immediate outlook for business in Canada is more promising than it has been for several years, but the more distant prospect is causing much anxiety to those who have invested all their life savings in Canadian industry. And, this means practically every business man, and, particularly, every manufacturer. Very few have been able to withdraw their profits and put them into endowment insurance, bonds and mortgages and similar investments to take them through times of depression. On the other hand, nearly all have had to put not only their profits but pledge their credit for money, for business developments and extensions to keep up with the abnormal demands due to the recent growth of the country.

I am constantly asked by business men, investors and others interested in Canada:—What of the future? Will times be good or bad after the war?

It is difficult for anyone to say. I was in Berlin when the war began, and discussed with the director of one of the greatest German banks—one of the ablest bankers in Europe—the whole situation as it would affect the world's business and financial conditions. He was undoubtedly prepared for a long war, but, of these conditions after the war he said no man can tell. The only possible basis on which to work, he said, was the period of the Franco-Prussian war, but everything now was, and, after the war, would be so different that deductions were interesting but useless.

Some months ago I asked Colonel Denison what the war history of the world showed. No man here as you know stands higher in his knowledge in this respect but particularly in his capacity to grasp the real results and lessons of history. Running rapidly over the great wars from the earliest times he showed me that, no matter how weakened in men and materials by years of war, the winning nations at once entered upon long periods of tremendous prosperity, sometimes extending over a century.

A study of the general situation, and of local conditions in countries that compete with us, leads to the conclusion that Canada is the country that is most ready, and therefore, has a greater opportunity than any other country in the world to benefit by the war. I want to lay emphasis on the word "opportunity." Large areas of rich farming, lumbering, mining and fishing have just been opened by railways, and the population to work and the money to develop these resources are in sight. The war will release millions of soldiers and munition factory workers to whom Canada is favorably known and who would like to settle here; and, we are next door to the people who will have more money for investment than any country in the world, and who would rather put it into Canadian development than anywhere outside their own boundaries.

But whether we will be prosperous or not; whether times will be good or bad in the next twenty-five years will depend very much upon whether we will organize ourselves to grasp these two opportunities.

The matter will be settled in the next few months or at most in a year or so, and the responsibility centres on one man, Sir Robert Borden, who in his capacity as Prime Minister is General Manager of Canadian business. If Sir Robert Borden gets about him the right men to organize, direct and do the work of building up Canada, we can be made the most progressive and prosperous corner of a world, that will, for a great many years, be far from prosperous. If he does not, the population and wealth will go to our greatest competitors, the South American nations, which for some years have had a public service better equipped and more efficiently directed than ours; and which since the outbreak of the war, have tremendously increased their efforts to secure money and emigrants. Conventions in this connection have been recently held in Washington and New York, and branch banks from the United States have been established in these Southern Republics. Even before the war began 200,000 Russians of the best class were arranging to take up Canadian farms—the beginning of a great movement, it is said. They preferred Canada, but they were finally turned to South America, by the more intelligent work of Spanish-American officials. The latter were appointed because of their capacity to do the work, while the Canadian Department of Immigration is overmanned with officials whose only recommendation was country best fits them for filling the various positions. We can never get the best results while one party or the other, when in power, appoints men as immigration agents in recognition of party service, who are no more suited to the job than they would be to the pulpit or the bench.

Our Immigration Department to-day is rotten and the same conditions exist in our other Departments which vitally affect the prosperity of the country—in our Department of Trade, our Department of Labor and our Department of Agriculture to a lesser extent. In our Department of Trade we have in Sir George Foster one of the best speakers in public life. He is a credit to his constituency. I vote for him, help him financially in his campaign, and hope to see him re-elected. On the lecture platform I believe he would crowd the houses and could easily earn $10,000 to $15,000 a year, but, as Minister of Trade, he is filling a Sales Manager's place, and as a salesman no one here would pay him $10 a week. There is no man in the Government more anxious to serve his country. And the same may be said of his colleagues, but the fact is they do not know how.

When I returned a year ago from Europe, where I had been going annually for the purpose of studying business and financial conditions, I was shocked to find that Canadian manufacturers were getting few British war orders, and our factories were idle, while millions of dollars had been placed in the States. The British buyer would give Canada the preference, but it is a fact that they were not aware that certain products in which we excel were made in Canada.

I at once began a campaign in The Financial Post, in which I was supported by the various business and technical papers, for the purpose of awakening our Government and the manufacturers themselves to what we were losing..

One of the colleagues of the Minister of Trade and Commerce came to me to argue that it was no part of the duty of the Minister of Trade to secure orders for Canadian manufacturers. After discussing it for some time he realized that the Minister of Trade had an entirely wrong conception of his duties, and shortly after the Government made the following official announcement:

"The Department of Trade and Commerce is now, for the first time, taking cognizance of, and assisting in every possible manner the Made-in-Canada movement. In the past it was felt that the Department, while always ready and anxious to assist in every possible way Canadian manufacturers and producers to increase their business at home and abroad, it was impossible officially to recognize the Made-in-Canada campaign. However, conditions have changed to-day, etc."

If a Department of Trade and Commerce was not established for the purpose of developing and promoting the sale of Canadian products, what was it for? From a remark made by a former Minister, Sir Richard Cartwright, there is reason to believe they are more interested in imports than exports.

I think you will all agree with me in saying that our system of selecting Cabinet Ministers is all wrong. Germany has made her great successes in business and war because the Kaiser had the power and capacity to gather about him the great business leaders of the Empire.

We ought in this emergency to adopt the same policy and make it permanent when the emergency has passed. No personal considerations or party affiliations should be allowed at this time to influence us or prevent us from organizing to get the best out of an immediate future that will be mighty gloomy if we do not.

It depends very much upon the Ministers of Trade, Agriculture, Labor and Immigration whether you will be able to keep your stores and factories running in the future to their average capacity; whether you will be able to find work for present employees; whether you will be able to pay dividends to those who lent you money to establish your business. It all comes back to whether Sir Robert Borden will break away from system and tradition, and, instead of depending upon the men elected to the house, secure, particularly for our Immigration and other Departments, the best men in the country.

Can we get them? I believe our big business specialists—the men at the head of our great industries would sacrifice themselves and "do their bit" just as our brave soldiers at the front are doing theirs. To attain these positions these big men must have had the qualities we need in this emergency: imagination to plan and organize the great resources at their disposal; energy to get things done, and done quickly, and a capacity to get about them and train men. They are not talkers, they are workers. They do things and get things done.

Knowing how well Sir Robert has conducted the affairs of the nation so far, it is but natural to believe that he would gladly take advantage of any opportunity or excuse to strengthen his cabinet, feeling, as he must, how great is his responsibility for the future of Canada. the assistance given in some election contest.

Settlers and production mean prosperity to all Canada, but they are of direct and very vital importance to the hardware and metal industry. If we do not get settlers many departments in this industry will have smokeless chimneys and idle workers. I need only mention the stove industry. These manufacturers have passed into, through and out of a period of great prosperity in the last 20 years. That period coincided exactly with the successful administration of our Immigration Department. Statistics show, under incompetent management, a steady falling off in settlers until in 1896 we got only 16,835. In that year one of the ablest men in public life became our Minister of Immigration. He was a good organizer and executive. The story of his work is an object lesson to business men and particularly sales managers. Under his direction the very best type of settler began to pour in. In his first year, 1897, they increased to 21,716, and from that the arrivals climbed steadily to 402,432 in 1912. Under him our Immigration Department was a highly efficient business organization. With his retirement it has relapsed into a political refuge. The greatest question before Canadian business men and their workers now is the putting of our immigration work in the hands of some great executive who will build up an organization that will secure for us our full measure of settlers from the United States now and from among our Allies after the war is over. He should have the power, regardless of party politics, to secure, without regard to salary, the men whose ability, energy and knowledge of the

DRESS ACCESSORIES

Neckwear Outlook for Fall

Review of New Lines Being Brought Out in Canada and Elsewhere—Indications Point to Novelty Styles in High Collars with Flat Ones Still Selling

THERE has been more uncertainty than usual about neckwear styles for the Fall season, though there is none — it must be emphasized—about its extended vogue. This uncertainty was due to many causes. For one thing the very warm weather all through the month of September centred attention on Summer styles. Also buyers are into the market much more frequently and do not place orders far ahead, therefore style changes are reflected at once in the department.

Manufacturers have been convinced for some time that the high collar would predominate in Fall styles, but because of the reasons given above have been compelled to give their attention to and to produce new ideas in low collars. With October the wearing of the new Fall suits will become general and this fact alone will bring about a change in the neckwear situation. Though the high collar will lead there is certain to be a demand also for the flat type of collar. There are women who cannot wear the high collar, and there is the conservative woman who never follows the new styles very closely and who prefers the comfort of the low collar. These women will have to be catered to and as the new models at present look extreme their trade will be worth going after.

Both the buyer and the manufacturer are at one in the opinion that the high models in neckwear will find increasing favor during the months that are coming, and the manufacturer is backing up his opinion by putting some very smart styles in high neckwear on the market, though at the same time they are not neglecting the claims of the low collar.

The low V at the neck and the open throat effect have a very strong hold, and though the extreme Paris idea is the collar that fastens right up to the chin, the neckwear designers have cleverly modified this idea. Many of the new collars are high at the back and low enough for comfort in front, or when high all around they are so arranged that there is no necessity for the collar to fasten tightly, and there many clever ideas of this class on the market.

There are very few seasons when the neckwear manufacturer is able to put out independent designs, and this season is not one of them. As a matter of fact the form of the collar this year is very arbitrarily dictated by the collar on the coat and suit. If the neckwear buyer will make a careful study of the new dresses, suits and coats he will soon arrive at the conclusion that neckwear has to be high to harmonize. The new coats have high straight collars, and the fashion tendency is towards a collar that gives the neckwear a thick effect because the collar does not fit around the neck but is comfortably wide leaving room for the neck piece underneath.

Many designers are of the opinion that the collar or turnover portion broken up into tabs, battlements or points will be very popular and the great variety of neckwear illustrated in this issue as representative of what Canadian manufacturers and agents are showing emphasizes this idea.

The materials used are varied; organdie is still retained, but as the season advances laces and nets will have the call. Orientals and embroidered nets are very much used but the tendency favors the more filmy laces and they will be used for the more expensive neckwear. It would surprise few buyers to see filmy effects back in favor before the Christmas lines are ready, and light laces, chiffon and ribbons in evidence.

For present selling neckwear of Georgette crepe is much favored. This beautiful transparent material is made into a big variety of flat collars and also into fichu effects which are trimmed with narrow pleatings of the same delicate material. The smartest of the flat Georgette collars are trimmed with silk military braid and the combination is a very attractive one. Fichus all of net, and or embroidered organdie and net are good sellers.

Ruches and boas are showing a selling strength that was not quite unexpected. Ruches are of every kind and in all possible forms and combinations. The finished ruche comes finished with ribbon bow or tassels to match. There is also a big sale of ruching by the yard and the customer can buy a length and finish it off as she desires. It looks as though wide pleatings and rufflings will sell as they can be used to advantage to finish both the neck and the sleeve of gowns.

Ostrich and marabou ruffs and neck-pieces always sell to a certain extent in the Spring and Fall as they constitute an intermediary between the low neck and the fur neck-piece. This year there is an exceptional demand for this class of neckwear centered chiefly on short ruffs with a tassel at each end.

Vestees, both with the high collar and with the flat collar made of Georgette, net lace or organdie will be good as so many dresses are made in styles that need a finish of this kind. Not only are vestees selling, but there is a demand for guimpes both with and without the long sleeves. The sleeves are quite elaborate and either take the place of the dressy sleeve or become a lining when it is of chiffon.

DELAYS IN SWISS RIBBONS

The Swiss Dyers' Concern has issued a circular stating that owing to difficulties in obtaining the drugs for dyeing and finishing in the accustomed quality they cannot guarantee perfect dyeing and accurate coloring as heretofore. They also declare that there will be serious delays as well.



NECKWEAR
and
BAGS

FICHUS, $2.00 to $10.50 Doz.

Georgette Crepe—Embroideries—Nets

Ruffs - $7.25 to $13.50 Doz.

Ostrich and Maline, etc.

Bags - $27.00 to $33.00 Doz.

Tortoise-Shell Frames on Silk and Moire





Flett, Lowndes & Co., Limited

142-144 West Front Street

TORONTO

Representative Lines of Fall Neckwear



1. Vestee of organdie with neck frill and jabot of net lace. 2. Vestee of Oriental lace with high wired collar. 3. Collar of Georgette, trimming of silk military braid. 4. Fichu of embroidered organdie with net frill. 5. Short fichu of net and Oriental lace. 6. Collar and cuff set of white and black striped silk. Forms supplied by Dale Wax Figure Co.

Submitted by Twelve Canadian Houses



1. *Stock collar of organdie bound with pink batiste; band and bow of black taffeta ribbon.* 2. *High wired collar with jabot attuches of filmy ivory net lace.* 3. *White embroidered turnover and revers collar.* 4. *Neck ruff of black net and white lace.* 5. *Fichu collar with high wired back.* 6. *Imported Swiss embroidered organdie collar.*

Two Pages of Neckwear for Fall

The Review takes great pride in presenting the neckwear illustrated in this section, for practically every Canadian manufacturer is represented and all was posed and photographed especially for The Review. In few seasons has the style situation been so confused and so late in the production of predominating features. Therefore, the two pages of neckwear should be a special help to buyers in determining what to buy for the new season.

Both high and flat collars are shown, and, as in advance indications, the high models are most numerous. Some models too are high in the back and retain the open throat and V effect in front. Lace predominates; filmy meshes and orientals are most fashionable.

Neckwear in Paris

Nearly Every Model House Shows Some Distinctive Feature—Though Low Collars are Showing Interest is Centred on High Collar.

PARIS fashions certainly favor the neckwear manufacturers this Fall. At the openings, just over, the dressing of the neck was considered by the majority of the leading model houses as a most important point and nearly all of them showed some distinctive novelty in this connection. The entire tendency points to a large production of dainty effects in a number of dainty materials, such as lace and ribbon, net and beads, and also embroidery and chiffon, with trimmings of fur. It is the neck-piece that gives the last touch of smartness to many toilettes.

Several model houses are featuring Louis XIII collars. Premet has them of lace. They have a high band, wired so that it stands away from the face level with the line of the ears, and some of them are so large that they fall half way to the waistline. These collars are intended to emphasize the drop shoulder outline. These collars are made of light French laces, such as Mechlin, Alencon and Blonde and those with open meshes are preferred, and cream is more used than white. Cheruit and Paquin are showing collars made of ribbon. These come in the form of high stocks of faille or taffeta with bows under either both or under one ear.

Smart little vestees come in silk of chiffon laced down the front narrow ribbon, and with the upstanding collar trimmed with a bow of wider ribbon and edged with a line of fur. Collar and cuff sets made of ribbon and fur come in many clever numbers.

Hints on Selling Ladies' Neckwear

NECKWEAR is a line that has to be properly handled if results are to be obtained. Ladies' neckwear is sold because it attracts the eye, and style and novelty are its main drawing cards.

It is considered a luxury, and yet right through the war year, even during the dark months succeeding the beginning of the war ladies' neckwear managed not only to maintain its position but also contrived to pile up an increase of sales. In short, it was one of the lines that helped the majority of merchants to keep their takings up in a year when all classes of the community were practising economy.

Very few women go shopping for the express purpose of buying a piece of neckwear, but if a merchant has a good department with goods well displayed, and the reputation of always showing the latest and most attractive numbers in neckwear very few women will ever leave the store without a visit to the neckwear department, and ten chances to one if she comes to look she remains to buy.

Neckwear is sold because it is seen and therefore the department is always given a location as near the front of the store as possible, and in a place where the majority of the people who enter the store will have to pass the department. If otherwise located many sales would be lost.

Neckwear is dainty merchandise and must be displayed in dainty fashion. It pays for instance to have pads of velvet for the bottom of the cases and for covering the shelves as no backing sets off neckwear quite so well as velvet. A crystal vase and artificial flowers form an important aid to attractiveness in any case.

Neckwear forms should be used a-plenty in various sizes and shapes so that the right form to set off the neck piece can be chosen. Nickel stands upon which several pieces can be shown at once should also form part of the fittings. The merchant should remember that it is the display that brings sales and that each stand and form is a salesperson.

Mirror Lessens Returns

Two or three counter mirrors should also be included in the equipment so that the customer can see for herself the effect of the neckpiece she is purchasing. This feature should prevent many returns.

Display has been taken first as it is of such great importance. It is useless to say much about buying in too large quantities for few buyers place orders of any size ahead; they buy according to the needs of their stock and to fill in numbers that are sold. They seldom repeat and therefore are constantly turning their stocks over. Buyers know their customers and select styles accordingly. It should be impressed upon them that it is wise to buy from time to time a few pieces that are a little in advance in style and of a more dainty character and a little higher in price than the department usually sells. There should be no intention of making a profit on these articles if the buyer gets what they cost he is lucky, for they are for

(Continued on page 64.)

Almost insurmountable difficulties have but emphasized our hold on the ribbon market of Europe



NOTHING BUT RIBBONS

Ribbons for Christmas

We have the goods and despite prevailing conditions can supply all your wants.

Our specialization in RIBBONS and only ribbons has been a tremendous help in securing the goods best suited to this market. We think we know the ropes, and want to give you the full benefit of our real experience.

If you are in need of any RIBBONS to sort up your stock properly for Xmas trade, especially in NARROW TAFFETAS, NARROW SATINS and BABY RIBBONS, etc., which are the most in demand at that season, do not hesitate to let us know.

Mail or Telegraph Your Orders.

Walter H. Barry & Co.

The Specialty Ribbon House of Canada

6 St. Helen Street
MONTREAL

Winnipeg Branch:
222 McDermott Avenue

NECKWEAR IN AN OTTAWA STORE



View of neckwear department in Murphy, Gamble store, Ottawa.

BY almost universal consent in the larger stores and in many where room is at a premium neckwear ranks with one or two other lines in being accorded locations of most prominence, and hence of the greatest space value. Where millinery, ready-to-wear, house furnishings and sometimes dress goods are domiciled on the second floor for reasons that are often justifiable and sometimes not, we do not recall a store where neckwear is other than "in on the ground floor." So essential is it to a satisfactory turnover that these dainty and increasingly popular bits of dress be set forth in the glare of publicity.

Herewith are presented views of two of the most successful neckwear departments in Canada, all conditions considered, the one above, that of the Murphy, Gamble store in Ottawa, the one following, taken in the Smallman & Ingram store in London.

In the Ottawa store the department has the left-hand corner as seen here adjoining the main aisle and near the front entrance. The showcase running parallel to the main aisle is used for ribbons; this one, at right angles for neckwear, and it is given a double-corner display by a second series of showcases, three in number.

The manager of the department, backed up by Mr. Virtue, one of the directors, declared that the two conditions for success lay in the proper display of goods, and in the method of buying. Location is an essential for the showing of these goods, but note also the beautiful displays that have been provided. Showcases, with glass shelving, kept lighted by electricity and a dainty touch of color added as a contrast to the white goods in the sateen lining the flooring of the cases. This is now of red, now of green, mauve, yellow, old rose or blue. Sometimes the one shade is run all through; often a different one for each case. Note also the use of forms on top for the larger pieces, a necessity, almost, these days.

Then there is a mirror for seeing the effect of the neckwear—a mighty lessener of exchanges.

There are tables near-by too, for special sales, or for cheaper lines, or for clearing. This, too, increases sales to a large degree.

In buying the greatest care is taken not to buy any large quantity of any line until it starts moving rapidly, and even then repeat orders, every three, two or even one week, are preferred. When a line starts dragging the tables are







"That Something Different"

LADIES' WEAR, LIMITED TORONTO

This season offers more opportunity for an attractive and profitable business in Ladies' Neckwear than has been for many seasons past.

There are high collars for the most advanced trade. Organdie Embroidery Roll Collars, Crepe de Chene and Georgette Crepe in Flat Collars, Net Vestees of all descriptions for wear with Sheer Blouses, and Chiffon Ruffs of every description.

SEE SALESMEN

LADIES' WEAR, LIMITED, TORONTO

NECKWEAR IN A LONDON STORE



View of neckwear department in Smallman & Ingram store, London, Ont.

usually used to clear it. The fifty-cent line is the best seller and price tickets are used for the lower-priced goods and frequently on the highest class.

The neckwear department is one of the most prominent and profitable in a percentage way in the store.

* * *

IN the London store, as shown above, the department is accorded an even more prominent position, for it has the double corner of showcases and, besides, one runs down the main aisle. Here the display is increased by glass cabinets behind, in place of the ordinary shelving or stock cabinets. These have each three glass shelves and the floor is used as well. Not so much use is made of the counters for neckwear as in the Ottawa store, these being used chiefly for showing ostrich and marabou sets at the present time. In the cabinets as well are boudoir caps, motor caps and scarves. These present a dainty contrast in colors to the neckwear.

A difference is made in this store between the high-priced and cheaper neckwear in the matter of price tickets: none are used except for 25-cent lines and these are shown mostly on a special table down the department. Miss Allan, the buyer, holds that it is better not to label the better lines with the price, as women who buy them object to others knowing what they paid. This point must be decided by each department for itself, so strong are the advocates of the one or the other.

The 25-cent table is a wonderful seller. "It disposes of more than the counters and I wouldn't be without it for the world," remarked the buyer-manager.

In both stores the displays are changed frequently, usually on Monday mornings. Sometimes there is not absolutely new stuff to show but it is at least shifted around so as to give an air of novelty to the displays.

Crepe paper is employed in the Smallman & Ingram department of varying shades, but generally one color scheme holds throughout this and adjoining departments at one time. Or else one shade of crepe paper has a border of another that harmonizes.

Very great care is taken to watch how the new and the older lines are going. The moment public favor slackens a line is dropped so far as buying is concerned, and the goods on hand thrown upon the bargain counter. Nothing, it has been said, more resembles "junk" in value as old neckwear. And more and more the fashions are changing in a flash.

But, more and more, for a similar reason, buying is repeated—like a flash—and the turnover grows apace.

DENT'S D GLOVES

CHRISTMAS GIFTS

FIRST ON THE LIST,

"DENT'S" SURE!!

Your customers ARE DECIDED UPON THIS POINT. Are you sufficiently covered?

DENT, ALLCROFT & CO.

MONTREAL

DAINTY NECKWEAR FOR FALL AND XMAS TRADE

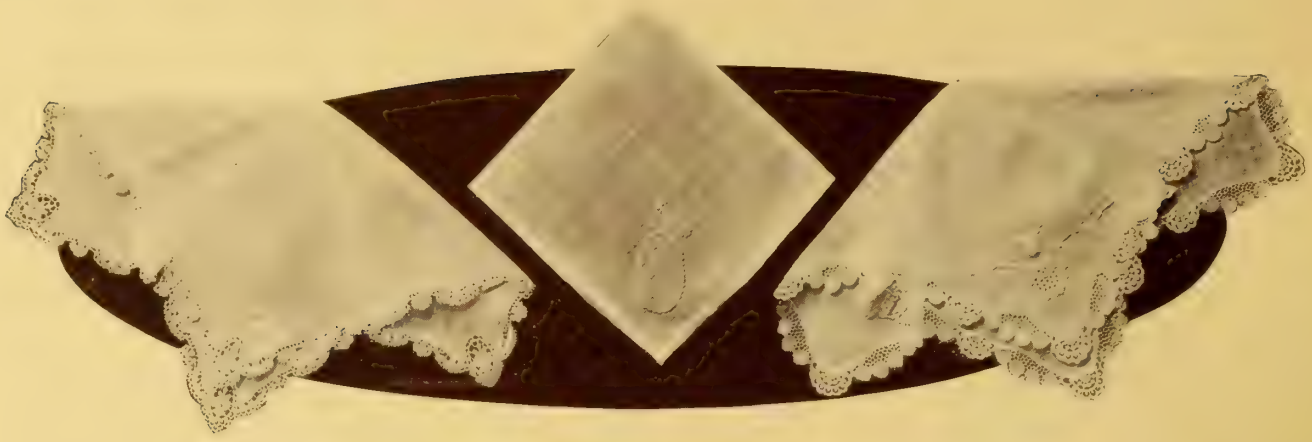
With Neckwear becoming such a necessary article in every woman's attire, there is a growing practice of giving good Neckwear as Xmas gifts. We have that high-grade, exclusive kind that instantly appeals. Made in such a variety of styles that every one of your customers is sure to be pleased. Our service is such that goods ordered to-day will be shipped to-night by express, and will be at their destination in the morning.



House Aprons

Our new "Coverall" Apron is cut on very liberal lines, covering the dress completely. Made in Prints, Ginghams, etc. Samples or trial orders shipped on request.

A. Bruce Finnie & Co., Corner Craig and Gosford Streets, Montreal



Look for handkerchiefs to be a big selling Christmas Line

The pre-Christmas sale of handkerchiefs is always exceedingly large. This year it will be larger than ever—not because there will be more money spent, but because there will be less money spent on larger articles. The small, neat and pleasing token of friendship will be the order of the day and handkerchiefs will be much in evidence. Our range, a half dozen of which are here shown, is a very fine one and values are very attractive.

And you cannot afford to overlook our showing of

Laces, Embroideries and Curtain Goods

for early Spring selling.

We have always specialized on these lines with the result that our values have won a reputation for us and better business for our patrons.

Mail orders are given our prompt attention. Goods are sent out for your approval always.

Send a trial order to-day.

Lace Goods Co., Limited

64 WELLINGTON ST. W., TORONTO





VAN RAALTE Veils

MADE IN AMERICA

VAN RAALTE advertising puts Van Raalte Veils on the faces of your customers and pays you a profit for your co-operation. Van Raalte Veils now being featured in magazines of wide circulation are as follows:—

Lattis-Mesh
Siloette

Trellis
Ultra

Newport
and Lorelei



Send for samples or ask our salesman

E. & Z. Van Raalte

15th St. at Fifth Ave.
NEW YORK

Factories:
Paterson, N. J.

Foreign Offices:
Lyons, Calais
Nottingham, Etc.



LET OUR ADVERTISING WORK FOR YOU

THERE is a vast difference between buying silk gloves from a manufacturer whose interest lags when the goods are shipped, and buying "Niagara Maid"

When you place on your shelves a stock of "Niagara Maid" Guaranteed Pure Silk Gloves, you automatically employ the equivalent of hundreds or thousands of extra salesmen. Right in your own city, talking to *YOUR* customers, these silent, efficient little workers—called advertisements for lack of a better name—are telling the advantages of "Niagara Maid" Silk Gloves.

About 300,000 of these "Niagara Maid" messengers have been coming into Canada each year and creating a desire for our merchandise by convincing the women that Silk Gloves, Silk Underwear and Silk Hosiery bearing this well-known trade-mark name are superior in style, fit and long-wearing qualities.

For samples to prove the above statement, and prices that will show you a substantial profit on sales, write to our

Sole Selling Agents:

McINTYRE, SON & COMPANY, LIMITED

MONTREAL

Niagara Silk Co., Limited **Brantford, Canada**

Fall Novelties

Newest Veilings and Imported Collars

Black
White



Black
and
White

As per Cut, Two Sizes, $18.00 and $27.00 Dozen

Ostrich Feather Ruffs

Also Laces, Chiffons, Crepe de Chenes
Nets and Allovers

MAIL ORDERS OUR SPECIALTY

The Thompson Lace & Veiling Company
LIMITED
59 Wellington St., W.
Toronto, Ont

IMMEDIATE NECKWEAR

Neckwear Dainty

Our range of Fall neckwear novelties is a winner—more than ordinarily attractive.

A few of our Fall styles will make a fine addition to any stock of neckwear.

Boudoir Caps and Aprons for Christmas.

Neckwear New

We are showing a very fine range of styles in these lines—especially big sellers around the Christmas season.

Ask to see our complete line of Crepe de Chine Slips and Camisoles.

Mail an open order to-day or ask for samples.

PHOENIX NOVELTY CO. Dry Goods Novelties

Phoenix Novelty Company

TORONTO, ONT.

PHOENIX NOVELTY CO. Dry Goods Novelties



One of our Styles "THE GORDON" UMBRELLA —Closely Wound

"Eclipse" Umbrellas

in the newest styles make a very useful Christmas Gift

"Something Useful" will be the keynote of Christmas shopping this year.

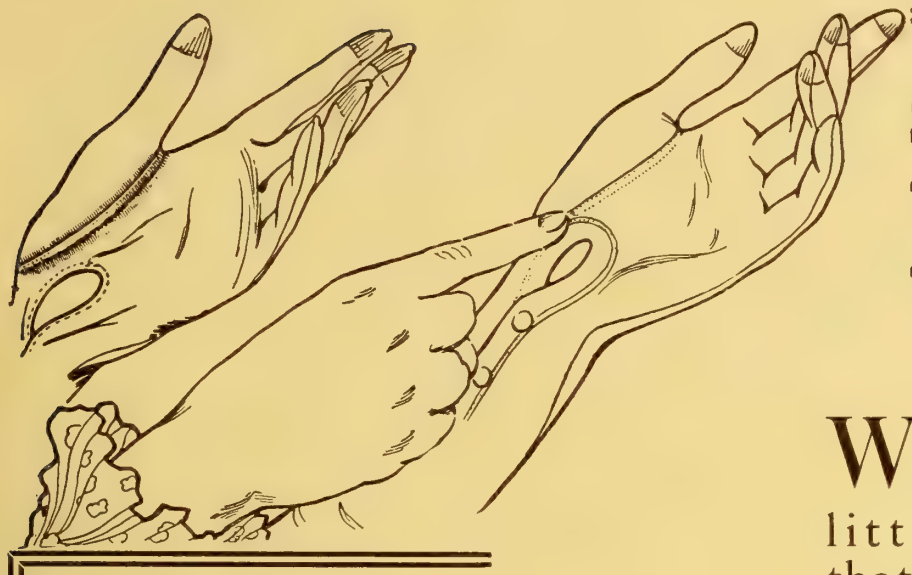
Can you think of anything more useful and acceptable than a nice umbrella for Ladies and Gents?

In the "Eclipse" line of umbrellas you will find the latest and best, including many new styles for Christmas and Spring trade.

A stock of "Eclipse" Umbrellas will meet with a ready sale—write to-day for an assortment.

Eclipse Umbrella Co., Limited

100A LATOUR STREET, MONTREAL



See That Neat Thumb Seam!

WELL that is just one of the little refinements that are responsible for the universal popularity of "Queen Quality" Silk Gloves with YOUR most particular customers.

When a woman pulls on the average Silk Glove, she finds an excess of material in the thumb seam, which rolls up inside, making an ugly welt or bulge, which is both annoying and uncomfortable.

Queen Quality
Silk Gloves

are made with a thumb so finely drafted that just enough material is left over inside the glove for the two rows of stitching to completely cover it. Thus, when a Queen Quality Glove is pulled on, there isn't the slightest suspicion of a bulge at the thumb seam. Queen Quality Gloves are the result of 30 years' experience in the making of fine gloves for particular women.

After the silk is woven each pair of gloves must go through 17 different operations before being passed to the ironers for "steaming," which consists of fitting each glove on a steel form and subjecting it to an intense steam heat, which accounts for the beautiful smooth appearance of the gloves as you see them in the box.

These gloves are made at St. Catharines, where every process of manufacture, from the weaving of the raw silk to the steaming and boxing of the finished article, is now in operation.

The raw silk is imported from Japan, and only the finest grade, known as "Extra Classical," is used in the making of "Queen Quality" Silk Products.

WRITE for full particulars and prices on "Queen Quality" Silk Gloves and "Queen Quality" Italian Silk Lingerie.

ST. CATHARINES SILK MILLS, LIMITED
ST. CATHARINES, ONTARIO

Richard L. Baker & Co.

SOLE SELLING AGENTS

100 Wellington Street West, TORONTO



32-8

The Glove Situation

Difficulty in Making Delivery of Woollens — Big Supplies of Leather Gloves Went Down on the Hesperian—No Advances Since Spring

By a Staff Correspondent

MONTREAL, Oct. 2—(Special).—One of the leading glove jobbers in Canada states that they have up to the present been able to deliver only a small proportion of the orders secured for wooden gloves, whereas by this date they should be in receipt of eighty per cent. of supplies.

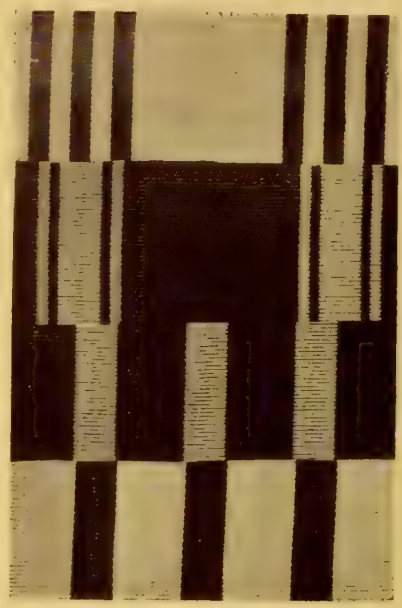
They further state that they are unable to deliver chamoisette, cashmere and cashmerette gloves, and see little chance of being able to offer any this season. Their only substitute is a silk glove to retail at 50c, 75c, or $1. From the present outlook there will be no chamoisettes for next Spring. Manufacturers have been unable to produce this material in any quantity, and where a European country has been able to turn out chamoisette, they have secured such good offers in their own country, it did no pay them to export to Canada or to the United States. Chamoisette gloves are just as scarce in the United States as they are here.

Glove manufacturers were sorely hit by the sinking of the Allan liner "Hesperian." One firm reports that they had a lot of English capes and suedes on board, as well as two cases of woolen gloves. Their loss would amount to over $8,000. Another well known glove house lost nine cases of leather gloves, worth about $15,000.

Besides these well-known glove houses, there were many wholesalers hit badly by the sinking of this vessel losing not only their shipments of gloves ,but all classes of dry goods. A well-known Montreal jobber lost 40 cases, and a Toronto houses's loss is estimated at $50,000.

The loss is a most serious one as far as gloves are concerned, as it will hold up shipments at a period when it is almost impossible to replace them, as orders are taking two or three months to fill. The loss was chiefly confined to leather gloves.

One thing is sure, jobbers say, that the price of leather gloves will not be much lower for some time to come.



Heavy cord faille, black and white ribbons that look good for Spring as well as Fall. Shown by Walter H. Barry & Co.



If you're in business *for* profits

we have a proposition that is sure to appeal to you. The

Defiance Button Covering Machine

is making 500% profits for thousands of merchants in Canada and U.S., and will do the same for you. The moulds cost as low as two cents per dozen. You get 15c. to 50c. per dozen for making the buttons.

Special introductory offer:
Complete Button-Making Outfit for $10.50

Comprising:

1 Hand Machine, including Implements to make 3 sizes, 24-30-36 Half Ball	$ 7.50
5 gross, 24 Half Ball Black Moulds, 15c	.75
5 gross, 30 Half Ball Black Moulds, 20c	1.00
5 gross, 36 Half Ball Black Moulds, 25c	1.25
Cost for the complete outfit	$10.50

The Half Ball Black Moulds can be reordered any time you want them at a slight cost.

Mail your order now—don't delay—go after the business.

Defiance Button Machine Co.

53 East 8th Street New York, U.S.A.

Established 1886

HINTS ON SELLING NECKWEAR

(Continued from page 52.)

display purposes and to educate the taste of the store's patrons.

Even if a department sells high grade neckwear it cannot eliminate the popular priced lines, and will carry a good selection of neckwear at 25c, 35c, 50c and 75c as well as the higher grades. Bargain merchandise is an immense attraction and helps to keep up takings particularly at off season periods



A Good Chance for Canadian Merchants to Make Money Making Buttons

THE NEW MODERN BUTTON MACHINE AT $5.00

With the New Modern Button Machine Buttons can be covered in all sizes, and in all styles.

Price of machine, including cutting block attachment, and set of screws for fastening machine, $5.00.

Send for interesting literature on Button Machines—dies and parts.

Illinois Modern Button and Machine Company
507 W. Jackson Blvd., CHICAGO



ONE OF THE NOVELTY VEILS

Many of the new veils form part of the hat trimming. This veil is fastened to the crown of the Directoire turban under a band of silk and the fulness is confined by a ribbon neck ruche, forming an attractive veil and neckwear combination.

Veiling Novelties

Many New Lines as to Borders and the Shape of the Veil—No Change in the Meshes Chosen

THE stores are beginning to give special attention to veilings. More space is given to this department and more also to display. There are any number of novelties on the market, but popularity seems to be with the hand run and with the bordered veils. Novelty comes in shape and arrangement as well as in design. It cannot be said that there is any novelty in the meshes for the hexagon, filet and fine meshes are still the rule. The face veil drawn tight to the face always sells, but the veilings that attract attention come in the unusual styles. The new nose veil flares from the hat brim following the lines of the skirt and coat. This is a very extreme model, and more wearable are the square and the circular veils that are thrown right over the crown of the hat and hang in graceful folds. A very striking drape veil is edged with a velvet ribbon about three inches wide, the velvet matching the color of mesh. The latest idea in borders shows tiny balls of chenille at intervals along the edge of the veil. Also there are patterns made up of various sized chenille dots. Huge velvet squares are pressed into service in forming border patterns.

As usual, the black veil is the best seller, but black and white is good, and in colors nigger head, dark grey, taupe and navy take the lead.

Some of the new veils are forty inches square and are trimmed with chiffon. A new Harem effect is half of veiling and half of chiffon. There is a revival of the much-liked Shetland veils and these veils come in new designs and all the new colors.

Lace Outlook Improving

Dress Nets a Big Line—Metal Laces Promise Well With Silver in the Lead—The Spring Outlook Favors Valenciennes

Less lace than is at all usual is seen on the reception and evening gowns displayed in the stores. Just how long this condition will last cannot be predicted. It looks as though this would be until Paris ideas as expressed at the openings, gain a firm hold on this side, for a large number of the dresses shown were of lace and net. There is a very heavy demand for nets and the Nottingham makers are full of orders, and prices are up fully 20%. The net selling is an Alencon or in other terms, a very fine Brussels mesh. This net comes in white, black and in all colors, and gowns are seen that suggest the rainbow as one color is draped over another. There is also a strong demand for double-width novelty nets in filet and in fancy meshes. Chantilly is selling and the demand promises to come chiefly in black laces. Net laces are the best sellers and the tendency is for those of a light and filmy character. Laces of this class are being extensively used by the blouse manufacturers. The garment manufacturers cannot do without narrow edgings and bands on Venise order. These laces now come from St. Gall. The St. Gall laces were always higher priced than those obtained from Plauen, but are of a higher character.

Judging from the openings, metal laces are to be very fashionable and at the present time silver is more fashionable than gold. Silver Venise and embroidered nets lead and are just as smart for trimming evening gowns as for high-class millinery purposes. The demand is for wide flouncings and all widths up to 36 inches are selling with the 27-inch width in best demand. Before the end of the season gold may lead for some very effective gold laces and trimmings are on the market.

From Nottingham comes the report that Valenciennes is selling more freely. This is not unexpected as this lace has been gaining ground all through the Spring and Summer. The demand is for fine Valenciennes in the form of narrow edges and insertions. Filets and fine Torchons are also growing in favor.

WHAT PARIS IS SHOWING

Some beautiful neckwear is shown in the form of guimpes and vestees. These are made of net lace very fine and sheer trimmed with fine Valenciennes lace edgings. The collars finishing these articles are high and wired so that they stand up. From the top and hanging over is a pleated frill of net and Valenciennes lace. Collars high at the back and opening in the front with revers made of net with a Val. edge are also shown. Some of the vestees cross over and fasten with a diagonal line of crochet buttons.

A few very high stiff linen collars fastened in front with linked buttons slipped through two buttonholes are being shown. These latter collars are only an incident for the majority of the Parisian neck-pieces are dainty and frivolous confections of lace net and ribbon. Cape collars are shown, but the new ones are mounted on high neck bands. In many cases the band is formed of a ribbon and the frill of lace falls over and is shaped by the shoulders. In conclusion it may be said that while there are some lovely things shown in low collars, designers are centering their interest and giving their attention to the production of novelties in high collars.

DRESS FABRICS AND SILKS

Woolens Still Rising

Broadcloths the Leading Cloth, But Very Scarce—High-Class Trade Featuring Materials With a Velvety Finish—In Cheaper Goods Tweeds and Homespuns are Showing

BUYERS at the present moment are taking just what they can get in dress fabrics and in consequence there is a great clearing out of old stocks. Very few buyers have obtained all the stock that they require and should there be anything like a normal demand it is pretty certain that the shortage will be felt. There are very few fancies on the market and plain goods rule, and the buyer who has stock is the one who placed his orders months ago. The retail merchant however is buying carefully and cautiously so as not to be loaded up with stock should conditions change. The big demand is for serge and prices are advancing steadily. Mills are sold up and ask long dates for delivery. Besides serges, gabardines and whip-cords are selling well.

In the cheaper materials tweeds and mannish mixtures are shown. The best liked patterns come in small checks and in diagonal and flecked knickerbocker effects. There is a revival of interest in homespuns, and some of the newest mixtures come in the hopsack weave. Grey mixtures and tans and browns are very much in evidence.

In the better trade broadcloths lead but the supply is scarcely equal to the demand. All fabrics made of cashmere yarns and having a soft velvety finish are eagerly taken up. Velours, peau de souris, zibelines, etc., in the dark, rich colors now so fashionable are splendid sellers. Paris houses and high class dress makers are again using duvetyn, and many of the imported models are developed in this fabric.

Cloakings are a big feature and they are shown in heavier weights of the same materials that are selling for suits. Mixtures come in stripes and plaids, and in chinchillas and velours as well as in solid colors. Broad cloths, serges and velours are shown in weights suitable for separate coats. Sports coats for the early season will sell in such colors as Belgian blue, Russian green, and golden brown and also in checks plaids and stripes introducing these colors.

Business is good in silk warp goods such as poplins, bengalines, crepe bengalines, and in fabrics with a heavy rib or cord.

As a general rule merchants do not welcome a season when combinations are the rule, as it means a call for short lengths of dress material but this season is an exception for the fact that serges, broadcloths, velours, etc., will be made up in combination, with silk fabrics or velvet will be a decided help where stocks are short.

BLUES AND REDS VERY SCARCE

Buyers are finding great difficulty in getting colors in cotton goods. For instance in an eight cent print no Indigo or red dye is quoted at all. In a ten cent print they are allowing only from 10 to 20 per cent. of the orders. In a great many cases portions of orders will be all that can be filled and no repeats will be accepted.

Pile Fabrics Very Strong

Mills Pushed to the Limit to Fill Orders — More Interest Developing in Colors—Changeable Effect in Corduroys

AS was predicted months ago by The Review, velvet has turned out to be the height of fashion, and the supply under present conditions is not equal to the demand. The mills making all kinds of pile fabrics are full of orders and early deliveries are out of the question. This is a pile fabric year, and silk velvet, plush, velveteen and corduroy, not to mention the many pile fabrics, are having a big season.

Styles favor velvet. Velvet is used for the whole suit, and also for dresses, as well as for trimming and combination effects. Even the evening gown is of velvet and for this purpose chiffon velvets in pastel shades are showing. Prices are advancing and there is very little cheap black velvet on the market. This is a velvet year in millinery and big advance orders were placed for black velvets. Colors are now coming to the front and the more exclusive trade is taking the fashionable dark rich shades. African brown is one of the leaders, and is closely rivalled by crow blue and navy. Very smart milliners are beginning to use deep wine shades. Russian and olive greens are good and so are amethyst and prime shades.

Velveteens come in all the rich new colors. Black as usual leads, and crow, navy, military blue, Belgian and a long list of other fancy blues are in high favor. African brown, metallic greys, Russian and bottle greens, castor, tans, wine shades, amethysts and deep purples are all selling.

Corduroys and pile cords are a big line. The novelty here is the changeable effect showing the combination of two or more colors. Stripes are very smart and come in many combinations, black and white, navy and Royal tan and green and numerous other effects.

Imitation fur fabrics have made a place for themselves. This year they come both in coating weights and in weights suitable for suits and trimming. Practically all the principal fur bearing pelts are imitated and each season sees an improvement in the finish so that the imitation becomes more difficult to detect from the real.

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Travellers will be showing a splendid selection of our "C" Prints in October. Compare them with others —then buy them on their merits.

DOMINION TEXTILE CO., LIMITED

Montreal **Toronto** **Winnipeg**

Manufacturers of:

200 Qualities of Printed Goods in 30,000 Patterns,
and 1,000 Qualities Greys, Whites, Sheetings, Cambrics, etc.

Silks Are Promising

Buyers Are Not Placing Big Orders, But the Outlook is Satisfactory — Shortages Come Only in Certain Articles That Are in Big Demand

WITH woolen dress fabrics in short supply, and with few seasonable novelties showing and prices of desirable goods high, buyers are expecting a good season in the silk department. In spite of the improved outlook they are buying with great caution, and orders are of small size but are often repeated. With the exception of certain articles that are in extra demand and in short supply there is no reason to apprehend any shortage and therefore buyers are relying on the wholesale stocks for their supplies.

Taffeta is always considered a Spring silk and there is no doubt about its position for the Spring season of 1916. Taffeta, however, is wanted now and its sale is increasing. The big demand at present comes in the darker shades and black, but there is every sign that as soon as the social season opens this silk will sell in pastel shades for evening and dress wear. Glace taffetas with the warp in white promise to be particularly good, and for dancing dresses white and light grounds with small rose and floral patterns have the first choice.

Warp printed taffetas showing floral patterns on a dark ground come in all the leading colors and are intended for combining with broadcloths and other wool fabrics as well as plain silks. Plaids are new and are used for waists and for combination purposes and the same may be said of the regimental and military stripes.

Plaids and stripes come in poplins and in corded silks in both brilliant and subdued color combinations. The bright plaids have dark grounds crossed by lines of such colors as cerise, Belgian blue, Italian green, cardinal and yellow, while the soft colored plaids come in dark colors and soft shades.

The popular trade is still taking satins and satin finished silks are selling to the trade that must have materials to sell at a popular price and as these fabrics are staple, orders are being placed more freely than on the more expensive lines.

COTTONS FOR 1916

So far as developments for 1916 have gone all indications point to a continued vogue for sheer materials. Buying as in all other lines is late and where orders are placed they are smaller than usual. This does not imply a lack of confidence in the outlook, but is simply the result of the new buying policy, which is to buy closer to the time of selling.

Stripes lead and 1916 promises to develop into a notable stripe season. The fancy for black and white is vigorous as ever, and in sales black and white leads. It looks as though we were going to have another voile year as no fabric has been produced to put voile out of the running. This should be satisfactory as voile has both a good appearance and wears and washes well.

Owing to the dye situation stripes will be wide apart, leaving as much of the white ground as possible. Awning stripes are again showing and there are new ideas in combination stripes. Open work or needlework stripes that were introduced last Summer are developing well, as they are right in line with the style idea in giving added sheerness to the material. Voiles and other materials striped with artificial silk will continue to be good sellers. Voiles also come decorated in other patterns. Printed patterns in floral effects are always big sellers and as in stripes the figures because of the dye situation are placed far apart, and the novelties show the influence of Chinese patterns.

Embroidered voiles are thought well off, and more borders are shown than in many seasons. Plain voiles come in the new pastel shades with pink very much in evidence. Seeded, shadow, and splashed voiles are shown in plain colors and also in floral and striped paterns.

The heavier cottons such as piques, gabardines, diagonals, poplins and cords are selling for present wear, as cotton goods are of necessity substituted to some extent for the cheaper wool materials that are so scarce at the present time. These goods are used for children's dresses and also for dresses and separate skirts for house wear.

Ginghams are coming into their own again with the revival of interest in stripes and plaids. There is no fabric that gives the same service for children's wear, and no fabric that makes up to better advantage. Checks are going well and there are any number of smart plaids in blue and in soft tone color combinations.

Fabric Novelties at New York Openings

AMONG the new materials that have appeared at the openings in New York are ombre chiffon and moires with satin figures. The figures are small and well spaced. Heavy faille silk is shown with the figure in moire and both these faille and the moires above-mentioned are self-colored. Taffeta showing alternating stripes of plain and two-toned checks, and taffetas with wide velvet stripes that look as though the velvet ribbon and the plain fabric had been joined to form the stripe effects are among the high class novelties introduced.

Metal brocades in wonderfully rich effects are used for evening coats and for the Louis jackets that are beginning to be shown as well as for trimmings. The new brocades as seen in all collections of model garments are either patterned in huge floral effects or come in Chinese designs. There has been very little interest taken in brocades for some time past but it may be looked upon as certain that they are coming in again. The new satins for satin is not to be discarded—are heavy and rich. There is a new make of duchesse shown as well as a thick satin with a twilled back. A new silk fabric that is of interest has a satin surface with a decided rep or poplin finish on the other side.

Among the high novelties may be mentioned a taffeta patterned with huge square blocks of velvet. This fabric is most striking when of white with the velvet blocks in red with a blue line, stripe running down the centre of the red velvet stripe. In black with the velvet square this silk is very handsome. The new velvets are generally of the stiff Lyons variety. Chiffon velvet comes in pastel shades and flesh is most fashionable for evening wear. Poplins and failles are heavy but souple. Panne velvet is used for evening capes and black velvet capes of this material have the lining of the very palest shade of flesh satin.

SPRING 1916

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beg to announce that their collection of

NOVELTY WASH GOODS

For Spring 1916 is Ready

SEE OUR MAJESTIC VOILE

In exclusive French designs.

PROMENADE VOILE in Plain Colors

In all the best selling shades. Shade card mailed on request—send for one.

32 IN. CLYDESDALE GINGHAM

and many other interesting novelties, including **Printed Marquisettes, Seed Voiles, Embroidered Voiles, and a Large Line of Novelty White Goods, etc., etc.**

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A. W. SUTHERLAND
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Toronto, Canada

J. CADIEUX
10 Cathcart St.
Montreal, Canada

NO SIGN OF DROP IN WOOLENS

HOW long will woolen dress goods keep climbing? And when are they due for a start on the long toboggan?

The first hint that "The Review" has heard on this subject—the first suggestion indeed that conditions will not continue to become worse for some time to come—is the statement made by a large importer that possibly by April of next year he would be able to place orders for Fall, 1916, at some reduction in present quotations. He based his argument in favor of this—and merely an argument,—on the assumption that a substitute for Indigo dyes would not only be discovered but be in good supply in time for samples for Fall, early next year.

Conditions at the present time, however, do not warrant any expectations of this character, however, bright as one's faith may be.

Dyers seem almost as far off as ever from their goal.

The value in this idea lies in the fact that it contains a suggestion against stocking up now far beyond one's requirements on goods that are almost certain to take a drop as soon as the war ends. As a buyer of long standing remarked to The Review: Keep your shelves supplied from henceforth for immediate needs. Preserve your reputation for having the goods with the public, but even if you are liable to lose a little months from now through not having stock on hand at as low a price as could be obtained now, do not gamble. This is better than to run the risk of the war ending and conditions reverting to what they were before and being loaded with goods that cost you more than the future market conditions will allow you to sell them for.

Thanksgiving means—

a festive spread, and a festive spread means beautiful linens, and to follow up in the natural order of things, beauty is synonymous with Ireland's famous grass-bleached linens —"Liddell's Gold Medal."

These come in a very wide range of designs in Table Cloths, Napkins and D'Oylies, etc., as well as Irish hand-embroidered Bed Spreads, Shams, Pillow Cases, Sheets, Lunch Cloths and Bureau Scarfs. *Display Liddell's for Thanksgiving.*

Gold Medal Linens take their name from the number of gold medals awarded to them by the world's expositions.

R. H. COSBIE, LIMITED
IRISH LINEN AGENCY
30 West Wellington St., TORONTO

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

LONDON WAREHOUSES: 51-52 ALDERSGATE ST., E.C.

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Manufacturers of SILK THREADS, SUITABLE FOR WEAVING, KNITTING and EMBROIDERY

ALSO

Italian, China and Japan Trams, Organzins, Sewings, Flosses, Spuns and Twists

MACHINE SEWING SILKS : : :
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ALSO ARTIFICIAL SILK FOR WEAVING, KNITTING and EMBROIDERY

CANADIAN REPRESENTATIVE
F. A. TURNER, 52 Bay Street, TORONTO

Ontario and West Service

Will you assist Mrs. Canada to make her own suit this Fall and thereby make the sale of a suit length that would be left on your hands and the profit lost? It's for you to say.

Everlast
Coat Foundations

offer you the key to dozens of suit sales that your suiting department cannot afford to lose.

Beside the profit on the cloth you are given a good profit on the Foundations and Trimmings.

The investment is not large, but the results will show to the credit side of your cash book at stock-taking time. No raise in prices.

Send for samples and prices. Show cards supplied on request.

ONTARIO and WEST:

Toronto Pad Co., Limited
333 Adelaide Street West
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Quebec and East Service

Any woman can make her own Fall suit and get a perfect fit, which will stay as long as the cloth lasts, by using the perfectly made high quality

Ideal
Coat Foundations

You can readily see that the sale of these foundations will mean the sale of more goods, and likewise an increase in your profits.

Whether you sell suiting lengths or not, there is a demand for Ideal Coat Foundations. Sell that at your pattern or notion counter. Ask for show card in French or English. Prices are not raised despite advance in raw material.

Write for samples and prices.

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KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most salable shading. They are unequalled for quality, and are unshrinkable, fast colors made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."



SOLD BY ALL LEADING WINDOW SHADE JOBBERS

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Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

READY-TO-WEAR

Crepe de Chine Best

Flesh-Colored Crepe Waists Are Very Popular — Dark-Colored Waists in Filmy Fabrics to be Worn With New Fall Suits

AUTUMN is slipping into Winter and as yet there is not much change in the style of the separate waist. Of course with the present way buying is going a change could come very quickly without trouble. Buying continues to be largely to fill in as goods are sold, but these filling-in orders are larger and more frequent.

Styles are still simple and waists are semi-tailored, and the change is in the materials. The new waists are made of soft crepes—nets and allover laces, and are more transparent than ever. Women who do not like the very sheer waist are buying crepe de chine because this fabric has the requisite droop without the transparency. Georgette is, however, the crepe of the season, and the very smartest blouses are of Georgette and filmy cobweb lace combined. These materials are mounted over either chiffon or net, and the sleeves in particular are very transparent. Fashion says that the collar must be high, but the V-neck has such a strong hold on the majority of women's affections that as yet the most of the models show a rolling or flat collar with a V opening. Pleated frills decorate some of these collars.

One model comes in plaid Georgette with a Puritan collar made of white Georgette, finished with a knotted tie of black satin. The plaid was in blue, black and white.

The high collars button up to the throat, and the collar rolls over in large wing points. Some of the collars roll over and other models show a collar that is high at the back but shows a V-shaped opening in front. Buyers are taking some waists with flat collars and believe that flat collars will sell all through the season.

In light colored waists white and flesh are the sellers Flesh-colored waists in both crepe de chine and Georgette promise to have an extensive vogue. Flesh is also much used for the lining of dark waists of sheer materials. As yet there has been little call for the dark waists in colors to match the suits, but the cool days of Autumn will see suits worn and then will come the selling days of the dark waist. Another reason why the dark waist should sell is because when worn with a separate shirt it will give a costume effect. These waists are very attractive when touches of tinsel are introduced. Touches of hand embroidery in simple patterns are used and the design is outlined with either gold or silver tinsel thread.

Other waists are made of chiffon or Georgette in combination with plaid, striped or plain silk. As a rule, the upper part of the waist and sleeves are of the transparent fabric lined with net and the lower of silk and some kind of fanciful cutting will disguise the line of the join. Jumper and bolero effects of taffeta are placed over a waist net. Smart, plain-tailored waists come in taffeta in all shades and also in Jap silk in white and in black.

The middy is much too comfortable to give up now that the colder weather has arrived and Winter middies are on the market. These are made of serge or flannel and also of heavy cotton fabrics. Navy, grey and scarlet are the colors in flannel and serge with white and tan in cotton materials.



THE AUTUMN MIDDY

This middy is of scarlet serge with the collar, pockets and cuffs trimmed with white silk soutache braid. The sailor collar has the corners cut to match the cuff effect that finishes the bottom of the middy. Shown by Hugo Du Brock Co.

MIDDIES



For long range efficiency the British navy leads the world.

It is due to the British navy that business conditions are so good in Canada to-day.

The most popular ready-to-wear garment is most fittingly the navy middy and the correct middy is, of course

JACK TAR
MIDDY

REG'D

EVERY GARMENT CARRIES THIS TRADE-MARK

THE BIGGEST RANGE **SUPERDREADNAUGHT QUALITY**

STYLES AS MODERN AS THE "QUEEN ELIZABETH"
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There is going to be lively action in these and your wholesaler will be pleased to enter a business engagement with you.

For the younger generation we recommend

The KIDDIE MIDDY REG'D

AS GOOD AS THE JACK TAR **NO MORE CAN BE SAID**

Be sure and ask to see these lines.

Combination Dresses

Ruling Strong in Present Favorites—Styles Unusually Attractive—Russian Models New—Dainty Pastel Shades.

A BUSY season is opening up in the dress section of the ready to wear department. The styles are liked and sales are easily made. Just at opening time there are always many extreme models on show. Buyers regard these more as show pieces and use them to attract customers. The big sale, however, is coming on the simple, practical styles and there are any number of models to choose from.

The dresses most in demand are made of serge, broadcloth, gabardine, poplin, or of satin finished or faille silk. Many of the smartest models come in cloth and silk combined, and taffeta is very much used for this purpose. As a rule the sleeves and the greater part of the waist and the upper part of the skirt are of the silk, the rest of the dress being of the cloth. A number of the new models show a shaped flounce arrangement similar to the Spanish flounce of a few years ago. A dress of this kind made of striped silk in dull shades of red and green on a navy ground combined with plain navy faille had one of these shaped flounces made of the striped silk. The upper part of the skirt was made of plain navy silk cut in a point reaching to the hem almost at the front and back and coming to just below the hips at the sides. The waist showed a jumper cut like a vest in front and fastening with just one button in front. This was cut very short on the shoulders and curved so as to form a girdle at the sides and back. The bishop sleeve, the back, and the side-pieces in front were of the plain silk.



The waist has plastron front with gold braid and soutache motifs. The cap of the long plain sleeve and waist is cut in kimono fashion

Smocking as Trimming

Many models are made of crepe de chine. The latest trimming idea is the use of smocking. Smocking gives fullness to the full bloused waist at the shoulder. The skirt is made with alternating plain and smocked panels—a plain panel coming in front and a smocked one in the centre of the back. There are about five rows of smocking and the fulness below is side-pleated. The waist opens over a vest of white Georgette crepe and the collar, which is very high at the back, is of the same material. Quite a number of Russian blouse dresses are shown. The waist is straight line under the arms and the waist is lower than normal and is confined by a belt of embroidery or by a sash girdle knotting in front. The skirt is decidedly full and the sleeves end in a cap just below the shoulder, and a guimpe of net, chiffon or Georgette forms the sleeves and fills in the opening in front.

Dresses are appearing made of velveteen and are very simple in cut. The waist is often in vestee or jumper effect and the sleeves and the upper part of the waist are of chiffon or Georgette exactly matching in color. The skirts are in modified circular cut, and the fancy pocket decorations is of soutache or embroidery in dull colored silks.

Buyers do not seem to be partial to dresses cut on princess lines, though a few have been taken cut with a panel in front and with the waist bloused into a girdle at the sides and back. It would seem as though buyers thought that the old trouble of fitting would have to be encountered with these models. Dresses with the skirts arranged in pleats or with pleated panels have not taken as well as was anticipated.

Better Social Conditions

Buyers and manufacturers are anticipating that social activities will be resumed to a considerable extent this Fall and that there will be a call for dancing frocks. The new dancing frocks are daintiness itself. The materials are chiffon, Georgette, crepe de chine and taffeta and rose pink is the leading color. Other colors are baby blue, maise, nile and mauve, with white very much in the limelight. Pretty simple dresses of chiffon have the plain full skirt finished with 5 or 7 rows of ¼-inch tucks above the inch wide hem. The waist is a full baby waist with a full tucker of white net. Full puffed short sleeves are used, and there is a folded girdle of silk to match. The dress is mounted over a net slip trimmed in points or scallops with rows of Valenciennes or net-top lace. Pretty taffeta frocks have full wide skirts often finished with a cuff of the same silk with a fluted heading. The bodice is full shirred around the bust line with the sleeves and tucker of net lace. A full peplum is attached under a heavy silk cord and there is a touch of contrasting color introduced in the velvet flowers.

The Dominion Board of the Retail Merchants' Association of Canada, incorporated, at its annual meeting in Montreal, appointed E. M. Trowern as general Dominion secretary. Mr. W. C. Miller succeeds him as Ontario Provincial secretary.

Special Waists
for Christmas Trade

Our novelties, consisting of the following materials, are ready for inspection:

Crepe de Chine

Jap Silk

Novelty Stripes

Paillette

These styles are copies of the latest New York models.

The Canadian Converters' Co. Limited.
Montreal

(John P. Black Co., Limited, Ladies' Wear Factory)

123 Vitre Street West ∴ Montreal, Que.

Prices are Advancing

Buyers Who Have to Come into the Market for Stock Will Find it Difficult to Secure and Will Have to Pay More.

SEASONABLE weather is bringing customers into the ready-to-wear department, and suits, coats, dresses and other garments are beginning to sell. There is every proof that the improvement in other lines of business will find a reflection in ready-to-wear and that from now on the demand will increase. This is highly satisfactory to the merchant who has the garments in stock, or who has orders placed. Buying, however, has been conducted on very conservative lines, and has been only for present needs. Many merchants when they come into the market for further merchandise will find that there is a decided scarcity not only of desirable cloths but of trimmings also and moreover they will find that there has been a considerable advance in price, and that this advance is reflected in the garments.

Up to date the average manufacturer has been working with materials that were contracted for some time ago.

As an example of how prices are going the experience of one manufacturer is given. A certain line of cloth that be bought last January for 92/6 for a piece of 60 yards, cost last May 126/- and the beginning of September this cloth cost 130/6 and with every indication that there would be still further advances.

Not only are prices advancing but many materials are decidedly hard to procure and others are entirely off the market. This applies to serges, broadcloths, velveteens and corduroys, particularly.

Kimonas for Christmas

Hand Embroidery One of the Chief Features of This Year's Garments—Crepe de Chine and Cotton Crepe Taking Place of Delaine

FOR the Christmas trade, the retailer's choice of kimonas will be confined more or less to either crepe de chine or to cotton crepe. Last year the big demand was for delaines, but as this material is made in France, manufacturers did not have it this year to any great extent. Some, however, are expecting shipments, but the finished article would be somewhat late for the Fall trade. Nevertheless, delaine kimonas will sell almost at any time, and have been especially popular for the Summer trade, for wearing at Summer resorts.

Last year, when delaine was more plentiful, the designs were more or less floral, or the garments had a floral border, with the rest plain. These effects are not seen so much in this year's lines, and it would be almost safe to say that ninety per cent. of the goods worn this year will be plain, and only about ten per cent. fancy.

Kimonas are generally trimmed with ribbons, but for the delicate crepe de chine, which is being shown more extensively this year, the tendency is to trim with a self cloth, so as not to appear heavy on the light goods. Very little lace is being used for trimming.

An Eastern manufacturer is putting out a range this year of a hundred different styles in cotton crepe, selling between nine dollars and thirty dollars per dozen. These are splendid washers, and should be the very thing for the average trade this year. For eighteen dollars the retailer can secure a very fine line of hand-embroidered stuff, which should meet the popular demand. The demand for cotton crepe will be very heavy this year, owing to the fact that delaine is out of the market more or less, and crepe de chine will run rather high for the average trade. The latter are being shown at prices ranging up to $150 per doz.



This exquisite kimona is developed from pale rose pink crepe de chine. The skirt part is mounted on a net yoke over which falls a bolero with sash ends in front which cross and are knotted behind. The shell trimming is made from the crepe de chine. Shown by the Kassab Kimono Mfg. Co.

It is important to note that this is the first year that hand-embroidered kimonas have been shown to any extent in this country. Last year there were only one or two here and there, but for 1915 they are one of the features of this class of goods. Usually the garment is embroidered both back and front, and in self colors.

Some very attractive designs are being shown in crepe de chine goods for the Christmas trade, for which the retail trade will be able to secure prices ranging up to $20.

DuBrock Waists *and* Middies Now Made *in* Canada *by* Canadians



Waist 106. Echo shirting, assorted stripes, sizes 34 to 46. $9.50 per doz.

—the same smart styles, the same big values that have made DuBrock garments famous throughout the American trade. They are now made in Canada by Canadian operators under the expert supervision of

Mr. Bernard Smith

who will be pleased to have any merchant or buyer call on him when in Toronto. Save an incoming duty of 42½% on these goods. This gives Canadian merchants an equal advantage with Chicago merchants. We're showing a fine range at the popular prices of $7.50 to $12 a dozen.

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Smart Styles in Skirts

Plain Tailored Models the Best Sellers—Belts and Pockets a Feature—New Line for Stout Figures

SEPARATE skirts are in for another good season and manufacturers have put out a number of smart styles that are interesting buyers. The best selling skirts are of the tailored type, and the models designed for misses and slender women are decidedly short. Those cut on modified circular lines are the best sellers. Some models have yokes, and others are cut with a panel in front. Nearly every model has some fancy patch pocket arrangement which is trimmed with soutache or narrow braid or with a piping of contrasting color.

The big success of the corduroy sports skirt is responsible for a Fall line developed in black and dark colors. These skirts are strictly tailored and have patch pockets and belts.

A new departure is the putting on the market of separate skirts suitable for stout figures. These skirts are cut to fit the extra sizes, and are smartly designed. Extra sizes are not new in themselves, but extra sizes that are smartly cut, and which make some pretension of keeping the season's style features in sight are new. The present styles are extremely favorable to the introduction of this type of skirt, as styles call for skirts of a practical width and long lines.

The tunic is by no means dead and very smart skirts showing the tunic are in evidence. As a rule the overskirt hangs in uneven lines or is draped smartly. Some tunics are shorter at the sides while others are shortest at the back and front.



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PANTALETTES ARE HERE

Callot model shown through courtesy of Women's Wear. These pantalettes are seen on New York streets.

New Models in Corsets

Manufacturers Have Paid Extra Attention to Moderate-Priced Models—Novelty Fabrics in Silk and Cotton Freely Used—Pink Corsets Popular

THE corset is one of the first garments bought, as every woman recognizes that she must have a properly cut corset as a foundation to her wardrobe for the new season, and the new corset must be cut so as to give the shaping to the figure that fashion demands. The slight changes that have come about in corset models are bringing in business into the retail departments, as women are finding that they cannot wear the old style of corset with the new style of suits and gowns.

Many women have entered the retail departments with the full intention of buying the same type of corsets they were wearing but have taken the new models. This is because the changes in cut have been made so carefully and judiciously that the comfort of the wearer has in no wise been interfered with. The curve at the side is so carefully modified that no pressure is felt, and the extra width over the diaphragm ensures the comfort of the wearer.

There is no trouble with the higher bust where the proper models are stocked and where separate models are provided for slender and stout, and short and tall figures are recognized in the buying. The new corsets are more firmly boned, but the boning is so carefully placed that there is no rigidity, and free movement is not interfered with.

Manufacturers have paid very great attention to the production of medium priced corsets, as under present conditions women are buying the cheaper models. Therefore every effort has been made to put on the market moderate priced models that are cut and finished with unusual care so as to tempt this class of trade. It is not pretended that these corsets will give the same amount of service as those that are higher priced, for that is impossible, because the high-grade materials do not enter into their composition, but the object the manufacturer had in view, namely, the placing on the market of a good looking, perfectly fitting, moderate priced corset has been attained.

There is an unusual tendency to use fancy materials for corsets, and some very handsome materials in silk and cotton have been brought out. Some of the best are corded and show silk and poplin stripes while others are in broche effects. There is a tendency to use pink for corsets in sympathy with the free use of pink in lingerie. Another tendency that will favor the pink corset is the increasing use of flesh colored linings in blouses and dress waists.

On the other hand the trimming at the top of the corset is much plainer than usual, though the finish is very attractive.

THE COVER ILLUSTRATIONS

Direct from Paris and the openings, drawn specially for The Review, come the illustrations on this month's cover of Dry Goods Review, therefore they may be taken as showing the trend of the mode for the Fall and Winter seasons.

The left-hand figure at the top shows one of the new suits. This suit is more of a development of what has been worn than an introduction of something that is entirely new. Both coat and skirt are short and both are full and flaring and as if to make this effect more marked the waist part is close fitting. The collar is an innovation and rises high above the chin but opens in front in high points. There is the inevitable pocket on the front of the coat and the artist has drawn attention to this point by placing my lady's fingers in it.

The head in the centre shows the simplicity of a smart coiffure, and gives a decided hint as to the future of neckwear styles as Paris sees them. The Louis XIII. collar is made of chiffon with the edge wired and trimmed with a band of fur. It rises from a high neckband that touches the tips of the ears. One point that is sure to be well received is that the open throat and the V-neck is retained.

The dress at the right is in polonaise or redingote style, very full and flowing. It is trimmed with fur and has a narrower skirt that shows a few inches below the voluminous upper one. The waist is close fitting and fastens over the bust in double-breasted style with two rows of large buttons, and there is a sash at the side which covers the skirt opening. The tight sleeves finish with immense flaring cuffs of fur and there is a choker collar of fur to match, into which the chin sinks. This costume is topped by a mannish high-crowned Directoire hat.

In the left-hand lower corner is shown a front view of the new fur collar and a large flat capeline with just an ostrich tip posed upon the extreme edge of the brim to the side of the front.

The dress at the bottom comes in satin striped and plain taffeta. The skirt is much draped in pannier fashion, both at the side and back. The scalloped hem has been generally accepted during the past season, and the irregular line formed by the draping of this gown seems to be a logical further development. The fitting waist of the striped silk introduces a new corslet feature in front. The collar is of the Louis XIII. type mounted on a high band and has the much-liked V-effect in front.

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MILLINERY

High-Crowned Directoire

Feature of the Later Fall Models—High-Class Trade Favoring Deep, Rich Colors in Velvet New Toques Military in Shape.

IN the Canadian market the warm weather in September was a detriment generally to the millinery business, as it enabled women to still continue the wearing of Summer hats. The trade lost at the beginning of the season in this manner is seldom made up later as something that will tide over the season is usually made to take the place of the new model that would have been bought at the opening of the season had the weather been more seasonable.

Another feature that many milliners do not like is the extreme simplicity of the trimming effects for they point out that a season of simple trimmings is seldom a profitable one from the milliner's standpoint. Later models may remedy this point and when the mid-Winter hat arrives it is just possible there may be more elaboration.

Paris is getting back to her beloved Louis styles and is creating millinery that is reminiscent of the last days of Louis XVI and of the Directoire period. The capeline is still retained and the large sailors are said to be getting larger. The most striking of the new models are the high crowned Directoire hats. Many of the crowns are quite Alpine and both they and the coque feathers are undoubtedly inspired by the entrance of Italy into the war.

Many of the new toques are distinctly military in shape, though they are made feminine by the use of velvet and trimming. There are many delightful toque novelties and nearly all of them come in velvet. Some are draped so as to become very high at the back or the side, while others have the effect of large pointed wings or immense flat, Alsatian bows. Beretta or tam shapes are taking and promise to be well worn. There is certainly plenty of variety in the shapes shown and from this point of view there is no room for complaint.

Little Except Velvet

The vogue of the black velvet hat has, as expected, distanced all others—so much so that the more exclusive trade is now featuring more colors. But the colors shown in this manner are only one remove from black, they are so dark, rich and sombre. African or nigger brown leads in these colors. This color is seen combined with Russian green and trimmed with Spanish coque. Corbeau and dark navy blue were never more fashionable, and these colors are used with sand shades, or white, and with shrimp pink, and the new raspberry and China rose tones. Gunmetal and silver greys are being used by the smartest milliners and these greys are often combined with black. There is a decided feeling for all the wine tones, such as dahlia, Burgundy and Mulberry.

There is a tendency to get away from the plain covered shape and to introduce draped models. This is very marked in the later imported models. A model of this kind is of deep blue velvet, very high on the left side and draped and shirred. This hat is flower trimmed, having a garland following the gradually rising crown effect. This garland is of shaded velvet leaves in mauvish pink tones and having a mount of the same foliage at the left side, making the high drapery still higher.

Many of the high Directoire hats are draped. The crown will be of velvet and the drooping brim covered with a pleated frill or frills of silk, or the draped brim is of the velvet and the pleating stands up around the crown and this ruche is tied with a ribbon, finishing with a bow. Quite a number of these hats are finished by the addition of a full frill of lace, forming a nose veil.

An exquisite hat of this kind was of black panne velvet with the thick, pleated ruche made of a silver-edged taffeta ribbon and a drape of the same ribbon around the crown, ending in a bow on the left side. From under this ribbon descended a frill of silver embroidered net, forming a nose veil with the pattern clustered on the edge so that the vision is not interfered with.

Draping Directoire Hats

Directoire hats are also showing with the narrow brim plainly covered with the high crown draped so that the outline is clear with



HIGH CROWNS DEVELOPING

This high crowned Directoire model has the narrow brim of black hatters' plush and the crown draped with black velvet. Directly in front, high upon the crown, is posed a large ostrich mount in blue shades.

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folds of silk and velvet. These hats are trimmed with high mounts or panaches of demi-plumes of ostrich or with mounts of Spanish ecque.

Admirable for a dress model is the new Louis XVI hat draped so that a gable effect is suggested and trimmed with one large velvet rose tucked into the folds of the crown drapery.

One favored way of arranging drapery on a big variety of shapes is to form the velvet with a bandeau knot with the ends pulled out or into a big Alsatian bow.

Fur is much talked about and its vogue will come later, but so far only a few models have appeared that are trimmed with fur. So far the fur has been used in the form of narrow bands, some of which are just about one inch wide.

Trimming Features

Demi Plumes With Flat, Wide, Heavy Heads Coming Into Use—Latest Ostrich Novelties Take Form of Large Panaches—Tinsel Laces, and Tinsel Novelties Strong

FANCY ostrich is coming to the fore as the season advances and the new effects are mostly large. Demi-plumes, also with immensely broad, flat, heavy heads are coming into use. Novelties made out of ostrich flues are endless in variety, and some of the latest are so arranged that the crown is covered with them.

Pin wheel or spider web motifs are used to cover the whole crown of the hat much in the same manner as flat roses or other open-petalled flowers, and the effect is very rich. A hat of this kind was of African brown velvet with the crown massed with motifs in grey and French blue and with a couple of whips at the side. Goura feathers and imitation goura made from hackle are new, and rooster heads of coque form one of the novelties seen.

There is a decided liking for mushroom effects and these come in pasted feathers in hackle, merle, and in natural and dyed pheasant. There are many excellent novelties in burnt feathers, some of the best being made of goose feathers in the form of a thistle and in combinations of black and white.

All kinds of materials have been pressed into service for adorning hats this season. In this category come the flowers, balls and ornaments formed of wool, embroidery or crochet and the worsted soutache and braid balls and other trimming motifs. Bird motifs are good and they are worked out in beads and in tinsel embroideries. Bird motifs are often worked right on the hat or are appliqued on and worked up with chenille and tinsel. Flat motifs in iridescent and in steel or silver beads are particularly good just at present.

With the advent of fur trimmings velvet and tinsel flowers are expected to be good. Velvet ivy and geranium foliage are new, and so are the large roses combined with paradise or ostrich flues shooting out from the centre of the flower.

Fancy Needlework

Handwork plays a very important part in millinery this season and besides being able to cover a hat the milliner has to be able to turn her hand to all kinds of fancy needlework, for crocheting, embroidery and such work as fancy smocking as well as cording, quilting, shirring and fancy lace stitches are all in vogue.

Smocking is used on many of the new Paris hats. This is an easy stitch, but one that takes time, for the effect is lost if it is not very neatly and evenly done. Another new idea is to tuck the brims of a hat in sun-ray effect and



High crowned Directoire model, the upper brim is covered with platinum grey velvet embroidered in silver, and the high crown and brim facing of otter brown panne. The plumes are in otter brown.



Picture hats with wide irregular brims are still extremely fashionable. This lovely hat is of midnight blue velvet with ostrich fancies in French blue, orchid and grey, set about the crown.

both brims and crowns are covered with material tucked over a cord. Many hats are covered in sections, with each section corded on to the one next to it.

Many hats are made of the new striped silks. The wide brim is covered with the silk on the bias, fitted to the crown by means of graduated tucks or shirrings, and the crown formed of the same silk only smocked or shirred. As a rule, the facing is of plain velvet, either black or in one of the dark shades matching the stripes.

Ribbons Looking Up

Few Used on Hats, But Are in Vogue Again for Dress Trimmings—Showing Models at the Theatres

By a Staff Correspondent

MONTREAL, Oct. 4 (Special)—Ribbons, as far as millinery is concerned, have not been as successful this season as the trade could have wished. Only in exceptional cases have they been used on Fall hats. As a result, jobbers have been going very carefully, avoiding as far as possible anything strikingly new, and keeping as far as possible to plain stuff.

The situation has been relieved by a turn of events, and before the arrival of Spring we shall probably find ribbons considerably in vogue again for dress trimmings. Evidence of this was seen at the Orpheum Theatre two weeks ago, where a sketch was put on which, in reality, was merely a vehicle for displaying four elegant new gowns. This method of showing what is really new is rapidly becoming more popular, and is done without giving offence to the theatre patrons. The gowns in question were the very latest thing, and in several instances were trimmed with ribbons, which were gathered up and made into flowers. They were used mainly on net dresses.

The tendency is noticed more particularly in New York, where evening gowns are developed in chiffon, the skirts being ruffled or banded with taffeta, velvet or faille. Several of the models at recent openings were entirely fashioned from wide taffeta ribbons. In one of these, the full skirt was composed of eight flowing panels of 10-inch wide Nattier blue taffeta ribbon, gathered at the waist, and hung over a full-pleated underskirt of self-tone chiffon. The sleeves consisted of a band of the ribbon draped over the top of the arm.

Jobbers in Montreal report that the better class trade are buying nice, wide ribbons, especially plain blacks and whites. Prospects, they say, are for wider widths for the Spring season. A supply of 5-inch heavy cord failles, and taffeta checks and stripes, in black and white, was entirely cleaned out for this season. These are expected to be good again for Spring.

Tinsel promises to be the leading novelty and ribbons with tinsel edges or figured with tinsel are expected to be good. Heavy cord belting ribbons are very much used on tailored hats and they are patterned with tinsel or embroidered with wersted. Silver and steel are more fashionable than gold or copper.



DEPARTMENT "A"						
1915	STOCK	SALES	ESTIMATE STOCK	SALES INCREASE	SALES DECREASE	WORKING MARGIN
INVENTORY JAN. 31	4359.13					
FEB.	2784.19	2862.95	5140.26		467.86	30 p.c
MAR.	1614.72	3745.68	4160.01	587.64		"
APRIL						
MAY						
JAN. 1916						

Form for making monthly estimate of stock on hand.

Estimating Stock on Hand Every Month

Fourth of Series on Departmentizing

ONE more step is taken in this article in departmentizing; namely, summing up the monthly records of each department and estimating the amount of stock in each, month by month, for the year. The method of keeping track of the sales in each department has been explained before. Now for the application of this.

In the form which appears at the top of this article, No. 1, it will be seen that it applies to one department A, say, dress goods. The record starts with the setting down of the inventory on Jan. 21, 1915. Stock on Hand, $4,359.13.

During the month of February purchases were made to the amount of $2,784.19. But this must be reduced by the amount of the sales, which were $2,862.95. But note that this last sum is in terms of the Selling not the Cost price like the figures for the inventory and the purchases. This is where the "Working Margin" comes in in the last column: the cost price in this department averages 30 per cent. less than the selling price. Therefore the $2,862.95 must be reduced by 30 per cent. leaving $2,004.06. Thus the stock on hand at the end of February would be:

1. The stock on Jan. 31, $4,359.13, plus
2. The purchases for February, $2,789.19, less
3. The sales for February in terms of the cost.

As the sales were less than the purchases by some $700 it would follow that the stock on hand now is higher or $5,140.26.

In March the purchases are $1,614.72, and the sales $3,745.68. Reduced to the cost price these are only 70 per cent., or $2,621.97. This is more than the purchases by nearly $1,000 so that the stock on hand at the end of March will be about $1,000 less, or $4,160.01.

So it goes on month by month until the end of the year, January, 1916, giving a full year's record.

This system is in use in the store of Stewarts, Limited, Renfrew, Ont., and works out very simply. The fourth and fifth columns show comparisons with the sales records for the previous year, an interesting and instructive comparison.

In describing this system to The Review, Mr. R. C. Wilson, the managing director, said:

"All our ten departments are run this way; of course each department has its own 'working profit.' We use a separate sheet for each department, hence we can enter a whole twelve months' business on a page.

"Figures for each month are exact and when these are ready they are entered on a "loose leaf," typed in monthly. On the page opposite is the record for the same department the previous year for purposes of reference. By totaling the estimated stocks of all the departments at the end of the month we know the size of our total stock,—compared also with the corresponding period of the previous year.

"The total arrived at in this manner turns out to be

(Continued on page 86.)

NAME	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEP.	OCT.	NOV.	DEC.	JAN.
R. Jones	7	6	7	8	8	9	7	7	6	7	6	6
F. Thompson	3	3	2	3	2	1	2	2	2	2	1	2
A. Earle	8	7	5	5	4	4	4	5	3	3	5	4
C. Dean	1	2	1	1	3	2	1	1	1	4	2	1
R. Merrill	10	10	11	14	13	13	12	9	9	10	8	9

Form showing relative position of clerks sales month by month.

FOOTWEAR DEPT.

Spring and Summer, 1916

A Big Pump Season With Gipsy Leading—Straps Coming Strong—Glazed Kid in Blue, Grey and Champagne

THE present skirt mode presents the shoe man with a great selling opportunity, for fashion continues to force the foot into great prominence. The skirt is still to be short and fairly wide, and therefore dainty footwear is as great a necessity as a smart hat or a well-gloved hand. This means that style in footwear is to be more than ever an important consideration, for it forms the foundation for the best and most profitable part of retail selling. There are certain well-defined tendencies that are shaping footwear styles, and their influence is shaping the development for the Spring season of 1916.

There is no real fashion change, but the whole development takes the form of refining and beautifying the lines of the models now shown. The shoes displayed for Spring, 1916, are dainty shoes rather than novelties, and they appeal most strongly to the woman who displays refined taste in the selection of the articles of dress she wears. Shapes will be trimmed along the lines of beauty, and there will be no extremes.

Simplicity and plainness combined with beautiful lines, therefore, form the big features in women's footwear. There is a marked unanimity of opinion that plain toes will predominate, and the absence of tips will be one of the chief fashion features of the Spring season. Of course there will be some tipped models, for they are needed to give the right effect to some types of shoes.

Though extreme models for certain trades may call for longer vamps, the moderate length will lead, and it is predicted that vamps about 3¼ inches long with round and slightly recede toes will be the greatest sellers. Toes will be moderately pointed.



THE GIPSY MODEL HAS COME TO STAY

This is a Gipsy pump for Spring 1916, it is of bronze kid, turn shoe with full leather heel.

A Big Pump Year

Next Summer is expected to be a big pump year, for the filling up the round at the throat of the pump with a point has completely rejuvenated pump styles. This point has a practical value as it improves the fit of the shoe. Because it is higher it allows of a tighter, closer fit around the top, and this prevents the slipping at the heel that has always been one of the chief faults charged against the pump.

The newest pump is the Gipsy. This style is the logical development from the Gipsy boot. It is absolutely right in line with the demand for a plain shoe, as it has only the distinctive Gipsy line up the front of the shoe. Often this line is piped with white and the heel may have a line of white both at the edge and top.

The Strap Pump

The Colonial or slip-on type of pump comes in many smart styles, but great as is its popularity, many buyers think that it will have to be shared with the strap pump Some of the patterns that have sold so well this Summer have been duplicated for next Spring, while many new models have been added. Some of these models should greatly help the sale of hosiery, as they are strapped right up the foot. Pumps of this kind are beautiful in bronze or colored kid when worn with silken hose to match. In this connection it may be mentioned that a bronze shade of dye for silk stockings has been perfected and that an absolute match for bronze kid is on the market.

The pump with a collar, also introduced during the present Summer, is represented by some very attractive new models. Some models are shown that are entirely different on either side. Freak collars and combination effects are a thing of the past, and the new Spring shoes are all of one leather or color. There is, however, a decided tendency to break the monotony by using pipings, stitchings, etc.

Glazed Kid Will Lead

It is unanimously conceded that glazed kid will have the lead in women's footwear. Light calfskin in dull finish also will be very popular, but will scarcely be so popular as glazed kid, though it promises to be much worn. Black as usual will be the great seller, but colored leathers are to be extremely popular. The colors indicated so far are blue, grey and champagne shades, and as before

stated, bronze kid is selling so well that it has almost attained a staple position.

There is little or no change in heels. Styles include Cuban, Cuban Louis, half Louis and full Louis. As women's footwear promises to be lighter in weight than usual and as turned footwear will be more extensively worn, wood heels will be more used, and it is calculated that only about 10 per cent. of the total of turn shoes will have leather heels.



FOR SPRING, 1916.

Derby, Colt, Military, Button, plain toe, cloth top, kidney heel, (Patricia last) shown by Ames Holden McCready Ltd.

As for the past Spring, there is every expectation that a demand for light-weight boots will come early. As soon as the brighter days indicating Spring's arrival return there will come a call for light-weight boots in smart, simple, new patterns. The demand will be for close edge, light-soled footwear, and both bronze and blue kid will be featured.

Though the really smart boot will not come in combinations, there will be no change in the favor accorded to black and white. Black and white in combination, and with a good deal of piping, strapping and stitching will be much worn. As it always will be, the bulk of the business will be done in black, and in patent, glazed and mat finishes. The tendency is towards mat finishes at present in high-grade footwear.

Expectations point to a big white season in Summer footwear, and buck, kid and calf will be freely used. Bronze kid is becoming staple, and colors are to be decidedly fashionable.

What about fabrics, many will ask. The use of fabrics for uppers will continue during the coming season and no doubt will continue to some extent in answer to a certain demand, but it is in smart footwear that kid and leather are gaining the upper hand.

The tendency towards Oxfords, marked last season, is not developing, and very few Oxfords are showing for Spring, 1916. Sports lines are very important, due to some extent to the popularity of the very light-weight shoe.



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Child's W. Q. Dongola Button		
No. 5020	4-7½	$1.00
No. 4020	2-5	.80

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The ADAMS SHOE COMPANY Limited

533 COLLEGE ST. WRITE FOR FOLDER. TORONTO

LEATHER TO GO UP

The principal factor in the leather situation undoubtedly is the war. It is the war that is bringing about the changes in shoe leathers as well as the advances in price. Due to the war there is a plentiful supply of cowhide, and due to the war also tanners are running night and day to turn out the leathers needed for army shoes, accoutrements, harness and other necessities. This has all gone to force up the price of leather.

Patent leather has been extremely fashionable for some seasons, but because of the war tanners are finding it impossible to procure colt skin to turn into patent leather. Therefore they had to make use of kid or cowhide. The making of grain and patent cowhide leathers has resulted in the production of splits, for one result of the war has been a shortage in the supply of calf leather.

The situation looks good for the makers of split leathers, for there is both a good demand for the leather and a good supply of the raw material.

The increasing demand for leather not only justifies the present high prices, but presages even higher rates in the future. The fact is that up to the present the export call has just about made up for the decrease in demand for shoes and leather goods, due to economies practised because of the war. It is this decrease that has kept the price of leather down so far, and with the demand, as it promises to be up to normal, the prices of leather seem bound to follow the advances in raw hides.

Hides have advanced in some cases 33% and though present quotations are not quite so high, they are still high enough to allow tanners to advance leather prices to such a point that shoe dealers would find leathers at present prices cheap in comparison.

ESTIMATING STOCK ON HAND MONTHLY

(Continued from page 83.)

very accurate when compared with the results obtained from the stock-taking inventory."

This form is a comparatively simple one for securing a monthly estimate of stock on hand. To be strictly accurate a deduction should be made of the amount in each department by which goods have been reduced for clearing sales. Records are kept of these by "Reduction slips" handed in each time by the department manager.

Sketch No. 2 shows a form for keeping a monthly record, for one year of the sales in each department, a loose leaf form also, typewritten, with the figures for the corresponding year on the page opposite for purposes of comparison. This arrangement of the figures for the two years facing, saves trouble in looking up past records in comparing figures.

Sketch No. 3 is a form used in Stewarts also, as a guide to the record of each sales clerk. It has been found useful for instance, as indicating when a clerk, who has been high up in the list, takes a drop for several months. A quiet talk from the manager often has resulted in his record being improved. Where sales affect salaries a table like this is also useful.

A mere mention will be made in this article of the rest of the system in this store by which the profits of each department are worked out. This includes a record of the stock on hand, the purchases, the net sales, and the salary and other expenses. This last item is one that calls for care and discrimination and will be taken up in the next article. How much should be charged to each department of rent, advertising, delivery; insurance and other "overhead" expenses? If some fair and accurate arrangement is not adopted the net result—profits—over the whole store may be correct, but the figuring for each department unfair and inaccurate.

FUR DEPARTMENT

Advances in Furs

Beaver, Skunk and Opossum Go Up Owing to Demand for Trimmings—A Busy Time for Furriers

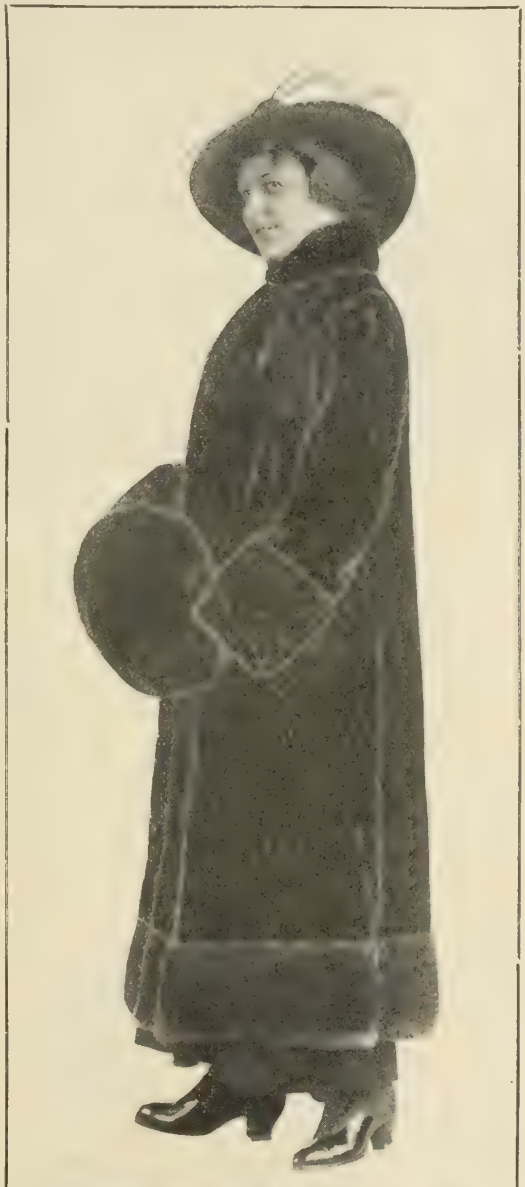
AFTER a long period of declines furs again are on the upgrade. Advances have taken place in the following lines—beaver, which has almost doubled in the past month, skunk and opossum. The reason assigned for the advance by manufacturers is that these furs have been in great demand lately for trimming purposes, not only for fur coats, but also for trimming cloth coats. In fact among the very nicest things being shown in wearing apparel this year, fur is being used as a trimming, even on waists.

Advances have also been made in the prices of cheaper imitations, such as nutria, coney, hare, and others. There have been no declines; practically every line is up, more or less. Even muskrat took a sudden rise a week ago amounting to 25 per cent., caused by the big demand for Hudson seal coats this year.

Persian lamb has not been so popular this year at least some manufacturers state that the sales have not been so large as in former years, while others state their sales are up to average. There is no doubt at all that Hudson seal has been far and away the best seller this year for jackets. However, the demand for Persian lamb at present is so good there is not likely to be a decline. Grey lamb, which was very popular early in the season, has gone rather flat in New York according to latest reports.

Long coats seem to be coming back, and are now being made 45 to 48 inches, with lots of skirt. Earlier in the season, when coats measured only 44 inches, the demand was mainly for big skirts, the more skirt the better. This is the Cossack effect, which has left its impress on styles right along the line this year, as is easily seen in the case of coats, hats and boots.

Furriers, both in Montreal and New York, are rushed almost to death with business, and in the manufacturing section of Montreal, it is common to see cards in office windows stating that expert workmen are in demand. Dressers and dyers are especially busy, and New York houses are willing to pay duty on all Canadian furs and have them dressed here, rather than suffer any delay in securing supplies. The duty on raw skins going out of Canada is nothing, whereas it is 30 per cent. on dressed skins. Which shows that the market is very strong here.



Hudson seal coat, 48 inches long, trimmed with beaver. It has the new Russian effect, with wide skirt, showing ripples in bottom of skirt. Shown by Laberge, Chevalier and Company.

SOME FUR ADVANCES—AND DYES

A leading fur house states that the advances are coming very rapidly. Beaver that sold for $7 or $8 "are being grabbed up at $25, while the very poorest sell at $16. Opossum skins which sold formerly at 30 and 40 cents to-day bring $1.50. Malones cost 40 cents per skin to dye. Formerly one dip was enough for a good color; now wood dyes must be used with three dips, and the only satisfactory color is black. It is almost impossible to get the skunk color except with aniline dyes."



View of new fur department of Redfern's Limited.

Added Furs to Mantles and Millinery

Beautiful Department Opened Up by Redfern's, in Toronto — Playing Up Display of Goods—Increasing Sales in Other Departments

"WHY don't you keep furs?" was a question oft repeated to manager and staff of Redfern's, Limited, Toronto, a high-class ready-to-wear store that had handled coats, suits, dresses, waists, and millinery with some neckwear as an accessory.

"Why don't we keep furs?" was the form the question took with the manager, Mr. L. Brownhill, who took charge of this business nearly one year ago. In July last the question was answered by decision to open up a fur department. This became a reality early in August and by the first of October many sales had been recorded.

This store was unusually well equipped for the addition of furs. The second floor used chiefly for millinery was equipped with handsome fixtures in which the furs show off to the best advantage. The view of the department shown above will illustrate this, and indicate also how this firm is pushing their new line through one of the most successful mediums, the display of goods. Along the side wall is a beautiful mahogany cabinet with sliding doors, lined with green on back and bottom and here all manner of sets and odd pieces are on view, fox, mole, sable, seal, fitch, ermine, mink, etc. These are attached to the wall or hung on forms, or lie with careless art on the bottom. There are several highly polished tables for sets in the department, as well as racks and full forms, and the entering view gives an impression of furs on every side but so well arranged that each gives a definite impression as the eye passes over it.

A Large Variety

Note the variety in the picture above: a Scotch mole set in the foreground, with lock squirrel linings, a Russian wolf set at the right; on the extreme left arctic fox, red fox on the table with black fox next, and a lynx set shown on skins upon the floor. Far to the rear is another cabinet of furs and a third on the right. On the stair landing are two displays, a full figure and a set, while one window is devoted entirely to fur displays. The store believes in showing their goods.

3,000 Circulars Sent Out

At the time of the regular Fall Opening held on Sept. 21, an attractive little six page folder in black and green print was sent out to 3,000 upon their list; playing up furs as well as millinery and ready-to-wear in an artistic style with high-class cuts.

"A new fur department"—in green ink one page read, and below it the following:

With a boldness truly characteristic, Paris, in this year of storm and stress, issues the unexpected mandate, "Fur." Fur and more fur. Fur in every form imaginable, from modest cravats to enveloping stoles; from tiny

(Continued on page 111)



THE fur buyer who is a pessimist to-day is sadly in the minority—the optimistic feeling is in the air, and you can't help but get hold of it.

Furs are more fashionable than ever before, owing more or less to the fact that the prices being low they are within reach of the masses—and the masses are buying them, too, as sales are already showing.

Laberge, Chevalier furs, either coats or small pieces, are well known throughout the trade for their uniformly high quality and their splendid values.

Our 1915-1916 range of Fox, Hudson Seal, Beaver, Skunk, and Mink is well worth looking over at once. **Wire, 'phone or write for samples.**

Ask for a copy of September "Pelts."

Travellers will be on the road shortly.

Laberge, Chevalier & Company

457 St. Paul Street
MONTREAL, P.Q.

204 Phoenix Block
WINNIPEG, MAN.



No. 17503 No. 15306 No. 15390 No. 15304 No. 15305 No. 22511

Moose *brand* Head *of furs*

MOOSE HEAD BRAND GUARANTEES BEST MATERIAL AND WORKMANSHIP
REGISTERED TRADE MARK



Canada's High-Grade Furs

MADE IN CANADA BY EXPERT CANADIAN WORKMEN

This is the oldest Canadian fur house and Moose Head Brand presents Canada's strongest values in popular-priced furs.

Moose Head Brand 1915-16 Values have not been equalled in years and linked with the smart styles help rapid sales—quick returns.

It will pay you to read over our price list.

WRITE FOR OUR CATALOGUE

L. Gnaedinger, Son & Company

90, 92, 94 ST. PETER ST. - - - MONTREAL



Fox in White, Black and Golden are to be the leaders this season.

Here is a couple very desirable sets. We have an immense range in all Furs.

Ask for Catalogue

JAMES CORISTINE & COMPANY, LIMITED
MONTREAL



Seal Brand

FURS WITH INDIVIDUALITY

made from high-grade selected skins

FUR GARMENTS

that look well
that fit well
that wear well



Trade Mark

There are many grades of furs and good-looking furs, too, but there is only one kind that a reliable merchant can afford to sell. That is the Seal Brand grade made from the best selected skins.

Poor furs are indeed a bad buy for both the retailer and his customers. They are disappointing and a disappointed, dissatisfied customer is a bad advertisement.

Seal Brand Furs are made exclusively of the best high-grade selected skins, are tailored under our personal supervision right in our own factory and by expert furriers.

They are value through and through—the furs are right and the prices right.

Seal Brand represents the highest degree of fur garment making efficiency.

We make fur garments to special measure, and re-dye, repair and remodel—satisfaction guaranteed.

WRITE FOR NEW CATALOGUE.

B. Silver *and* Company

MANUFACTURING FURRIERS

230 ST. PAUL ST. W. MONTREAL, CAN.

The British Fur Co.

406 Bathurst St., TORONTO

SPECIALS

We illustrate here two special numbers from our splendid, up-to-date range—Men's Black Manchurian Dog Coats and Stole and Muff Sets of the same fur. We are making up a limited quantity of these sets and would advise you to order immediately for October and November shipments.

We also carry an extensive range of Mink, Marmot and Thibet sets. Write to-day for sample trunk—we employ no salesmen.

Delivery free to your door.



Black Manchurian Dog Sets from $6.25 and up a set.



Black Manchurian Dog Coat. Price, $13.75.

We Will Hold a

Public Auction Sale

of the

U. S. Government Furs

OCTOBER 21st, 1915

The Alaska sealskins will not be offered at this sale.

In addition to the U.S. Government furs, there will be original lots of other furs which have been consigned to this sale from various parts of America.

The total offerings up to October 1st are as follows: More are expected.

600 BLUE FOX
100 WHITE FOX
100 CROSS FOX
100 SILVER FOX
100 RED FOX
200 BEAVER
15,000 ERMINE
2,000 to 3,000 LYNX
50,000 MUSKRAT
250 MARTEN
1,200 OTTER

We invite the fur buyers of the world to come and bid at this sale. It is a Public Auction Sale—free and open to everyone. We are already assured of a large attendance of buyers.

Funsten Bros. & Co.

SELLERS OF FURS

ST. LOUIS - - - U.S.A.

HOUSEFURNISHINGS

Visit to a Well-Stocked Drapery Section

Cretonnes Will Be Strongest Sellers, According to Manager for Goodwin's, Montreal—Good Supply of Tapestries—Art Scrims and Marquisettes.

Special to The Review by Staff Correspondent.

MONTREAL, Oct. 2.—"Cretonnes will be the biggest thing in the drapery line this year," said the manager of that department in Goodwin's Limited to a representative of The Review. "Why? Well, I think price has a lot to do with it. They come at medium cost, and suit the average purse. People in these times are finding tapestries too high. Cretonnes are the biggest thing in the United States and in England, and will be here without a doubt."

They are being put to every conceivable use in the drapery line—lamp shades, cushion tops, covers for chairs, etc., etc. Black and white, in thick black stripes, are becoming very popular, and Goodwin's have a furniture display finished in this effect, which is attracting much attention. Then cretonnes with black grounds and tapestry effects are having a big sale for Fall draperies.

A walk around this up-to-date store gives one an excellent idea of what is being shown in the Canadian metropolis. Among the lines noticed by the writer was a shot effect of mercerized tapestry, used chiefly for drapes, and selling for $1.25 per yard. Poplins are also offered for the same purpose, 15 inches wide, in various shades, such as pinks, blues, tans, old rose, etc.

Supplies of Tapestries.

There is a plentiful supply of tapestries for couch covers and portieres, mostly all in Oriental designs, selling for $2.75 to $12 retail. The demand this Fall is expected to be fairly heavy. Those who have not got in a supply of velours will have difficulty in producing it. Buyers state that it is impossible to buy in France to-day.

Tapestry supplies for upholstering purposes are arriving rather slowly, on account of the excessive demand in Europe. Prices range from $1.50 to $3.75 per yard. Colors are blues and greens, with tans and browns following. The demand is mostly for quiet shades, and large designs, in all-over effects for larger pieces of furniture, and smaller designs for smaller pieces, such as chairs.

Old Fashioned Chintzes.

Old fashioned English chintzes are coming back into favor, both plain and glazed. They are being used freely for blinds, curtains and screens for bedrooms. One of the big lines this year is a colored Madras muslin, of a mercerized finish, having a check and all-over design. It is made into curtains in libraries and dens, and the lighter shades for living rooms and bedrooms. It comes in greens, tans, Copenhagen, old gold, and a light blue known as Joan d'Arc. A similar line to the above is the Wyona cloth, or Velours Madras, which is going to be a strong line for Fall. It is a heavier weave than the muslin, and the colors are fast.

Displays are made in the large stores of American art scrims and marquisettes. The latter is sold plain or with hemstitch or drawn work and lace edges. The lace edged goods are a fine imitation of Cluny lace, and have a mercerized finish throughout. These are being used for curtains, and are suitable for any room in the house.

Shadow nets, bungalow nets, bobbin nets and filet nets are the chief curtain nets being shown. The last of those named is used very extensively, especially in England, for short or casement curtains. There is also a demand for Swiss door or panel nets, these varying from 18 to 40 inches wide.

Felt Getting Scarce.

Felt, which is needed for billiard tables, card tables, pennants, cushion tops, etc., is getting scarce. The British Government has taken over all the factories in England making this class of goods. The price to consumer for 72 inches wide, will remain about a dollar per yard, as long as the supply lasts.

Advance in Blinds.

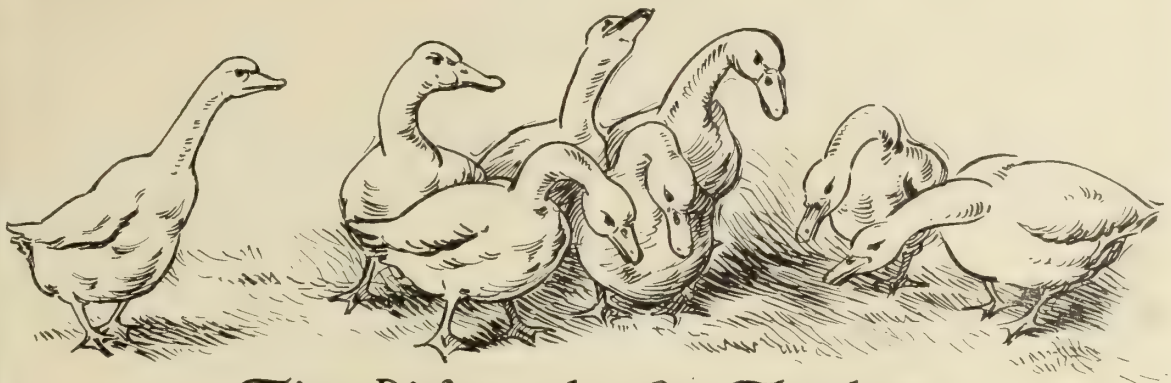
A slight advance has taken place in the price of blinds owing to scarcity of dyes, and labor difficulties. English hollands, in cream, white, red, and green, are meeting with much favor. There is much better demand for them now than there has been in recent years. The feature of this blind is that it does not crack with sun or heat.

Brass rods are becoming very scarce, and manufacturers in Birmingham are not disposed to quote prices. However, most retailers seem still to have fair stocks on hand.

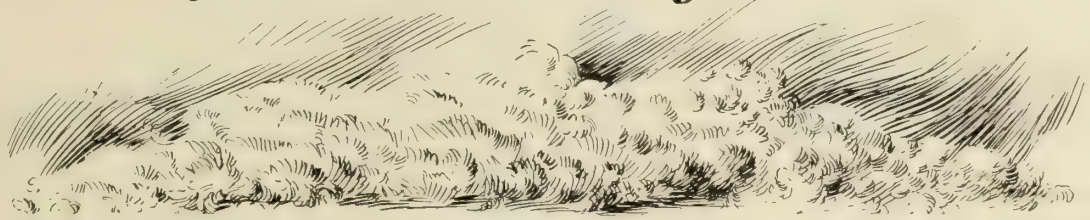
French Gold Braid a Specialty.

Goodwin's have a special display of French gold braid, which is in demand for lamp trimmings, fancy cushion tops, embroidery work, for trimming portieres, etc. The demand is heavy in Montreal, especially from convents, and art craft institutions. Prices are the same as for last season.

European buyers have met with considerable difficulty this year in securing many lines of drapery. In many cases it was necessary for them to go from factory to factory, picking up odd lots here and there, in short, taking it off the floor. However, on the average, prices are not out of the way.



Fine Birds make fine Feathers



Fine Feathers Make Fine Pillows

FINE PILLOWS MAKE GOOD BUSINESS AND FINE PROFITS



This winter the Canadian housewife will go in more than ever for the re-furnishing of her home, especially the class who are now banking their money and who appreciate the better things.

Emmerich Guaranteed
All - Feather Pillows

will loosen up a bank account quicker than most lines you carry in your housefurnishing department. It's that sleep-inviting head-comfort that does it. The mere touch gives inside information that gets to the purse of the better housewives.

Notice the tags attached to the pillows illustrated. On the back of each tag is a steel-clad guarantee that speaks volumes. It is your and your customer's protection, your guarantee of good profits and "come back" business.

Samples sent at our expense
— ask about sample rack.



CHAS. EMMERICH & COMPANY

WORLD'S LARGEST EXCLUSIVE PILLOW HOUSE

BRANCHES:—NEW YORK CHICAGO PITTSBURG, BOSTON

Dawning of New Era

England Dominating Styles of House Furnishings —Soft Colors and 18th Century Ideas

THERE are fashions in house furnishings, and they are subject to change though perhaps not with the same frequency as obtains in the domain of dress. It looks as though we were on the eve or more properly speaking at the dawn of such a change. Those people who have had their rooms done in Art Nouveau and Futurist fashion are beginning in a vague way to be less satisfied with their choice, the rooms begin to look a trifle garish and over colored. This is because there is a return to soft tones and neutral color schemes. The war has all to do with the change; the Viennese school is dethroned, and because England is now the source of supply for chintzes, cretonnes and printed fabrics, and England refuses to change her designs, the whole decorative scheme has to fall into line. Eighteenth century decorative models are followed but it is the comfort-loving 18th century English drawing room that more fills the place of the living room of to-day rather than the more formal French rooms of the period which are followed. There are signs that the Louis decorations are due, and that this type of formal reception room may follow. Already hangings, draperies and wall papers show the semi-classic patterns and panelled patterns on pastel grounds in pale green, grey, blue or yellow.

It is these 18th century style ideas that are responsible for the panelled walls. The new patterns in wall papers show either brocaded patterns in monotone or two colors, or in patterns that are so inconspicuous that they give the effect of a plain paper. Panelling is taking the place of deep borders and for this purpose borders are used, not the wide borders of yesterday but narrow running borders about 1½ inches wide in the form of set garlands. The narrow classical bundle of reeds turned with a flower garland is typical of the newer patterns. A number of rooms outlining these changes were shown by Murray-Kay Limited, the Robert Simpson Co., and the T. Eaton Co., at the Toronto Exhibition. The Murray-Kay drawing-living room had the walls covered with set patterned brocade in neutral tone between grey, blue and green, the ground in satin and the pattern in a velours effect. The furniture was upholstered in similar brocade and in addition there was an immense lounge that spelled comfort and several large upholstered chairs done in printed linen. The curtain and the over-drapes at doors and windows were of the same linen, and besides there were a number of round, square and pillow-shaped cushions of the same. This linen had a greyish brown ground with large bouquets of blue and pink flowers in pastel shades with soft green foliage tied with a Nattier blue ribbon.

THE HONOR ROLL A GOOD IDEA

St. Catharines, Ont.

Dry Goods Review,
Toronto.

We think your idea is a very good one to have an Honor Roll for the dry goods men who have enlisted.

McLAREN & CO., LIMITED.

AMONG THE MERCHANTS

M. J. Connor, Wilcox, Sask., has succeeded J. G. Hamilton, general merchant.

The Newmarket Metal Toy Mfg. Co., of Newmarket, Ont., have been granted a charter.

Cook-Fitzgerald Co., London, Ont., have sold out to Getty & Scott, Galt, Ont., both manufacturers of shoes.

The Milton Textiles, Toronto, Ont., have been granted a provincial charter for the manufacture and sale of wools, silk, cotton, etc.

The Leather Manufacturers' Safety Association have been incorporated in Ontario for the prevention of accident in the industries comprised within the insurance group under the Workmen's Compensation Act. The provisional directors are: A. Brandon, Brantford; A. R. Kaufman, Berlin; C. S. Eddis, A. E. King, J. A. Walker and F. L. Langmuir, Toronto.

BUY
STAUNTON
WALL PAPERS
For 1916

A Line of Excellence which has been most favorably received by the leading Wall Paper dealers throughout Canada. Our increased business tells the tale.

All the newest and best manufacturing processes are here exemplified.

STAUNTONS LIMITED
Wall Paper Manufacturers
Yonge Street - - TORONTO

N.B.—Consult us before placing your order

The Montreal Feather and Down Co.
488 St. Paul Street W.
Montreal

Manufacturers of Cotton, Wool and Down filled comforters in Sateen, Satin and Silk. Bed Pillow, Cushion Forms and Tea Cosies. Price list on application.

All goods guaranteed, the best in quality and workmanship.

1915-16

Novelty Curtain Range

The Outstanding Features of Which Are

DALMOR

Values! Novelties! Quality of Construction!

The new range, on the road October First, is alive with splendid values, at prices that will demand your consideration and insure you the widest margin of profit.

The novelties are right up to the minute. Be sure and see the Inset Panel Styles, the dainty Flake Voile, the Black and White Fad, the rich Stole effects, the Lace-trimmed Marquisette borders on net centers, and other equally new productions.

And remember, we are maintaining our superior quality of construction. We've not lowered our standard amid the clash of competition and the cry for cheaper goods. The name Dalmor on novelty curtains means the very highest class of Canadian workmanship produced in Canadian workshops.

Be sure and see our traveller when he visits your town with our new 1915-16 line, or drop us a line and we will have him call.

DRAPERY DEPARTMENT

We are able to offer to the Trade an exceptional opportunity to sort up their stocks, as our complete new range of Drapery Fabrics are now to hand, comprising the newest and latest designs and colorings, in the different Fabrics, as follows:—

Cotton and Silk Tapestries, Poplins, Sunfast Casements, Single Faced Velours, Corduroys, Cretonnes, both Domestic and Foreign, 31″ and 50″; Shadow Cretonnes, in 31″ and 50″; Sateens, Silkolines, Scrims, Nottingham Lace Curtains, Bungalow Nets, Madras, plain and colored; also a varied assortment of Drapery Trimmings, comprising many colors, in both Edgings and Borders.

WINDOW SHADE DEPARTMENT

We manufacture all grades of Window Shades and Shade Cloths "De Luxe" Tint Shades guarantee you Satisfied Customers.

DALY & MORIN, LIMITED

LACHINE **MONTREAL**

Some Hallowe'en Window Suggestions

Highly Colored Favors Suggestive of Quaint Customs Offer Effective Contrast to Linen Displays—Use of Doll Witches on Tables—A Small Paper Tree—Simple Background Suggestions.

Written Specially for The Review by G. A. Smith

HALLOWE'EN with its many quaint and weird symbols offers many suggestions for unique and attractive window display schemes which can be used to advantage in combination with merchandise for attracting trade to the store. A line of merchandise which is extensively shown at this season is table linen and the Hallowe'en favors which are usually shown in effective color combinations, such as yellow and black, red and black, offer good color schemes for a striking display of white linens.

Hallowe'en decorations and favors are particularly attractive and many quaint and amusing figures in house and table ornaments are made from crepe paper. Perhaps there is a department in the store that carries these novelties; if not, they can be borrowed or bought at a small figure to answer your purpose in the window. The chief idea of our scheme is to arrange tables trimmed with ornaments of this character. If the window is large, probably three tables could be trimmed, each one differently. If small, one or two tables would answer, utilizing the foreground of the window for displaying linens in the bolt.

In a color scheme of red and black a table could be prettily arranged with centrepiece and plate doilies of red paper, fringed with black. In the centre could be placed a huge witch pie, covered with a piece of yellow paper.

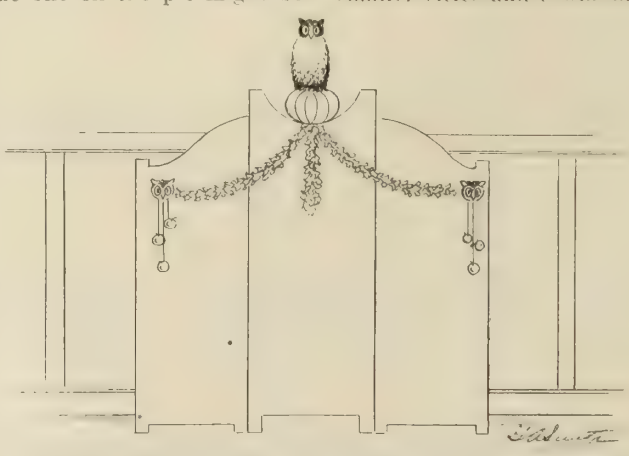
The middle of the pie could be held down by a doll witch dressed in a scarlet petticoat, black coat and cone-shaped hat, all of these made of paper. With her should be the black cat and tiny broom. radiating from the pie to each plate, red ribbons could be placed with dainty effect. At the end of the ribbons, near the plates, tiny witches like the one on the pie might be tied. The napkins could be red, printed with black cats and witches. The edge of the table could also be trimmed in red and black paper. Red candles with shades to match, appliqued with black witches, would be effective.

Another form of Hallowe'en decoration is the jack o' lantern pumpkin. A large one could be placed in the centre of the table, cut to represent a face. This could be connected with an electric light socket having a skidoo plug and the light made to go on and off at intervals. The table decorations should be in yellow and black, and black ribbons radiating from the large pumpkins to the plates, on which are placed small jack o' lantern mock pumpkins. Tiny black cats could be placed here and there around the central pumpkin with good effect. For light use yellow candles with yellow shades. The light shining through yellow would shed a most effective glow over the yellow and black trimmings.

A pretty color scheme may be carried out in shades of autumn foliage, the doilies and other table drapery to be of white crepe paper printed in reds, yellows and browns. The centre piece could be a small paper tree, the branches hung with favors tied in paper, the color of the leaves. Each would be fastened to an end of ribbon, at the opposite end of which a stray leaf is placed serving the purpose of a name card. The plates could be embedded in a nest of leaves and the lighting come through yellow or red shades.

In the accompanying design we show two decorative settings suitable for most any size window, the nature of these ideas being so simple that it makes it possible for even the smallest merchant to install them. You can readily see with all of the colors and emblems for this occasion one should experience very little difficulty in producing trims that will be of a most effective nature. The colors chosen for Hallowe'en are in themselves striking; orange and black primarily with all the shades of yellow and brown, a bit of green for relief, grey and white to help in securing weird combinations.

Natural decorations are difficult to obtain in large cities. Therefore, the display man who is located in the smaller cities and towns has the advantage on his brother city display man in the way of being able to secure the natural decorations from the near-by farms and woods. For these reasons crepe paper decorations are being used very extensively for this work.



SKETCH NO. I.—Decorative screen for Hallowe'en.

Sketch No. 1 presents a novel idea in the way of a decorative screen, one that may be used to excellent advantage where a small window is being trimmed. It can also be used as a centrepiece in a larger window. The panels used

ONKEN IMPROVED AND RECONSTRUCTED YOUNITS

THIS SET OF SHOW WINDOW FIXTURES WILL HELP ANY RETAIL DRY GOODS STORE

Onken Improved and Reconstructed Younits are Now Made "No Screws Screwing Into Wood"

Catalog on Request



Full Set No. 119
$31.50
Half Set No. 119½
$18.50

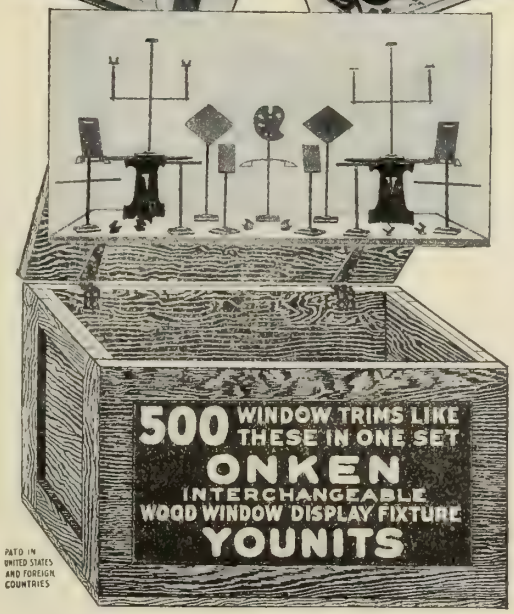
Catalog on Request

ONKEN YOUNITS

(Used everywhere) are the recognized Standard window fixtures for stores in every state and in many foreign countries. They have a universal demand. These Attractive Window Fixtures are drawing customers into hundreds of stores daily.

Right in your section of the country there are dozens of merchants who are using ONKEN YOUNITS. They will gladly tell you of their value.

We'll send you the names of these merchants if you will ask for them.



The Storage Chest—The 96 YOUNITS that make up this set are put up in A HARDWOOD, HINGED LID STORAGE CHEST (oiled finish). A good place to keep any part of the set that is not being used.

COSTS LESS THAN A CENT A DAY

Think of it—over 500 different trims—one a week means 10 years' use and we will guarantee the fixtures that long.

This certainly is the minimum expense one could expect for making trade-pulling windows, and after you have had the 500 different trims, the fixtures are ready to start all over again.

These Interchangeable YOUNIT Fixtures are wonderful. You set together just the trim you want—when you want it, and you do all without the aid of a tool.

THE OSCAR ONKEN CO., 3823 Fourth Ave., Cincinnati, Ohio

Address all Correspondence to Cincinnati
Stock Carried in Hamilton, Ont., England and Australia

ORDER THRU YOUR JOBBER OR DIRECT—IMMEDIATE SHIPMENTS



SKETCH NO. 2.—A striking background suggestion for Hallowe'en display.

therein are sawed out from wall board in the shape illustrated. They are then treated to a coat of tan alabastine. They may be secured together by means of small hinges or cord.

The central panel is so designed at the top that it has a curved effect which makes an excellent place wherein a pumpkin and owl may be shown to good advantage. Same may be made from cardboard and painted or a real pumpkin and a real mounted owl may be used instead. In this case a small bracket supporting a platform may be attached to the back of the panel which serves as a support on which the owl and pumpkin may rest.

Draped from the centre of the panel and below the pumpkin we show festoons of artificial or natural foliage, these being brought out to each corner of side panel which contains a motif made from an owl's head, and strands of ribbon supporting three apples. This may also be painted thereon or cut from cardboard and applied to the face of the wall board. The eyes of the owl may be

(Continued on page 107.)



The above is a view of a fall window shown by Jas. A. Ogilvy & Sons, Montreal. The idea of the spider's web to enhance the fall effect, is novel, and in reality is very striking. The artificial leaves used for decorative purposes were of a very dark red hue, usually seen in the country at this time of the year. The tinted background, being a dark red, is very effective in showing up black garments, such as are shown in this window. The spider's web, which is made of cotton, and is the same color as the leaves, stands upon a mirror at the background, aids the lurid leaves in giving a distinct fall effect.

Going to put in a Store Front this Year?

Think back! Has there *ever* been a time in your business career when a modern, made-to-make-business Store Front could do so much for your prosperity as *now*—1915? Think how it would advertise your store—how it would put new life and enthusiasm in your entire organization—how it would help you to keep up prices and how it would *make more* sales. If you need a Front, you need KAWNEER and you need it now, no matter what the size of the city in which you are located. There are more than 40,000 KAWNEER FRONTS now standing and if you will investigate you will find them paying big returns on their respective investments.

Investigate Store Fronts

KAWNEER STORE FRONT construction was conceived, built and developed around *your* requirements—always have we kept your commercial needs before us, at the same time keeping permanency and other structural elements well taken care of. The KAWNEER system of ventilation and drainage, for example, stands at the head today, as it has since 1906 when we marketed the first construction of this kind. You will find other systems for sale, but experience has shown the practicability of KAWNEER. We ask you to study Store Fronts from every standpoint—find out what the experience of others has been. Let us help you investigate. We will tell you the names of retailers with KAWNEER FRONTS near you and you can look them over; ask the retailers behind them what *they* think—their answer will be in figures. The Front that pays biggest is the one that sells most—the front is valuable only in proportion to the business it creates. Investigate and you will tear out your old Front and install KAWNEER, not by what *we* believe, but by what you will find.

Kawneer STORE FRONTS

Now—Not "Sometime"

Use the microscope of experience and bare the true facts. "Any time you desire testimony as to the quality, appearance, etc., of your Fronts, I am ready to give you one." J. E. Stiles, Wells, Minn.

The Young & Chaffee Furniture Co., of Grand Rapids, Mich., writes: "Regarding the value of the Store Front as compared to the old one, I think there is no question but what our new KAWNEER FRONT sells at least $10,000 worth of merchandise over what we could have possibly sold with the old."

"We feel amply convinced that the change was profitable in more ways than one." Smith-Bridgman & Co., Flint, Mich.

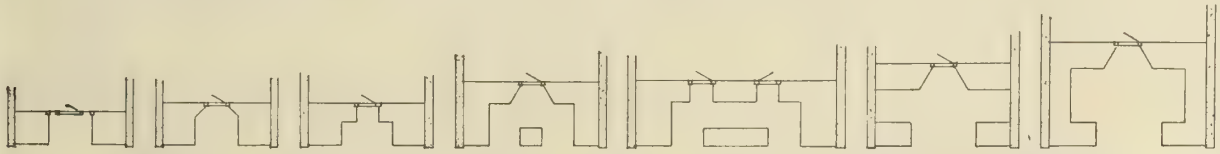
The Myers-Dailey Co., of Decatur, Ind., say: "We think we have the best front in Indiana, barring none. We would rather have a KAWNEER FRONT if it cost twice the money because we know it is right."

Squires & Lay, jewelers of Laporte, Ind., write: "From an advertising standpoint the value of a retail jeweler's window cannot be estimated. It is, however, his greatest asset if he only knew it. Retail jewelers cannot buy enough newspaper space to take the place of their windows. Window advertising is first all the time when compared to other advertising. We have a KAWNEER FRONT and we consider it pulls at least $5,000 worth of business for us a year." (The Store Front of Squires & Lay cost approximately $1,000.)

R. L. Morland, a druggist of Worthington, Minn., writes: "I beg to say that the KAWNEER FRONT I installed has without a question increased my business. The new windows display goods to so much better advantage than the old ones and the entrance is so much more attractive to customers that I am thoroughly satisfied the KAWNEER FRONT has been a good investment for me. My only regret is that it was not installed several years ago."

J. D. & L. B. Whitted, of Burlington, N. C., say: "Highly pleased with Front—it is a dandy—everybody likes it."

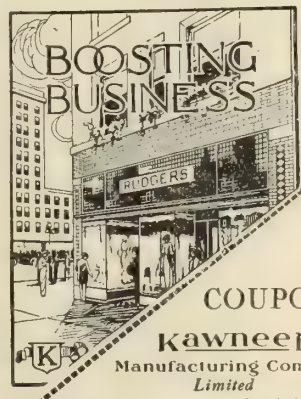
H. A. Graham (shoe store), Burlington, Ont., says: "I cheerfully recommend KAWNEER metal Store Fronts to anyone wanting an attractive, serviceable, trade-pulling Front." If letters do not convince you, ask those retailers near you who are now using KAWNEER STORE FRONTS. We can give you proofs of any kind.



No matter what type your business requires, KAWNEER STORE FRONT construction is adaptable—in fact, the many "new Styles of Store Fronts" are the outcome of KAWNEER. We made them possible. The coupon attached will bring you many suggestions and the book is yours gratis—no obligation.

You will pay for a KAWNEER FRONT even if you do not install it—by the business that will *pass* your Store. Just figure a moment. It only takes an increase in business of $1.09 per day for a thousand-dollar KAWNEER FRONT to pay for itself in ten years. There are 308 business days in 1915. If each day could be made to produce 5 *extra* customers, and each customer 50c net profit, your total increase in profit would be $770.00—that's 50% on $1,540. Let us tell you what your Front will cost, then you can figure the interest a new KAWNEER FRONT would create for you. There is nothing mysterious about the success of KAWNEER STORE FRONTS—they are simply made to make business—for you as well as the 40,000 other retailers who now have them.

To be of help to you in this first important step of increasing your business we offer you "Boosting Business No. 21"—a Store Front book compiled for you. It shows photographs and sketches of successful Fronts—big and little—and information of value. Just clip off this coupon and send it in. After you have read this book our branch near you will help work out the details of your Front. This is neither a book on window trimming nor a picture book for your errand boy, but a valuable book on Store Fronts to help you.



Kawneer
Manufacturing Company
Limited
Francis J. Plym, President
Dept. Q. GUELPH, ONT.

COUPON

Kawneer Manufacturing Company *Limited*
Dept. Q. Guelph, Ont.
Kindly send "Boosting Business No. 21" to me without obligation.
Name .....
Street and No. .....
City or Town .....

559

Kawneer Store Fronts awarded Gold Medal at Panama-Pacific Exposition. See our Model Front there.

Why pay duty on Wax Models when you can buy the world's best right here in Canada?

DALE WAX MODELS

It is impossible to obtain in the United States or elsewhere a wax model more beautiful, more attractive, more life-like than to be found in the Dale line. This is not our own prejudiced view—but just what we have been told by Canada's eminent display men who have travelled and made a study of wax models.

If you want to get the best results from your Fall and Winter displays, order a few Dale Wax Models today.

Our illustrated catalogue will be sent you on request.



Dale Wax Figure Co., Limited
106 Front Street East ∴ Toronto
Manufacturers of High-Class Forms and Figures

ATTENTION!!
MERCHANTS and DISPLAY MEN

First grand competition of 1915-16, open to members of C. A. D. M.
(Canadian Association of Display Men)

Non-members can join now (see below)

THREE BIG PRIZES
- First prize, Gold-filled Watch, value $15
- Second prize, Club Bag, value $10
- Third prize, $5 Gold Piece

Have been kindly *donated* by the
Parisian Corset Manufacturing Company, Quebec,
for the best display of corsets manufactured by them.

Contestants must be members of C.A.D.M. in good standing for 1915.

Non-members can join now by notifying Secretary Thompson, 52 Stanley St., St. Thomas, Ont., and enclosing annual fee, $2.00, which will entitle them to enter all competitions during the year 1915-16. Photographs must reach secretary by Dec. 1st, 1915. All names must be obliterated. **DISPLAY MEN OF CANADA, JOIN OUR ASSOCIATION NOW. SEND IN YOUR SUBSCRIPTIONS and ENTER THIS COMPETITION.** Secretary Thompson is arranging for three more contests.

REMEMBER, your being a member of the C.A.D.M. will entitle you to all competitions for 1915 and 1916.

JOIN NOW AND SHOW YOUR WORTH.

F. J. THOMPSON
Sec.-Treas. C.A.D.M.
52 Stanley St.
St. Thomas

FUR TIME! FUR TIME!
The Best Fur Stand

Wide Caperine with broad shoulders. The 14 in. Muff Bracket, adjustable to any height, enables you to simply and effectively **display the most attractive features of your new styles.** Velvet top or any finish desired.



Fine, dignified Wax Figures on newest forms. Blouse Forms, dull flesh bust, self-finished top. Samples prepaid, returnable. $5.50 each. Prompt delivery.

A. S. RICHARDSON & CO.
99 Ontario Street
TORONTO

No. 66 extends to 40 in., $3.25 each

Facts and Queries

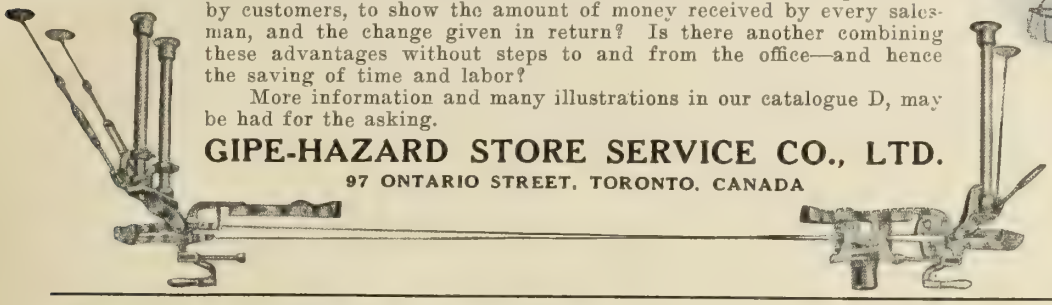
Our Carrier Service offers advantages unequalled by any other—in fact not afforded by any other.

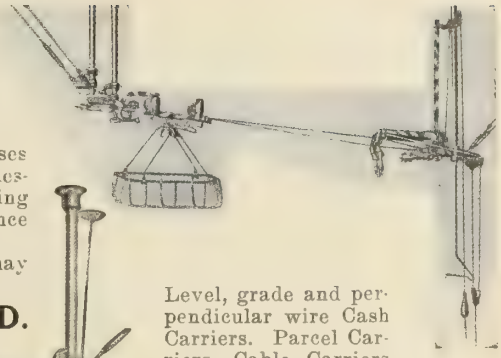
Is there another service that offers a double check in the matter of change making? Is there another that equally secures the merchant's money—that is to deposit it and all other matters of record emanating from the sales counters, to a common centre (the Office) without the salesmen leaving their customers, whether the transaction is cash, charge or barter? Is there another to give an itemized record of all purchases by customers, to show the amount of money received by every salesman, and the change given in return? Is there another combining these advantages without steps to and from the office—and hence the saving of time and labor?

More information and many illustrations in our catalogue D, may be had for the asking.

GIPE-HAZARD STORE SERVICE CO., LTD.

97 ONTARIO STREET, TORONTO, CANADA





Level, grade and perpendicular wire Cash Carriers. Parcel Carriers, Cable Carriers and Pneumatic Tubes.



The Emporium, San Francisco, Frink and J-M Linolite Systems of Lighting.

Reach your audience with Frink and J-M Linolite Systems of Lighting

The display of merchandise in the show window has to-day become an art.

It is only by the most perfect taste and judgment that you can realize maximum pulling power from your windows.

For example, you wouldn't think of using a riot of color to impart dignity to a show window nor would you drape a window in burlap to display a line of filmy laces.

And this same logic applies to lighting your show cases and show windows.

For in these days of tasteful and skilled window trimming, only the most flexible and perfect lighting can do them justice. Then, too, unconsciously the public is becoming more and more critical.

Why not equip your show window with a modern, concealed service system —a system that has eye-attracting, sales-getting power—and that is flexible in every way?—

The Frink and J-M Linolite Systems of Lighting.

We will be glad to send you all the facts direct, or, if you please, ask your own Light and Power Company about this department of Johns-Manville Lighting Service, as well as the other two departments—

The Mitchell Vance Co.—Lighting Fixtures

and

The Gill Bros. Co.—Lighting Glassware.

The Canadian H. W. Johns-Manville Co., Ltd.

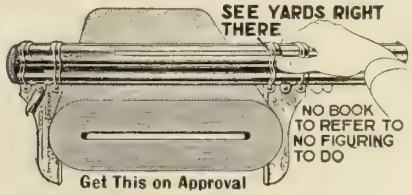
Toronto Montreal Winnipeg Vancouver

WINDOW CONTESTS FOR CANADIANS

The first of a series of competitions for members of the Canadian Association of Display Men is announced in this issue by the secretary, F. J. Thompson, which closes the beginning of December. Arrangements are being made with a number of manufacturers to take part in this by offering valuable prizes. Membership in the C.A.D.M. is necessary, so join and become eligible and at the same time help out in meeting the expenses for carrying on the work of this young but very deserving Canadian body.

M. Foster has bought the business of F. Lapthorn, general merchant, Gladstone, Ont.

TAKE INVENTORY EASY



Measures Cloth, Laces, Trimmings and Ribbons without unwinding

PUTNAM'S IMPROVED CLOTH CHART

Price $12.50, Express and Duty Paid, on Approval.

THE A. E. PUTNAM CO.

Dept. 12 Washington, Iowa

Some Unusual Ads.

A Novel Type of Daily Bulletin—Stars that Dazzle—Where are the Head Lines?

THE ads. reproduced in this article are in some respects of an unusual character, both typographically and in reading matter. Some of the unusual qualities are merits, some detract rather from the influence of the announcement, attraction and in persuasive power. The first one at the bottom of this column is a sample of a series of ads. run by the Robert Simpson Co., Toronto, that have attracted a good deal of attention. They are run in the morning papers only, the Globe and Mail and are in contrast to the usual full page of bargain or specially priced offerings. The main portion of the space in the "Bulletin" is devoted to a general story: selling items proper are set in smaller type and come in as of secondary importance. This time it is neckwear; now it may be a special make of china Doulton or Wedgewood, with an historical article and some rather cleverly drawn illustrations. In describing bathing suits in July there was a heading, "The Sign of the Mermaid" and an illustration of one and the subject of bathing suits was led up to briefly. These general stories are bright and interesting and are read. They are worked out more for indirect advertising, for future business, perhaps, rather than immediate selling. They impress one idea a day on the mind; they are like bread cast upon the waters. The writer and artist is Mr. Arthur Martin.



THE DAILY NEWS OF BUSINESS

A BULLETIN FOR BUYERS

VOLUME 1. FRIDAY OCTOBER 1, 1915. NUMBER 96

Published as part of the Daily Simpson Announcement

70 PHONES TO CENTRAL

For Groceries All Other Departments

Ask for 4100 Main 7841

These bulletins are intended to help readers of this Paper to get full benefit from the Simpson Stores service and advertising. We wish to make these bulletins as useful as we can and any suggestions from readers will be welcome.

THE NEWEST NECKWEAR

There isn't nearly as much of it as we had expected, as one shipment went down with the "Hesperian"

However, what is here is so attractive and charming that it is only a matter of a few days till the last piece will reach "the ultimate consumer"

That delightful material—Georgette crepe, plain or in large part a lace of some dainty description. One lovely pointed model has a tab and is tastefully braided, but we illustrate it in the centre of the page and it is French braided and de luxe and altogether desirable. The price is $4.50

The sailor collar of the same material with the hemstitched edge does not look so well in our sketch and the price on it is $2.25. There are a number of styles to choose from and some have cuffs to match. Some are perfectly plain, some hemstitched, some French braided, some hand embroidered, while the styles embrace all that is smartest in pleated square, round and semi-round collars. And besides there are ties which suit the season's styles so well. The prices range from 75c. to $4.00

Of hand embroidered collars there are a great number from which to choose. Some in all white, while other pieces show delicate or strong colourings—so that everyone may find a collar to her fancy. The prices on these are from 75c up to $2.75

By the yard comes very fine net with a narrow knife-pleated ruffle and lace edge. This is for those who would make their own collars and it is 36 and 40c per yard in width.

The Friday Bargains

SMART WAISTS

75 SEROE DRESSES AT $6.95. REGULAR $9 TO $10

IN SILKS AND VELVETS

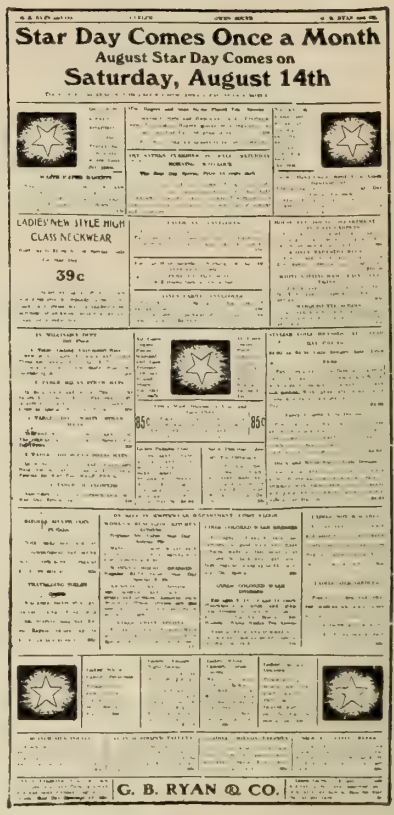
TWO SPECIALS IN BLACKS

TWO SPECIALS IN IVORY

LINENS AND STAPLES

No. 1.

Of course there is no heading to the ads. as a whole, no general story, no attempt to tie the ads. together. Each ad. is a unit by itself. Some of the ads. are not bad, but they are not good. The first one at the bottom of the column is a sample of the best of the series. The second one is a sample of the poorest. The first one has a heading, "Star Day Comes Once a Month" and the second one has a heading, "Star Day Comes on Saturday, August 14th" Why not have a heading that would cover the whole series, such as "Star Days" or "Star Specials" or "Star Bargains" and then have the sub-heading, "Comes Once a Month" or "Comes on Saturday, August 14th" Then the reader would know that the ads. were all of a series and would look for the next one. The heading could be run across the top of the ads. or down the side, or



Star Day Comes Once a Month

August Star Day Comes on

Saturday, August 14th

LADIES' NEW STYLE HIGH CLASS NECKWEAR

39c

85c 85c

G. B. RYAN & CO.

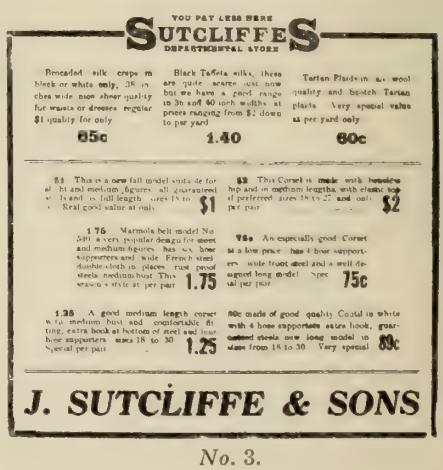
No. 2.

under, say, the words "Star" and month; they could also be used at the bottom. Or a small star could be inserted with each item.

There should also be more white space; the reading matter crowds too much upon the rules; contrast Nos. 1 and 3 where the white space is used to good advantage.

What is the matter with No. 3? It is a bright looking ad., well arranged and with prices standing out prominently as they should. What is lacking? Look at the ad. and tell in a general glance what is being advertised: dry goods or groceries, hardware or boots and shoes? There is no "noise" about it, no heralding of goods; there are prices alone. What has happened to the display lines in larger black type? There is one tone to it all—a sort of grey, neutral tint. No item catches the eye as it sweeps over.

No. 4 is one of the best opening ads. we have seen, a product of Western Canada. It has several outstanding virtues. First the illustration, which, for an opening, and rarely any other time, excusedly takes half the space. Put it does not impress as a "stock" cut; rather as a real, up-to-date, style illustration. Then the reading matter is of the best type for an "opening" announcement: dealing in rather general terms with what the visitor will see, making it a sort of personally - conducted tour; without prices or detailed descriptions. Reserve that for later. Put the ad. critic has reached the bottom of the page and this sample from the F. R. MacMillan store must be left for next issue.



YOU PAY LESS HERE

SUTCLIFFE'S

DEPARTMENTAL STORE

Brocaded silk crepe in black or white only, 38 inches wide most sheer quality for waists or dresses regular $1 quality for only

65c

Black Taffeta silks, these are quite scarce just now but we have a good range to 36 and 40 inch widths at prices ranging from $2 down to per yard

1.40

Tartan Plaids in all wool quality and finish Tartan plaids. Very special value at per yard only

60c

$1 This is a new fall model suitable for all bust and medium figures all guaranteed sizes 18 to 30 and is full length sizes 18 to 30 Real good value at only

$1

$2 This Corset is made with broad hips and is an excellent model for all preferred sizes 18 to 27 and only per pair

$2

1.75 Marmola belt model No. 580 a very popular design for stout and medium figures has six hose supporters and wide French steel double cloth in places rust proof steels medium bust This season's style at per pair

1.75

75c An especially good Corset at a low price has 4 hose supporters wide front steel and a well designed long model Special per pair

75c

1.25 A good medium length corset with medium bust and comfortable fitting extra busk at bottom of steel and four hose supporters sizes 18 to 30 Special per pair

1.25

89c made of good quality Coutil in white with 4 hose supporters extra busk, guaranteed steels new long model in sizes from 18 to 30 Very special

89c

J. SUTCLIFFE & SONS

No. 3.

Cardwriting Made Easy

by R.T.D. Edwards

LESSON NO. 10

IN lesson No. 9 which appeared in this paper, I demonstrated how to use shading on square faced letters. I did so because the style of shading featured in lesson No. 9 was easier made, and better for the beginner, than the spurred Roman shown in the accompanying Chart No. 10, and described fully in this lesson. In this lesson I will also take up border ruling and corner designs, and also the mixing of shades.

The formation of the Roman alphabet and numerals was gone into and thoroughly explained in lessons 7 and 8 published in previous editions of this paper and by this time you should, if you have been diligent in practice, have no difficulty in making complete show cards with this style of type. The shading on this formation, being more difficult than in lesson No. 9, you should make an extra effort to master it.

There is one thing which should be impressed very thoroughly upon the beginner and that is the all importance of this branch of the show card work. Shading has been in vogue ever since show card writing has been recognized as a trade by itself, and is still just as necessary to know. There is no way that the plainness can be taken off a show card quicker than by the use of a shade. By its use a plain black and white card can be made to attract the prospective customer, when the plain card would be passed unnoticed. It has the effect of making the black letter stand in relief from the white background.

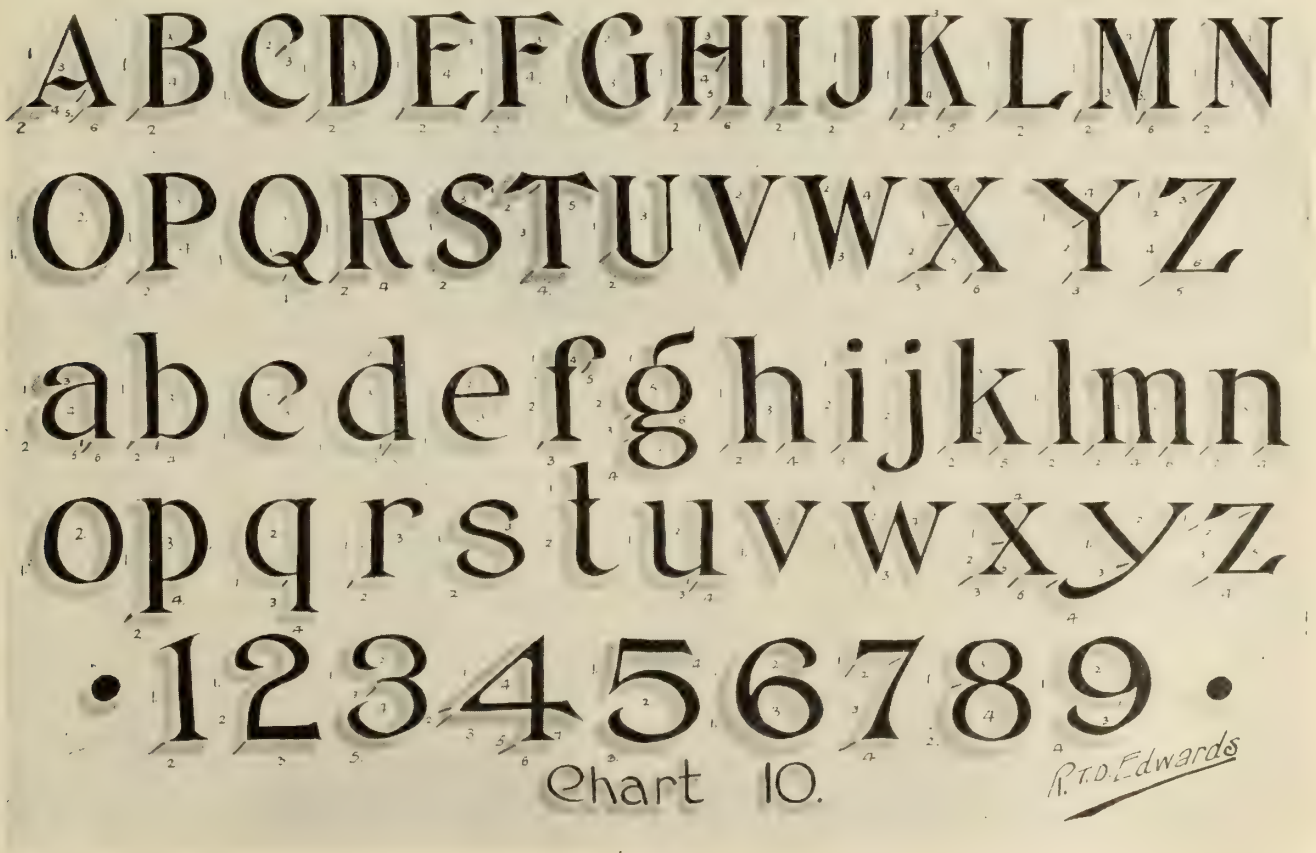
THE CHART—UPPER CASE

The shadow on the letter "A" is composed of five complete strokes. Stroke 3 will be found to be the most difficult one. At the finish of this stroke it is necessary to turn the handle of the brush to the left in order to get it to meet the cross bar of the letter squarely.

B's shadow is made with four strokes of the brush. Curve strokes 3 and 4 are made with the same movement.

Shade stroke 1 of C is found on many other letters and needs much practice. This must be made quickly to get a smooth stroke.

Shade stroke 1 of "D" is made more frequently than any other stroke. Note how often it appears through the chart. This should be made often until perfected.



The shade necessary for the "E" and "F" is composed of four strokes for each letter. Stroke 4 is a small one but must be kept parallel with the centre stroke of the letter.

It is absolutely imperative not to allow the shade to touch the letter. The curve finish of stroke 2 of G is made by lifting the brush while turning the curve.

The letter "H" is composed of six shade strokes. Stroke 4 is similar to those on "E" and "F."

The finish of the shade stroke 1 of the letter "J" is made by turning the brush to the left and finishing the stroke off square.

Shade stroke 3 of K you will find the most difficult on this letter. It is necessary to turn the brush to the left, and when lifting it turn downwards to get into the angle of the letter.

The shade of the letter "L" is quite simple as compared with some of the other letters. However, much practice is needed in these strokes especially No. 2.

The letters "M" and "N" are difficult letters to shade. It is the angles on the ends of strokes 3, 4 and 5 which cause the beginner much trouble. On stroke 4 the brush must be drawn down with the full width until the narrow part is reached. The angles are filled in by turning the right hand side of the brush downward. Strokes 3 and 5 start off with a fine stroke and are made the reverse of stroke 4.

The letter "O" shade is simply two quick curved strokes.

The pointed effect of shade stroke 4 of "P" is made by lifting the lower side of the brush first.

Stroke 2 of "Q" unlike that of "O" must be finished square.

Shade strokes 4 of "R" and 1 of "S" need a great deal of attention.

Stroke 2 of "T" is narrower than the rest of this letter. It is made with the side of the brush.

The letter "U" has three shade strokes and they all need much practice.

The "V" and "W" shadows are much the same as those of "M" and "N." The same principle that applies to the latter should be used for the former.

Shade stroke 1 and 5 of "X" should appear as one continuous stroke, as should 4 and 2 of the same letter.

Stroke 4 of the letters "X" and "Y" are to be made the same as stroke 3 of "K."

The peculiar formation of "Z" makes its shading difficult. This letter needs much attention.

Lower Case.

If you accomplish the shading on the upper case lettering before attempting the lower case work the latter will be easier.

All six strokes of "A" require a lot of practice as do the four strokes of the letter "B."

Strokes 2 and 3 of letter "C" can be made with one stroke of the brush, with practice.

The shade stroke 3 of "D" needs a lot of attention in order to get the curved beginning correctly.

All the shade strokes of "E" have appeared in previous shadows and should now be made easily.

Stroke 4 of "F" should be made many times in order to get the right curve.

"G." The shadow on this letter is all curves. Hours of practice on these alone is not too much. Stroke 3 of the shadow of "H" is often made in two strokes, but for the purpose of getting speed in the work it is best to make it without having to lift the brush.

The shadow on the dots of "I" and "J" may seem small but need to be made correctly.

The shade on the lower case "K" is the same as that on the upper case.

The shade stroke 3 and 5 of "M" and 3 of "N" are made the same as stroke 3 of "H." Just one stroke of the brush.

The "O" and "P" shadow is the same foundation as the upper case letter.

Shade stroke 2 of "Q" is of similar formation to that of 3 of the lower case "D."

Stroke 3 of "R" is one that needs frequent practice.

The shade of the "S" is the same as the upper case.

Stroke 2 of letter "T," and 1 of letter "U," are both the same and it is quite important to have them made gracefully. Practice these often.

The V, W, X and Z shadings are all the same as the upper case lettering but don't be afraid to practise them again.

Stroke 4 of the "Y" is the only one in the alphabet, and for this reason it needs a lot of hard practice.

All the lines composed in the shading the figures are used in some way or other in shading the letter so they do not need to be gone into separately. It is enough to say that each time you practise a stroke, no matter how often you have done it before, will do you the world of good both for shading and letter formation because the majority of strokes go hand in hand.

How to Keep Brushes.

It is impossible to make this class of shading unless you keep the brush flat pointed at all times. There should be no going over the work two or three times. Every stroke should be made with one sweep of the brush.

Shade Mixing

I will name a few shades which are used extensively for shading purposes. These added with the greys taken up in lesson No. 9 will give you a good assortment for some time to come.

Pale green is mixed by putting a small portion from your regular green colors into about 8 or 10 times as much white. Mix thoroughly and add either pigments until desired shade is reached. Pale green has always been a favorite for shading or line ruling.

Pale Blue is mixed similar to the green except that the blue is used to color the white. If ultramarine blue is used care must be taken not to add too much as this color is very strong.

Flesh shade is made by mixing a small quantity of yellow and red into a larger quantity of white.

A mixture of a small quantity of yellow in white makes a cream that can be used for lettering or ruling on dark cardboard.

When brown tones are used on a card, a shade mixed from small quantities of red, yellow or black mixed in white. Use white until a light shade of brown is produced.

To get a violet shade mix a small portion of blue and red in a much larger quantity of white. This is an excellent shade for ruling and scrolling on white card.

Mix all these shades thoroughly. A small quantity of each shade should made and kept moist and covered in a small screw top jar.

R.M.A. WORK BOOMS IN MANITOBA

Organization work for the Manitoba branch of the Retail Merchants' Association has made big progress in Southern Manitoba, with the result that at the present time 15 towns now have branch associations organized. These include: Hartney, Deloraine, Boissevain, Cartwright, Manitou, Goodlands, Pilot Mound, Killarney, Oak Lake, Griswold, Mather, Waskada, Neepawa, Souris and Altona. At the present time the organization work is being undertaken by N. B. Henry.

SOME HALLOWE'EN WINDOW SUGGESTIONS

(Continued from page 100.)

cut out and backed up with yellow crepe paper and a light placed back of the same. This produces a most striking effect and one that will attract unusual attention to your display.

A good feature in connection with the screen is that after you have finished with it for your Hallowe'en displays it may be utilized for other purposes. In this case the owls, decorations, etc., may be removed and substituted with other appropriate emblems that you may care to choose.

No. 2—A Window Background

Sketch No. 2 shows an idea for a window background constructed along lines that are quite out of the ordinary. The large panel made from wall board or a framework over which muslin has been stretched can be used for the centrepiece. Over this the moon, two black cats, a board fence, may be painted thereon in colors. The moon can be in yellow, sky blue, cats black, and board fence deep grey in weathered effect. Eyes, nose, and mouth of moon may be cut out and backed up with red tissue paper. An electric light could then be placed back of same which produces a very striking effect at night.

Banked around the base of the panel we show a grouping of cat o' nine tails and ferns. A border of leaves is shown arranged over the upper portion of panel also festooned out to each side and the corner of the window, a few additional sprays being attached to the corners to relieve the set effect. A jack o'lantern made from orange colored cardboard is shown attached to the end of the pendant in the corner of the window. Three candles cut from cardboard are shown arranged in the opening above the festoon. This setting may be utilized in connection with almost any class of merchandise.

—⚙—

Waste Paper Balers

Advantages in the Proceeds of the Waste, Lower Insurance, Tidiness, and Absence of Undesirable Characters

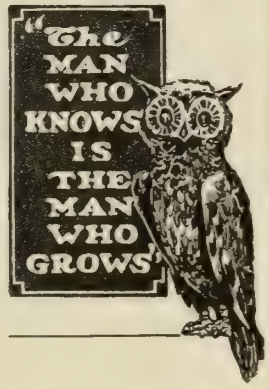
A POINT noted in a recent issue of The Review, in speaking of the advantages of a baler for pressing waste paper in dry goods stores was a remark of the superintendent of the John Catto store in Toronto that the absence of piles of waste paper in the basement tended to keep away undesirable characters who would make the pretext that they wanted to buy the waste. Since that time this idea has been corroborated by a number of other users and must be considered as one of the strong advantages of the baler, especially in cities.

The saving in insurance rates is another feature of the use of these increasingly popular machines that is well worth considering. Companies frequently have lowered risks in stores that installed them.

Another advantage that has influenced their purchase in the past is the profit made from sales of the waste. The rates paid have run up as high as six or seven dollars a ton. At the present time this has dropped to about $2 owing to the lessened demand from paper manufacturers. Even at this price the proceeds help wipe out the cost, and as soon as the paper business picks up the value of the waste paper rises with it.

FREE

THREE VALUABLE BOOKS



☐ **E. T. S. Educational Catalogue**

Contains over two hundred illustrations of Display Ideas, Windows, Window Backgrounds, Show Cards, Newspaper Ads., Letters from Graduates, and complete description of the Educational work the E. T. S. is doing in Sales-management, Advertising, Salesmanship, Display Management, and Show Card Writing.

☐ **E. T. S. Supply Catalogue**

Contains over one hundred illustrations of Window Backgrounds, Decorative materials, Show Card Writing suggestions, stencils, subject Show Cards, Show Card Writing supplies, air brushes; over two hundred business books on Retail subjects, with complete description and prices.

☐ **10 Display Managers Tell How to Sell It**

Contains ten articles written by ten leading Display men's reproductions from the Dry Goods Economist, illustrated with caricature sketches; thirty-two pages of interesting and instructive reading.

ECONOMIST TRAINING SCHOOL

This ad. enclosed in a letter, or a postal card bearing your name and address, will bring any one or all of these booklets to you.

247-249 W. 39th Street - New York City

$25 a week for a cardwriter with

course not yet completed and who never had a brush in his hand before starting with us, is mighty good. This is the recent experience of one of our students who paid for his course by writing cards after hours. He is no exception. You can do the same under the tuition of our expert and practical instructor.

The Edwards Short-cut System of Cardwriting was written for you. Price of complete 20-lesson course reasonable. Terms easy.

Write for our two-color prospectus.

THE SHAW CORRESPONDENCE SCHOOL

Yonge and Gerrard Streets TORONTO

Workingmen's Trade

A Valuable One to Cultivate—Keeps Coming All the Time and Brings in More.

WORKINGMEN'S outfits, overalls, clothing, separate pants, socks, mitts, gloves, etc., occupy a prominent place in the store of Fenton & Smith, of Pembroke, Ont., who do a large business with the lumberman in the Ottawa River district as well as those connected with the industries of this northern town. It is a profitable business and builds up trade in many other lines as well.

A merchant who has worked up a large trade of this character thus described its advantages in a statement to The Review:

"Let nobody deem the working man's trade unimportant and insignificant. It is not either, whether it be in a big city or a small town, in a farming community or in any community at all. The working man's trade is always important. I may say too that it is lucrative if properly handled."

He went on to show the reasons why. He pointed out that the working man is a man who is buying all the time. In the case of a banker, a clerk, or a business or professional man he is not buying day in and day out to the same extent that a working man is. True, the classes I have mentioned buy seasonably, and during the course of the year the aggregate of what this class of man buys is considerable and is as much as or possibly more than a working man would buy. It must not be forgotten, however, that the bigger class is undoubtedly the working man's class. Canada is a workman's country pre-eminently and that is the reason of the working man's trade. The amount of trade from each working man, without the trade to be secured from the average man, other than him, and, the very fact of the numbers of the working man being greater than the numbers of the other classes, means that what is lost on each particular man is made up by the fact of there being so many more. Mr. Goodwin was at considerable pains to have this understood. He pointed out that from Monday morning until Saturday night he had working men and the like in his store buying shirts, overalls, working pants, working gloves and the like.

"This trade never stops," he went on. "It is always going on. Working shirts are bound, a good deal more easily, to wear out in the case of the working man than cotton or cambric shirt is in the case of a professional or business man. Laborious and arduous work with the hands is bound to tell on a man's clothes. For that very reason of course the average working man wears cheap and stout overalls and shirts. The point, however, that I wish to make is—if these working shirts and overalls be a good deal cheaper than the shirts and so forth that we sell to professional and business men, still the fact remains that the man who buys these shirts and overalls comes a good deal more often to the store than does the business or profesional man; so that you see you make it up.

"What do you do to encourage and induce the working man's trade?"

"Well of course we have been here a long time," said the speaker, "but apart from that we insist on getting to know every customer in whatever line he is and we pay special and particular attention to the working man and also to the working man's wife, for you must understand," and here his eyes twinkled, "that the working man's wife is the more important man of the two."

Brotherhood Overalls

UNION MADE



Our selling plan eliminates salesmen's expenses and jobbers' profits.



We are able, under our "uneek" selling plan, to give our agents the very best quality in overalls, for less money than they would have to pay for inferior brands.

We have eliminated salesmen's expenses and jobbers' profits, and it only costs you the postage to find out how easy it is to increase your customers and profits, and cinch the sole agency for the famous BROTHERHOOD OVERALLS.

The BROTHERHOOD AGENCY is open to only one merchant in each town, and we protect him. Now is the time to cinch the agency for your town.

Send in ad. with name and address for particulars.

H. S. Peters, Limited

Manufacturers

WELLAND ONTARIO



The New TRADE W.G.R. MARK *Collar*

CECIL VALOR

$1.40 per dozen *$1.10 per dozen*

Ready for Delivery Now

The Williams, Greene & Rome Co., Limited
OF BERLIN, ONTARIO

WAREHOUSES :

BERLIN, ONT.

WINNIPEG, MAN.
Corner Donald and Cumberland Ave.

VANCOUVER, B.C.
324 Seymour Street

Hints to Buyers

"OLD BLEACH" DELIVERIES.

Notwithstanding the shortage of yarn, Old Bleach Linen Co. are making prompt deliveries of all their orders, and are keeping their Toronto stock well assorted with up-to-date lines.

* * *

HURON TEXTILE CO.'S NEW OFFICES

The Huron Textile Co., Inc., announce that they have removed their offices and sales rooms from 22 Thomas St., New York, to 19-25 East 24th St., the seventh floor. Their telephone number now is Madison Sq. 1426.

* * *

DESIGNERS FOR PARISIAN CORSET CO.

The Parisian Corset Co., of Quebec, have been fortunate in securing as designer and general superintendent of their factory, A. Probst, a man of exceptional ability, and long experience with some of the leading corset manufacturers of Paris.

* * *

MONTREAL OFFICE, MODEL BRASSIERE CO.

The Model Brassiere Co., have opened a new office in the Birks Building, Montreal, Que. From this office men will travel to all the small and medium provinces of Canada. Mr. Henry Lehman will continue to make the largest cities as he has in the past.

* * *

EMBROIDERIES, LIMITED

The directors of the Plauen Lace Company, Limited, 16, Castlegate, Nottingham, now registered as "Embroideries, Limited," announce that theirs has always been a thoroughly English concern, and that never at any time has there been any German or Austrian directly or indirectly connected with it.

WOULD NOT BE WITHOUT IT

Dear Sirs,

Enclosed please find our cheque for subscription to Dry Goods Review.

We would not be without it; its cost is so small but it is heavy in results.

Yours truly,

McJANNET Limited.

"AIRLITE" UNDERWEAR

The C. Turnbull Co. of Galt, Ontario, are meeting with gratifying response for their new grade of summer underwear called "Airlite" for which they have secured the rights for Canada. The garment is "airy," light, cool and comfortable, and of excellent wearing qualities. "Airlite" will be made in all sizes for men, women and children, and will retail at popular prices—50 cents a garment, union suits, $1.00. Further particulars may be secured on application to the Turnbull Co.

* * *

THOMPSON KNITTING CO. MOVE TO TORONTO

The Thompson Knitting Co. of London, have moved to Toronto into fine new premises at 7-15 Morrison St. This street runs south off Adelaide between Brant and Portland and is within one block of Bathurst or King St. cars. The firm in their new building will have greatly increased floor space and their work will be carried out under excellent lighting and sanitary conditions. The reason of the change of location from London to Toronto, was in order to secure more room and to be situated in a central distributing point from which they could handle more effectively their large output of ladies', girls', and boys' hosiery.

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JOHN BAYNE MACLEAN, *President.* H. T. HUNTER, *General Manager*

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Publishers of Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

THE DRY GOODS REVIEW

(ESTABLISHED 1888)

F. M. Alexander, *Manager*
A. B. Caswell, *Montreal Representative*
F. A. Cockburn, *Toronto Representative*
S. S. Moore, *Ontario Representative*
H. H. Black, *Editor*
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CANADA—Montreal, 701-702 Eastern Townships Bank Building; Toronto, 143-149 University Ave., Telephone Main 7324; Winnipeg, 34 Royal Bank Building, Telephone Garry 2313.

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 140 So. Dearborn St., Room 607, Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; Other Countries, $3 a year; Single Copies, 10 cents. Invariably in advance.



Showing fancy linings that are being used.

ADDED FURS TO MANTLES AND MILLINERY

(Continued from page 88.)

melon muffs to the luxurious pillow or granny. Seal coats without number.

"At Redfern's you will find a true showing of correct Paris fashions in rich, glossy, full-furred garments—from the simplest neckpiece to the most luxurious evening cloak. All are fashioned by experienced furriers, in our own work-rooms, from carefully selected pelt procured direct from the trappers. Prices—usually moderate."

The store is starting in also to advertise their furs and in September they added a third department, corsets—of which, more in another issue.

How do these all work into one another? Furs probably aid the other departments more even than they aid it. The manager of the fur section said to The Review:

"We feel that we are responsible for a number of sales in the other departments that might not have been secured. Often a lady, in trying on a hat, wonders whether it will suit her set of fox, or moleskin, or ermine: a call is made on us for a similar set, and she can decide at once. Or she is trying on a coat and wonders whether it will suit her fur set; we supply a duplicate and the sale is clinched.

Brighter for Furs

Situation Has Improved Considerably in Spite of Higher Prices—Towards Shorter Coats

ONE of the best known fur manufacturers in the country, and one whose prognostications on the market have been found to be generally accurate, expressed his views of the situation in the following terms:

"The situation looks brighter for the fur business than it did six months ago. Prices in a great many lines have advanced. All lines of fox have been in demand in New York, and considerable advances have taken place in white, cross, red and the cheaper silver foxes, the advance amounting to approximately 25 per cent., some more, some less. This advance is entirely due to the unexpected demand from New York. The big demand here is for red fox.

"The chief selling line in furs here is Hudson seal. It has been gradually coming into demand for the last three or four years, and appears now to be at top notch. However, low prices appear to have had considerable to do with the heavy demand. It is mainly being used in the manufacture of jackets of 42 to 45 inches in length, and also for some small goods, such as muffs and stoles.

"The Americans have found that they can absorb all of their production, and the over supply which occurred late last year and early this year, has been adjusted. The surplus has been fairly well used up. Very little European goods are coming in, and American goods are replacing them.

"As regards Persian lamb, the Russian Government has passed a law forbidding the export of skins from Russia, which are presumably being used for military purposes. However, some are finding their way out, but not in large quantities. The demand is not very heavy; if there was a heavy demand, then there would be a shortage. At present the price of Russian fur is very reasonable.

"Mink seems to be moving rather slowly this year, at least, other people tell us this; we have found it is a fairly good seller. It promised early in the year to be slow, but seems to have picked up on account of low prices. The prices are fully 50 per cent. down on those of a year ago.

"In coats, we find the tendency towards the square front, and 42 and 45 inches are the present popular lengths, but the tendency is towards shorter lengths than these, and with somewhat military effects. As far as small goods are concerned, the demand seems almost entirely for long haired black; in the cheaper furs, the better grades of black dyed dog are selling, and in the better furs, the demand is for wolf, black fox, and skunk."

FURS THAT ARE POPULAR

Many Lines Advancing Owing to Unexpected Demand—Review of the Favorites

THE unexpected and unprecedented demand of fur for the cloak trade has driven up the prices of the most popular trimming furs, chiefly beaver, skunk, raccoon, and opossum. This is likely to cause an advance in sympathy, in a number of other lines used for sets and for trimming fur coats.

One of the most prominent fur houses on the market has this to report on some of the most popular varieties:

For the fur manufacturing trade the greatest demand is in Alaska foxes, Eastern red fox, Canadian fox, and, of late, also Russian and Swedish fox. They are used in the natural state, and also dyed, and the prevailing shades are Isabella and brown dye, imitation silver fox dye, battleship grey and Sitka. Black dyed foxes are beginning to sell much better in all grades. Cross fox, blue fox, and silver fox continue in great favor. White foxes are in excellent demand and are used natural as well as in different dyes, such as imitation blue, taupe and battleship grey dye.

Lynx—A sudden great demand has sprung up and large quantities were sold at somewhat higher prices. However, this article can still be bought at low figures, as compared to the prices they brought in late years.

Wolves remain in big demand, even at high prices.

Skunk are in excellent demand, especially good quality Eastern skins and also long striped Northwestern. Prices have advanced, skunk can still be bought reasonably.

Seal dyed muskrat skins continue in excellent demand. Stripes are also in great favor, but stocks are getting scarce, especially in European stripes .

Moles—A great demand has arisen for same, both natural and tipped, and though prices have advanced they can still be bought reasonably.

Astrachans—There is a very good demand for fine moires, but stocks are very low. For flat astrachans the demand is also good.

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Buyers' Guide

FOUNTAIN AIR BRUSH

Model A Price $20.00

The Standard Air Brush of the World

Show-Card Writers and Window-Trimmers cannot afford to be without one.

Send for Catalogue C-79.

Thayer & Chandler, Chicago

LARGEST MANUFACTURERS

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.

The Botanical Decorating Company
(Incorporated.)
504 South Fifth Avenue, Chicago, Ill.

BROCK & PATERSON LIMITED
ST. JOHN, N.B. HALIFAX, N.S.

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.

MAIL ORDERS OUR ESPECIAL HOBBY

ASSIGNEES AGENTS, LIMITED

154 Simcoe St., Toronto

Assignments. **Collections.**

Book-debts are money in the other man's pocket. We are good collectors of past due accounts—consult us. Charges moderate. Phone Adel. 919.

Fitchburg Horn Goods Co.

Manufacturers of

HIGH-GRADE HAIR ORNAMENTS
HORN AND CELLULOID HAIR PINS
CELLULOID BACK COMBS
SIDE COMBS AND BARRETTES

FITCHBURG, MASS.

Factory and Main Office: Fitchburg, Mass.

ATTENTION!

Canadian Window Display Managers

SCHACK flowers are undeniably the most economical on the market—cost is actually one-half of the price of imported flowers. Write for our seasonable FLOWER BOOKS, free for the asking. They contain hundreds of ideas for window and interior displays.

SCHACK ARTIFICIAL FLOWER CO.
1739 Milwaukee Ave. Phone Humboldt 30
CHICAGO, ILL.

SITUATIONS WANTED

POSITION WANTED AS MILLINERESS, also ready-to-wear saleslady. Seven and ten years' experience in business. Mrs. C. Roland, Kamloops, B.C.

POSITION WANTED — DRY GOODS OR ready-to-wear department. Young man (married), with 12 years' experience. Highest references. Address Box 154, Estevan, Sask.

WANTED

WANTED- A YOUNG MAN WITH SOME experience in curtains, draperies, etc., and also some idea of window dressing, card writing, etc. Wages $60.00 to $75.00 per month, according to ability. For city store in Maritime Provinces. Address "Draperies," care of Dry Goods Review.

WANTED

COMMERCIAL TRAVELLER — OVER 10 years' experience, is looking for a first class line of ladies' dresses for the City of Montreal and Eastern Townships. H. Samuels, 1717 Park Ave., Montreal, Que.



28 "Service" Branches Throughout Canada.

Canadian Consolidated Rubber Co., Limited
MONTREAL, QUE.



LET "SERVICE" BE YOUR "BUY" WORD

WHEN PURCHASING WATERPROOF CLOTHING

You cannot "serve" your customers well unless you, in turn, are given real "SERVICE" by the manufacturer from whom you buy.

Real "SERVICE" not only means prompt deliveries and courteous treatment; it also includes salable and stylish goods of high quality and excellent workmanship.

WE PROVIDE "REAL" SERVICE

Our line-up is complete, our quality is unexcelled, and our prices are right. Let us show you what we can do.

IT IS OUR DESIRE TO SERVE YOU.



Canadian Consolidated Rubber Co., Limited
MONTREAL, QUE.

28 "Service" Branches Throughout Canada.



FREE COUPON
FOR RATED MERCHANTS

Tear off this coupon—pin it to your letter-head and mail it to us at once. We will send you free — "Millinery Profits" — a weekly bulletin illustrating the latest advanced styles.

CANADIAN MERCHANTS

RE-ORDER STYLE $2.00 HATS

Original re-orders from Canadian Merchants are on file with the publishers of The Dry Goods Review. That is the best evidence of VALUE.

STYLE Millinery

GUARANTEES YOUR MILLINERY PROFITS

Style:

The Pictorial Review read by more than 2,000,000 women feature Style $2.00 Hats as authentic advance models.

You can't buy better style in $50.00 Pattern Hats. Style $2.00 Hats portray the latest fashions in Millinery.

Value:

The fact that more than 500 Stores in Canada and the United States sell Style $2.00 Hats with profit is proof that you can't buy better value anywhere else.

Try Us Once — Be Convinced

Send for a sample dozen—the hats themselves will convince you better than words and pictures.

IMPORTANT

It is too late for us to illustrate here the latest Paris Fashions in Combination Sets consisting of hat and neck-piece to match.

Write to us at once for illustrations and descriptions.



Style Millinery Co.
Ladies' $2.00 Hats
19 W. 38th St., New York City

DRY GOODS REVIEW

VOL. XXVII NO. 13

NOVEMBER
1 9 1 5



CHRISTMAS
MERCHANDISING
NUMBER

THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE - - 143-153 UNIVERSITY AVENUE, TORONTO

TAPATCO
REGISTERED TRADE MARK BRAND

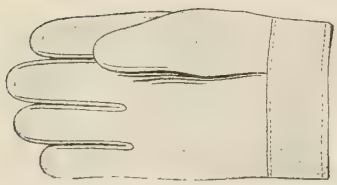
A little display of "Tapatco" Cotton Gloves on your glove counter will keep the Cashier hustling

"Tapatco" gloves are one of those popular selling lines which always create and consolidate bigger business and bigger profits.

"Tapatco" Gloves are Canadian-made from start to finish, and made by experts in the art of glove-making.

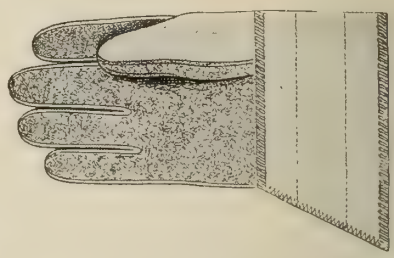
The "Tapatco" line embraces Gauntlet, Knit Wrist or Band Top styles in Heavy, Medium or Light Weights, also Leather-Tip and Leather Face Gloves, and Jersey Gloves and Mitts, in Tan, Brown or Oxford.

"Tapatco" satisfaction will make first purchasers steady customers. You should give them a trial. Will you send that sample order to-day?



American Pad and Textile Co.

CHATHAM, ONTARIO



The Embroidery *House of Canada*

EMBROIDERIES for January White Sales

When you are planning your January and Spring White Sales do not forget that G. Thoma & Co. are at your service with a very complete range of embroideries.

Because of their quality of fabric, workmanship, appearance and their remarkably low prices, Thoma Embroideries will meet with a generous reception and stimulate your whitewear sales.

We carry a complete stock in Montreal for your benefit.

Let us submit assorted samples of our newest patterns.

G. Thoma *and* Co.

Manufacturers of Swiss Embroideries

ST. FIDEN-ST. GALL (Switzerland)

AGENT

J. H. Gagnon, Unity Building, Montreal

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St. E.C.

Publishing Offices:

Melbourne,	Fink's Buildings
Sydney,	Post Office Chambers
London,	71 Queen St., E.C.

Late News for Buyers

Several Timely Suggestions for the Merchant Who Wants to Buy Wisely

October 25, 1915

FOR the first time in a number of years, our buyer for the Woollen Department has found it necessary to go to England three months earlier, because goods are exceptionally hard to get, and the mills are far behind in their deliveries. Factories on the other side are very busy with Government contracts, and it is very difficult to get them to supply any goods to sell in this market.

We are fortunate in yet having a good stock in our woollen department of Coatings in all the new weaves, white blanket cloths for Sport Coats, new modish white fur imitation for children's wear, linings in all weaves and colors, and canvases in black, white, and natural color.

We particularly direct your attention to the Fancy Plushes in the new shades, Carrara, Battlegrey, and Pickaninny, which are in great demand, also in standard colors which give the attractive seal effect. We have also a complete range in checks and stripes, and Shepherd checks in various qualities, which are very popular this season.

SMALL WARES

All lines of Small Wares are difficult to buy. Six months ago we were sensible of the advance in Metal goods of all descriptions—now the prices of these goods are going up in leaps and bounds, and it is no longer a question of prices but simply of getting delivery of the required articles. We find that most of our customers have failed to anticipate the enormous advances that have taken place, expecting us to be well covered to supply them at the old prices. This we would be glad to do, but our larger customers, who are more in touch with actual conditions, are continually placing orders with us at prevailing prices, and this makes it very difficult for us to keep any stock. We have two special lines, however, to which we call your attention:—

No. 1 is a solid leather Hand Bag with purse and mirror, made with three different embossings of leather, seal, crepe, and French grain, and the frame is of extra quality. This line is the best value in the market, and the price is low $6.50 per dozen.

No. 2 is our well-known $4.50 bag, made in four styles. This line represents special value, and we are constantly receiving repeat orders for it. Make this a leader in your Notions Department.

SILKS

The widespread demand for Corduroys and Velvets still keeps up, and it is very difficult to obtain sufficient supply of these goods The following lines are Spring Goods, which are sampled with our travellers. You will find them very good sellers, and we advise you to place your order as soon as possible.

Poplin Crepe Lumineux
Crepe Onduline
Faille Francaise
Crepe de Chene
Taffeta Radium
Colored Paillette
Colored Satins
Colored Bengalines
Colored Silk and Wool Bengalines
Colored and Black Chiffon Taffeta

DRESS GOODS

The demand for dress goods continues to be very active. We still have a good stock of Priestleys' Dress Goods, which are well known to be of the highest class of dress materials.

We have a new line in stock for next Spring—Palm Beach Suitings. These will be in much demand, and we ask you to see the samples in our travellers' hands, and place your order as soon as possible. Serges and Garbardines are selling very freely with us at the present time. Advertising supplied free on request.

LACE

Lace makers are featuring shadow flouncings in filet designs, black, white and cream, net spray designs in white and cream. We are now showing our 1916 range of these lace novelties; also Oriental and Collar Laces, in white, cream, and black, and an extensive range of Dainty Vals, 40-inch blouse nettings, shadow and net grounds, in white, cream and black. We also have in stock Guipure edgings, which are very popular in white, cream, and black, Crepe Georgette and Ninons.

BLANKETS

Prices are advancing on Blankets. We expect higher prices to be quoted on all lines of blankets in the near future on account of the enormous amount of Government work; the output of the mills is all contracted for, and it is very difficult to get any deliveries. We have made a special purchase of 2,000 pairs of grey blankets in 5, 6, 7, and 8 lbs. respectively. We give you a special clearing price on this lot of 30c per lb. Other greys in stock ranging from 27½c to 60c per lb.

White Blankets—all numbers, in stock from $2.50 per pair, up to $17.50 per pair.

Cotton filled Comforters from $12.00 to $23.50 per dozen.

Down filled Comforters from $3.50 each to $25.00 each. We have a fine range of White Honeycomb and Satin Quilts—and special values in Curtain Scrims—samples sent upon request.

GREENSHIELDS LIMITED
VICTORIA SQUARE ∴ MONTREAL
"Everything in Dry Goods"

Out of the present uncertainties in Dress Goods Fabrics and Fashions, English Mohairs emerge more strongly than ever as the standby of prudent merchants.



English Mohairs enhance their beauty of weave and sheen by any scheme of style-right trimming.

The wide adaptability of English Mohairs—for coats, suits, dresses, skirts, wraps — opens selling possibilities offered by few, if any other, fabrics in the entire field.

YOUR WHOLESALER HAS
B. D. A. ENGLISH MOHAIRS

and will be pleased to show you the latest designs.

THE BRADFORD DYERS' ASSOCIATION, Limited, of Bradford, England

Suggestions for Christmas

FOR THE LADIES:—

Attractive waists in latest cloths and colors; fancy handkerchiefs and neckwear in special packing; silk hosiery in black, white and colors; umbrellas, silk and wool coat sweaters, blouse lengths in holiday boxes, etc.

FOR THE MEN:—

Suspenders, garters and armlets, packed separately or in sets in tastefully decorated boxes. Coat sweaters, mufflers, gloves, socks, ties, umbrellas, etc.

——All Above Lines in Christmas Boxes——

FOR THE HOME:—

Silk and satin comforters, in all fillings; linen for table and bed use; fancy covers for tables, bureaus and washstands, singly or in sets; bed spreads, etc.



John M. Garland, Son & Co., Ltd.

Ottawa, Canada

"Found" Business

THERE'S a world of difference between business you have to **make** and business that "just comes." While you need to use selling efforts to dispose of many of the goods in your store—here's a widely-advertised line that practically sells itself. The mere display of

MENNEN'S TALCUMS

in your store is sufficient to effect sales. Mennen's Talcums require no pushing. By extensive advertising and universal use they already have the demand. Why not take advantage of the present advertising and make Mennen's Talcums a profitable line?

Here are the different varieties:—Borated Talcum, Violet Talcum, Flesh Tint Talcum, Sen Yang Talcum, Narangia Talcum and Talcum for Men.

Made in Canada by Gerhard Mennen Chemical Co., Montreal, Que.

Selling Agents—**Harold F. Ritchie & Co., Limited, McCaul St., Toronto, Ont.**

Brotherhood Overalls

MADE IN CANADA UNION MADE

Send for them and sell yourself





The upper cut illustrates our Auto or Union Suit. The cut to the right shows our Mogul Coat. Ask for description or samples.

On the belief that 99 merchants out of 100 know values in Overalls, we propose to allow our Overalls to speak for themselves. We employ no travellers and do not sell through jobbers.
This means—

First, the expense of keeping travellers on the road is eliminated.

Second, the jobbers' profits are cut out.

Third, the savings effected are put into the goods themselves, and this extra and very apparent quality must be our salesmen. And it is.

We want a good agent in every town in Canada. How about you? Start things, by writing for samples—be your own salesman. If the goods are as we say, the best value in the trade, then it's up to you to secure the agency.

GET ACQUAINTED WITH US AND OUR VALUES BY WRITING TO-DAY.

(Say you saw this ad in the D. G. R.)

H. S. Peters, Limited, Welland, Ont., Can.

MANUFACTURERS

G. S.

GOVERNMENT STANDARD



10344

See this mark G.S. on every piece

SHEETINGS

PERFECTLY PURE AND PERFECTLY SHRUNK

The Truth About the Sheetings G.S.

The cloth is perfectly pure and is perfectly shrunk and however often washed will remain the original width till worn out.
The manufacturers believe this is the only sheeting at the price which is *thoroughly* shrunk and pure.
The wearing qualities of a sheeting are determined by the quality and quantity of cotton or linen material it is composed of and not of the starch or china clay used to give it an appearance altogether illusory. These substances generally disappear after once washing, leaving a narrower rag-like article.
If you buy the G.S. Sheeting (Government Standard), protected by the registered trade-mark, you get a sheeting that is always the same to-day, to-morrow, and all days.
Cheapness and low prices are seldom synonymous with good value or comfort.

G.T.S. TWILL SHEETINGS

Perfectly Honest and Pure, and Made at the Same Mills

See the Trade-Mark on every piece

ROCHETTE

FLANNELETTE SHEETINGS

These flannelette sheetings are the finest ever offered to buyers in Canada or elsewhere. Also the production of the same well-known British Firm of Manufacturers.

Names of Wholesale Houses stocking G.S., G.T.S. and Rochette Sheetings can be had from the Manufacturers' Agents:—

TORONTO
A. H. Park, 77 York Street

VANCOUVER
W. James, P.O. Box 447

MONTREAL
W. E. Rhodes, 33 St. Nicholas Street

QUEBEC
E. Hamel, 66 Rue de L'Eglise

ST. GEORGE



Reg'd Trade-Mark

THE LEADING HOUSE

in the trade for

SMALLWARES and SHOE MERCERY

SPHERE



Reg'd Trade-Mark

We shall welcome your enquiries (direct or through shippers) for

WOVEN NAME LOOPS AND LABELS
BOOT LACES AND LOOPINGS
CORK AND WOOL INSOLES

HOSE SUPPORTERS AND BRACES
COTTON WEBBINGS AND BINDINGS
ELASTIC BRAIDS AND WEBS

FAIRE BROS. & CO., LTD., Manufacturers, LEICESTER

AND 19 FORE ST., LONDON, E.C. ENGLAND

The McKinley Edition of Ten-Cent Music

will always hold first place as an Edition of **Standard, Classic and Teaching Music.**

An established demand for this line of music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself, to thousands of dealers, to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 200%** to the dealer.

The McKinley Edition (Revised for our Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealers' imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for Samples and Particulars to-day.

Also we want you to know our Jobbing Department is one of the largest and most complete in the country. We can take care of your wants for anything in Sheet Music.

McKINLEY MUSIC COMPANY

The Largest "Exclusively Sheet Music House" in the World.

CHICAGO: 1501-15 EAST FIFTY-FIFTH STREET

WILL P. WHITE, LTD.

Manufacturers' Agents and Importers

TORONTO — **65 Simcoe Street**

MONTREAL — **525 St. Paul Street**

SOLE AGENTS

Luke Turner & Co., Leicester, Eng.—Garter Elastics, Webbings and Beltings. Gold Label and Silver Label (Registered) Qualities.

J. Bonas & Son, Derby, England—Tapes, Stay Bindings.

Rosenwald Bros., London, England—Coiffuretta, Tidy-Wear and Silk Hair-Nets, Can.-Anglo Brand Dress and Garment Shields.

George Goodman, Ltd., Birmingham, England—Safety Pins, Hairpins, etc.

Morris & Yeomans, Redditch, England—Needles, Needle Cases, Crochet Hooks, Hatpins, etc.

Donisthorpe & Co., Leicester, England—Wool Mendings.

Howard Wall, Ltd., London, England—Dean's Tape Measures, Corset Fasteners, Babies' Bootees and Shoes.

Colonial Weaving Co., Peterboro, Canada—Beltings, Feather Stitch Braids and Embroidery Trimmings.

F. Bapterosses & Cie., Paris, France—Agate Buttons.

Societe Francaise de Cotton a Coudre, Paris, France—C. B. Mendings, Embroidery and Crochet Cottons.

Henry Myer Thread Co., Chicago, Ill.—Subsilk and Mercerized Threads.

Western Thread Co., Elgin, Ill.—Japsilk Mending and Embroidery Cottons.

Rudolph Liebmann Mfg. Co., Newark, N.J.—Metal and Celluloid Dress Buttons.

Schott Bros.—Button Moulds, Schott's and Diraco Machines.

The Winwal Co.—Buttons that can be covered by hand.

PEARL BUTTONS
English, French and Japanese.

JAPANESE HAIR AND TOOTH BRUSHES

THE WELL-WORTH BINDING BRAID
Made from selected Twist.

THE "GLOBE" BOOTLACE CABINET

"GIVEASE" COLLAR SUPPORTS
Made in England.

"SURESTAY" DOME FASTENERS
Manufactured in Spain and U.S.A.

MANUFACTURERS AND WHOLESALE TRADE ONLY SUPPLIED.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World.

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Victoria, B.C.	Winnipeg, Man.
	Hamilton, Ont.	

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada

TORONTO, CANADA

TRADE MARK



If you have been putting up with the inconvenience of the ordinary pin ticket—the jabbing of the fingers; the tearing of expensive fabrics—then it is time you tried out Noesting.

NOESTING (Rounded Point) PIN TICKETS

have done away with all this, as hundreds of Canadian merchants who use them can testify. They're safe, humane, profitable—and cost no more than the old-fashioned kind. So why not have Noesting? **Order from your jobber or direct from us.**

The COPP, CLARK CO., Limited
495-517 WELLINGTON STREET WEST, TORONTO

"The Specialty House of Canada"

McIntyre, Son & Co., Limited

MONTREAL

A showing of unusual attractiveness in our range for Spring 1916. **Value** and **Style** combined will merit your **Inspection.**

Dress Goods

Gabardine, Serges, Broadcloth, Shepherd Check, Hairline Stripes, and Plaid novelties.

Silks

Taffetas, Poult de Soie, Silk and Wool Poplins, Plaids.

Hosiery, Gloves and Underwear

"Crown Hosiery." A complete range in Cotton, Lisle, Silk and Vegetable Silk and Silk Plated. Men's, Ladies' and Children's.

Underwear. Men's, Ladies' and Children's. A range to meet all demands.

Kid Gloves. Trefousse, Rouillon and Crown Gloves at prices convincing of their good value.

Niagara Maid. The popular silk glove, also a feature in Ladies' Hosiery and Underwear.

Wash Goods

Silk and Cotton Fabrics—plain and fancy weaves. Also novelty printed designs.

White Fabrics of all designs and weaves.

Sheer Fabrics.

Cotton Suitings. Old dyes and an excellent range, were secured by early purchases.

Viyella Flannels and **Shirtings** are a prominent feature and meeting with increasing popularity.

Linens

Linen Goods. Madeira Fancy Linens. Damask Table Cloths and Napkins—Scalloped — Hemstitched — Plain — All Sizes. Fancy Bath Towels in boxed sets.

Smallwares

Needle-Cases, Handkerchiefs—Plain and Fancy for Christmas trade, **Swiss Embroideries distinctly new. Single pieces and box lots.**

We are sole selling agents and distributors in Canada for

"TREFOUSSE" and "ROUILLON"
Kid Gloves

"VIYELLA"
Flannels and Shirtings

"NIAGARA MAID"
Silk Gloves, Hosiery and Underwear

Readiness
Attention
Courtesy
Interest
New Ideas
Enthusiasm

System
Energy
Reliability
Variety
Industry
Co-operation
Efficiency

Spring 1916 *Spring 1916*

Merchants

LOOKING FOR

The Right Merchandise

IN

Staple and Fancy Dry Goods
Ready-to-Wears
Gents' Furnishings
and House Furnishings

ARE DIRECTED TO THE HOUSE OF

ALPHONSE RACINE
LIMITED

Wholesale Jobbers and Manufacturers

60 St. Paul Street West
Montreal

RACINE SERVICE

OF { TRAVELLERS
LETTER ORDER DEPT.
WAREHOUSE

will please and pay you.

BRANCH SAMPLE ROOMS:

111 Sparks St.	68 Church St.	Record Building
OTTAWA, ONT.	QUEBEC, QUE.	SHERBROOKE, QUE.

THREE RIVERS, QUE.; SYDNEY, C.B.; SUMMERSIDE, P.E.I.

"MATRON" & "MAID"

The World's Best-Known Wash Fabrics



"CORONA" and "IDRI"

The best substitutes for "Matron" and "Maid" for the medium and lower-priced trades.

These famous cloths are each identified by the diamond-shaped ticket every five yards on the selvedge. They are all-the-year-round cloths, making up into smart washing frocks for ladies' and children's wear, maids' dresses, boys' washing suits, jumpers, overalls and other garments.

They are all done in a wide range of stripes and plains.

Names of wholesale houses can be had from the manufacturers' agents:—

TORONTO
A. H. Parks, 77 York Street

MONTREAL
W. E. Rhodes, 33 St. Nicholas St.

VANCOUVER
W. James, P.O. Box 447

QUEBEC
E. Hamel, 66 Rue de L'Eglise





Butte

BUTTE
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home.

Our n
West, T
stone, fift
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every par
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Here
ing merch
is a print

Bu



rick Builds in Canada

[CK business in Canada has grown so fast that we have had to build a new Canadian

v headquarters at 468 Wellington Street, nto, is a five-story building of brick and by two hundred feet. Windows and still ows make it a true sunshine factory, and of the fifty thousand feet of floor space is n daylight.

e made our Canadian patterns for the lead- nts from St. Johns to Victoria. Here also g department, offices and storerooms.

BUTTERICK in Canada is a real Canadian business. BUTTERICK patterns are made in Canada by Canadians and distributed from Canadian points for Canadian people.

The BUTTERICK warehouse in Winnipeg means quick and economical service for western Canada.

We wish every merchant could visit the BUTTERICK salesroom at 503 St. Catharine Street, West, Montreal. It has been called the most beautiful salesroom in all Canada.

BUTTERICK'S extraordinary growth in Canada is due to two things—Style Supremacy and Service.

utterick

New York-Paris-London-Berlin
Other Distributing Centers-*Chicago, St. Louis Boston, San Francisco, Galveston, Atlanta, Toronto*

Christmas 9 Teen 15 Teen

RIBBONS

New Goods at Old Prices

Raw silk has advanced 75c per lb. and dyes 300 per cent., to say nothing about the extra cost of labor and finishing.

But our ribbon contract was placed before the advances took place. We will not advance our prices till stock runs out.

Our price for silk taffeta ribbon "Minoru."

Large stock of following width in all colors, just received.

Widths	3	5	9	16	22	42	60	80	100
Prices ..	1¾	3	4¾	6	6¾	7½	11½	14½	17½

The best value ribbon produced.

Widths 100 and 120 in taffeta and satin ribbons are clearing at "big cuts" in prices —all colors—just what you want for Xmas fancy work.

Novelty Christmas Ribbons

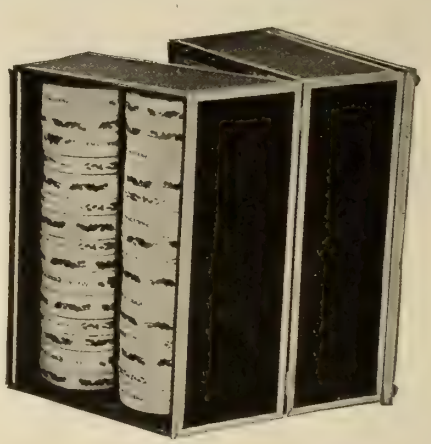
Holly, Mistletoe, Merry Christmas and other Holiday Designs. We have all widths required and the Xmas Red and Green Plain effects. Also the above put up in 3 styles of cabinets. The best values and biggest profit-makers in the trade. See them.

No. 174. Assorted Xmas Fancies, contains 24 ends assorted for $2.25 Cabinet.

No. 777. Assorted Xmas Fancies and Xmas Plain Red and Green, contains 24 ends assorted for $2.25 Cabinet.

This is only about 9c. per piece and is lower in price than any other cabinet shown. Cabinet is covered with "Novelty Xmas Paper."

We also offer a New Cabinet. See cut.



This Cabinet contains 60 ends, assorted widths, in Mistletoe, Christmas Ribbon, Holly, Plain Christmas Green and Red.

No. 335. NOVELTY CABINET

Christmas Ribbons, per Cabinet of 60 ends - - **$6.60**

Just the thing to give you a good assortment for Christmas trade without too much outlay.

Christmas Neckwear

New range of latest neckwear novelties just received including the new "Georgette "Crepe", fur trimmed and other creations, also Xmas collar novelties put up in individual Xmas boxes (one in a box).

Styles—Holly, Mistletoe, Redberry, Whiteberry, Santa, Good Cheer at $2.25 doz. boxes. Yuletide, Xmas at $3.00 doz. boxes. Reindeer, Carol, Snowdrop at $4.25 doz. boxes, choicest selections yet seen.

Send for sample dozen. They will pleaseyou.

The W. R. Brock Company, (Limited) TORONTO

Taking Advantage of Enquiry Department

Just a Few Samples of the Directions in Which the Service Department of The Review Furnished Information to its Readers During the Past Month

WHEN you become a subscriber to "The Review" this is part of the service you buy. Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured. We have facilities for procuring information about new goods, novelty lines, etc., and our Service Department is at your disposal at all times. We are glad to be of any possible assistance to our readers, and requests for information are most welcome. Cut out the coupon below and use it when you would like us to give you information. The following are a few of the inquiries received and answered during the past month:

Montreal, Que.—Please tell me where I can procure a small machine for pleating underskirts, accordeon pleating?

Perth, Ont.—Where can I procure hospital gauze, same as sample, used for Red Cross work?

Answer—Gilmour Bros. & Co., 559 Pie IX Ave., Maisonneuve, Montreal.

Arkona, Ont.—Kindly let us have the names of firms from whom we can buy Christmas goods, toys, etc.

Port Williams, King's County, N.S.—Where can I procure khaki knitting yarn like sample enclosed?

———, P.E. Island—I am enclosing herewith a circular received, re insurance, from the firm of M. W. Belcher, Inc., Chicago. Do you know anything of it? Is it a proposition that is carried out successfully? I would like to have any information you can furnish regarding it.

Answer—A letter from The Review to the Association brought the following reply: "Our insurance plan has worked out very satisfactorily and is not only indorsed by this Association, but the management of the Insurance Exchange is under the supervision of officers of this Association who are themselves presidents of representative department stores. The insurance plan has actually saved our members from 50 to 60 per cent. of their insurance. It has been in existence about nine months. We have written over fifteen million dollars of insurance to date and have had the plan approved by the best experts of the country. We have no hesitation in saying that the plan is safe, economical and advantageous in every way."

Toronto, Ont.—Where can we procure woven labels?

Ste. Flavie Sta., Quebec—Kindly let us know by next mail where we can get shirt labels like enclosed sample.

From several places—Please give us prices of pens and brushes mentioned in card writing series.

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____191

PLEASE TELL ME WHERE I CAN PROCURE_____

_____

_____

NAME_____

ADDRESS_____

FRENCH MODELS: PAQUIN AND BERNARD





Figure 1.—Bernard model remarkable for the novel use of Hudson seal. The neckpiece shows a reaction from the all-prevailing choker collar and a return to the V-shaped opening. Note the very large velvet bag with its elaborate metal frame and voluminous silk cord handles. Shown at Gimbel's Fashion Show.

Figure 2.—This simple graceful gown is a Paquin model, and is made of chiffon velvet with girdle and cuffs touched with fur. The set is from Evelyn Varon and is of velvet cut in leaf form and lined and bound with crepe de chine. Shown by Gimbel's, New York, at recent fashion show.

Dry Goods Review

VOL. XXVII. TORONTO, NOVEMBER, 1915 No. 13

Swing to Better Times Gains Momentum

Remarkable Official Figures of Wheat Crop Over Double Last Year's, is Toning Up Business—Bank Clearings Cross the Line—Improved Feeling in Stocks—Retailers Report Increases.

IN an article in last issue dealing with the brighter outlook for Canadian merchants this Fall as compared with one year ago, the statements of several presidents of wholesale houses were presented, as well as those of commercial agencies, and some representative retailers. In the optimism that underlay nearly every letter that was quoted the Western wheat crop played a considerable part. It did not in 1914, for it was known only too well that obligations that had piled up for agricultural machinery must be liquidated with the major portion of the small crop, even though war prices were attached to its marketing.

Paying Up and Going Ahead

This year it is different. Other business debts will be wiped out and there will be left a large sum to pay for the necessaries of life and for development work. The farmers that have been carried by the merchants will be able to wipe out their credit accounts and the merchant in his turn will be able to reduce his heavy indebtedness to the supply houses of the West and the East. Once again we have reached the stage where Western prosperity exercises a direct and immediate effect upon the co-partner of its activities in Eastern Canada.

Wheat Crop of 336,000,000 Bushels

The official Government figures of the grain crop issued late in October drew forth a gasp of astonishment—so far did they exceed all previous estimates. The wheat crop for the whole of Canada, 336,258,000 bushels! Oats, 481,035,500!

But these figures standing for hundreds of millions of dollars in cash receipts, can be appreciated best by a species of comparisons. One year ago the wheat crop was 176,978,000 bushels; the crop this year thus is more than double, showing an increase of 108 per cent.; Not only so, but it constitutes a record surplus of over 100,000,000 bushels, the highest hitherto recorded being 231,728,000 bushels in 1913. The 1915 crop has been harvested from 12,986,400 acres, which had an average yield per acre of 25.89 bushels. Compared with the average yield, 1910 to 1914, of 196,026,000 bushels, this year is 72 per cent. ahead.

Nearly Half Billion of Oats

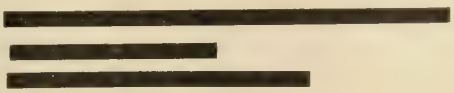
Nor do these stupendous figures approach the total of Canada's cereal crops. The official Government figures on oats makes the total yield this year 481,035,500 bushels which were garnered from over 11,000,000 acres, making an average yield per acre of 43.33 bushels.

THE EPIC OF THE WHEAT



1915	336,258,000
1914	161,280,000
1913	231,228,000
Average, 1910-14	196,026,000
Excess over 1914	108 p.c.
Excess over 1913	45 p.c.
Excess over average	82 p.c.

OR



The yield of barley is now estimated at 50,868,000 bushels harvested from 1,509,350 acres, making an average of 33.7 bushels. The yield of rye is now placed at 2,478,500 bushels from 112,300 acres, or 22.7 bushels per acre. The estimate on flax seed is 12,604,700 bushels from 1,009,600 acres, or 12.48 bushels per acre.

The remaining grain crops of Canada whose yields have been recently reported on by the Government are as follows: Peas, 3,240,000 bushels; beans, 594,000 bushels; buckwheat, 8,101,000 bushels; mixed grain, 17,128,500 bushels, and corn for husking, 14,594,000 bushels.

In the three North-western Prairie Provinces the estimated yield of wheat is 304,200,000 bushels and of oats 305,680,000 bushels.

And it is the belief of most people who know the Western threshing figures so far as they go, that even these huge totals will have to be increased even further.

With a harvest to back up Fall and Winter business!

* * *

Railway Earnings Away Up

Startling changes in railway earnings and in bank clearings were recorded in October—all indicative of business improvement. The C. P. R. earnings for the first week were 28 per cent. ahead of last year; for the second, 34 per cent., and for the third, 50 per cent.; the C. N. R. ran 17, 17 and 58 ahead respectively, and as if to prove that the Western crop is not altogether responsible, the G. T. R. earnings advanced 1, 5 and 7 per cent. respectively.

Bank clearings record a similar favorable condition. For the last week in October they were 22.9 per cent. ahead, instead of running 15 to 17 per cent. behind. In the West the increase was over 25 per cent.

Some Xmas Selling Methods

Identifying Store as Santa Claus Centre—Contests for Children—Bazaars and Special Booths Attract Extra Buying—Glove Coupons or Not? In Addition to Special Department Articles

IT is with far different feeling and as different prospects that the merchant approaches the Christmas selling season this year than a twelvemonth ago. Then a spirit of uncertainty, unrest and anxiety brooded over the public and held the pocket-book tightly shut. It was only in the last few days, with most merchants, that custom broke down the barriers that war had upraised, but too late to atone for weeks of light buying and curtailed gift giving.

But for weeks past it has been evident that holiday sales this year will far surpass the figures of 1914. October has beaten a year ago in most stores and November and December are likely to follow suit. Where last year some merchants spent not a cent on Christmas decorations or special window displays, many have arranged for a considerable expropriation. Business, they believe will warrant it. The desire and the money will warrant it. The desire and the money exist side by side, and can be converted into fairly good turnover. To everyone The Review would say, Go to it! The sun is shining again, make hay betimes!

CROWD UP AND SPACE OUT

ONE of the most important points to consider in advance is the re-arrangement of store space in order that advantage may accrue to lines that are in most demand. Crowd up your ready-to-wear department, your housefurnishing, your staples, your shoes, your millinery, your dress goods: space out your neckwear, ribbons, fancy goods, handkerchiefs, toys, and other brisk Christmas sellers.

GIFTS ONLY IN BAZAAR SECTION

WHERE there is room, many stores have found it profitable to institute a special section where Christmas goods of all descriptions are collected for sale. Last year The Review showed a view of a "Christmas bazaar" with goods shown in decorated booths: toilet articles, ribbons, handkerchiefs, gloves, hosiery, purses, bags, stationery, jewelry, china, embroidery, etc. Toys were located on another floor in this particular store.

A change, however, will be introduced this year: there will be no division. Toys, dolls, etc., will be located with the rest of the Christmas sellers in order that there may be one big, all-inclusive Christmas merchandise section. More than that: small goods, such as hosiery and others that ordinarily are not brisk holiday sellers, will be omitted, and only pure gift articles included.

Another point: the decorations will be of a patriotic nature. This was worked out in a number of stores last Christmas throughout. Nothing, we believe, will quite replace the usual evergreens, poinsettias and other red and green decorations, but flags and bunting may well be given a prominent place.

Another store will do most of its "decoration" of booths by means of the goods themselves. This can be readily worked out in handkerchiefs, fancy goods, ribbons, etc., and increases the display and the consequent selling facilities.

A BETTER CLASS SECTION

THERE are certain classes of people to whom the bazaar with its toys and often cheaper lines of gifts has little attraction. One store last year had a special gift section where the goods shown were all of the better class. The section was located on the second floor and on the various counters were arranged furs, gloves, lace handkerchiefs, French underwear, fans, dressing cases, leather novelties and bags, opera bags, perfumes, china and cut glass, jewelry, perfumes, books, and many other useful and attractive articles. The goods were most artistically arranged, and novelty mechanical singing birds were hung about in gilded cages. If the mechanical birds are not available, real birds in the shape of canaries in both gilded and wicker cages would form a good substitute, and would find a ready sale.

The advantage of this arrangement is one that merchants have tested in the past and found to be one that means additional business, for it is the idea that underlies the adoption of the baby and the children's department —namely, that of making shopping easy and saving the customer trouble.

PRIZES FOR CHILDREN

CHRISTMAS competitions for children have been tried out in many forms. The Paquet Company, Quebec, aim at all times to be in the good graces of children,

and especially at Christmas time. It has been their custom to give something useful away at this season which will provide them a task, and at the same time bring revenue to the store indirectly. Two years ago they gave away hundreds of "painting books," and offered sixty prizes for the best coloring.

On the first page of the book was a letter addressed to the children, in which the conditions of the competition were stated. Competitors were divided into three classes, A, B, and C, of ages 8 to 10, 10 to 12, and 12 to 15 respectively. The pictures were to be painted in water colors, and crayons or oil paints were not to be used. When finished, parents or guardians were to sign a certificate on the back page.

Making Up Cost on Sale of Paints

These books were given away in the store on December 15, and were to be brought back before December 20, to allow the judges to arrive at a decision before Christmas Day. This necessitated the children and many of their mothers coming to the store twice. Each picture contained the figure of Santa Claus in the act of giving away articles to be found in the Paquet store. On the opposite page was a description of these articles. This year, a similar book will be given away, only instead of the description, the opposite page will be taken up by a colored picture, showing the child how the work should be done.

The cost of these books is pretty well liquidated by the profits from paints sold in the store. It is a good way of getting the children to look upon the store as a place where toys can be purchased at this period of the year.

A Warning

One merchant who has had considerable experience in children's competitions around Christmas has decided to omit them this season. Last year he had a voting contest based on a coupon for every 10-cent purchase. Names were nominated for the contest and a valuable present given. The difficulty, however, was that the children who did not get prizes were dissatisfied, and not only they but the parents. Tact must be employed in a case like this.

EARLY DECORATIONS

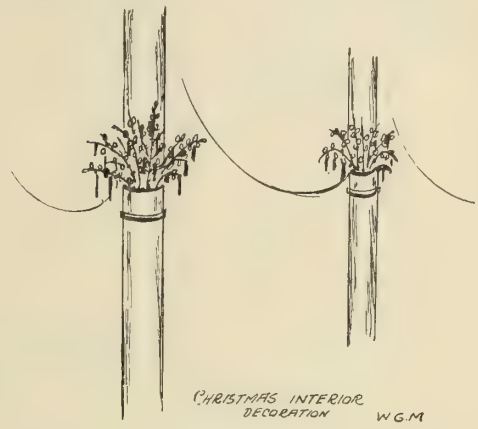
EVERY merchant is interested in the early buying of Christmas gifts, and the most effectual means of getting the public to buy early is to give every visitor to your store the feeling that Christmas is near. Possibly the store has an elaborate scheme of decoration planned for the last weeks which it does not wish, and which it would not be wise, to spring prematurely. But much may be done by a consistent attempt all through the fancy department to dress up for the event. Cases may be trimmed with crepe paper or plush in holly red, or Christmas green and poinsettias, holly and mistletoe wreaths and sprays may be used for decoration.

Last year a big store used cut glass vases filled with poinsettias, holly, mistletoe and gilded leaves. In addition, the cases were lined with green plush, the red touch being given by huge bows of holly-red ribbon. The cases were dressed in this manner about the middle of November, and the gay appearance of the store certainly served as a reminder that it was getting time to buy Christmas gifts.

COUPONS FOR GLOVES

CHRISTMAS is always a busy season in the glove department, for a pair of gloves is the favored solution of the gift problem in many cases. This is satisfactory so far, but not quite so much to the taste of the majority of merchants is the aftermath of exchanges and returns.

A CHRISTMAS DECORATION



This was the plan of pillar decoration used last year by W. G. Moir in the Robinson store, Hamilton, and was very effective. Mr. Moir writes: "Cut a piece of cardboard ten inches wide, enough to go around pillar. Use holly sprays and cut short lengths of red wood fibre rope and attach same to ends of holly, giving it a drooping effect. Also use the wood fibre roping from pillar to pillar."

To obviate this trouble some stores practice giving a coupon instead of the merchandise. This coupon represents a pair of gloves and is brought in by the recipient of the present and exchanged for a pair of gloves. In this way the gloves are selected by the wearer and there is no trouble about right sizes, etc.

These coupons have to be gotten up attractively, and the style varies according to the ideas of the store using them and the class of trade done.

Of course, the price paid for the gloves does not appear on the coupon in plain figures, for the very obvious reason that no one wishes to have stated the value of what is given. The store's private merchandise mark, or better still, some agreed-upon combination of numbers indicate to the sales woman the price paid for the gloves represented by the coupon.

To this plan The Review found one large store objecting. They had tried this plan, but found that a number of people came in after receiving the coupons and asked for a "refund" of the money—for "money back" that they themselves had never expended! Oh, the dear public and its wiles!

SHETLAND PONIES TO DRAW SANTA CLAUS

The Coming of Santa Claus is made an event of profitable publicity nowadays in a number of Canadian stores, in identifying the store in the minds of the mothers and children as a centre for suitable gifts, and particularly toys. Last year The Review showed a view of one Santa Claus in a large coach drawn by horses in place of reindeer of the previous year—on the way to a hall where a public entertainment was afterwards given free to all who had secured tickets.

Santa Claus has been driven from the station in an auto; has come in an aeroplane; has even taken the democratic method of arriving in a streetcar, or on foot. Sometimes the crowd that was drawn has been so great that the

(Continued on page 43.)

Attractive Xmas Card Suggestions

Eleventh of series, Cardwriting Made Easy

AS regularly as the Christmas season comes around the question arises in the cardwriter's mind: What about Christmas Cards? You feel the desire for something new, something different. You want to get away from that stiffness which is often displayed on lithographed cards. So hunt up all your Christmas ideas, anything of a holly or poinsettia nature, Winter scenes, pictures of Santa Claus and let us see what can be made from them that will look new and different to other years' cards.

There is one thing that should be impressed upon the cardwriters and that is the advisability of getting these cards made up, ready to letter, before the Christmas rush sets in. If the making of them is put off until they are required, they are often skimped; so utilize every spare minute from now on.

Illustrations and ideas for illustrations can be secured from many different sources. The main one is from the Christmas postcards. You can obtain more ideas from these than all other ways put together. They seem to obtain limitless suggestions which can be worked up into attractive holiday showcards. From magazines, journals, children's Christmas books, etc., many useful ideas can be obtained. Whenever you see a suggestion that can be worked up into a showcard, keep it, because if you cannot use it immediately you will later.

A spray of holly leaves makes an exceptionally good one for copying, especially if there is not much detail about it, such as the one shown in Fig. 1. Fig. 1 illustrates the different steps required in order to make a completed drawing. When you have obtained a good holly spray, one that is suitable for the corner of a card, place a piece of transparent tracing paper over it and trace the main lines with a soft pencil. When this is done place carbon paper under tracing tissue and place in desired position on the card, then trace again all lines. These will be very light and this must be traced with a coarse pen and waterproof ink. It is imperative that waterproof ink be used because of the coloring operations.

The final stage to complete the drawing is the coloring to make it look like natural holly. Use only transparent colors for this work. If only a small amount of work is to be done, use transparent photo tints, but should you require large quantities of color it is advisable to use bottle inks or mix them from aniline dyes.

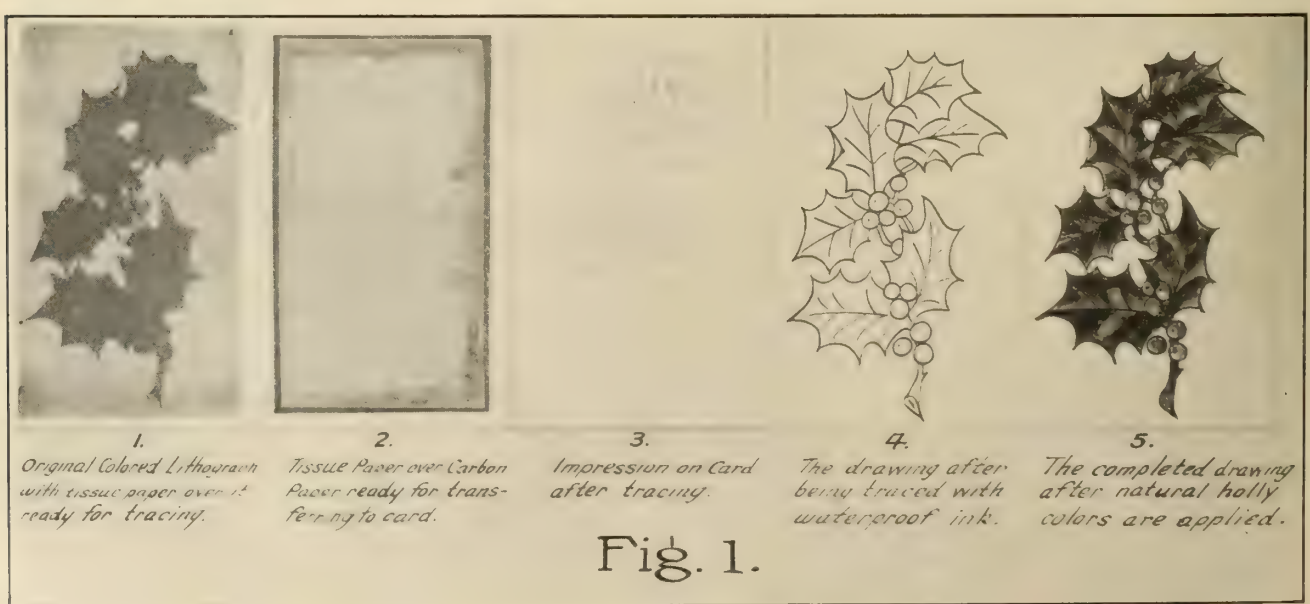
To color the leaves, first apply a light coat of pale green. When dry, shade with the darker color in desired places. The berries should be of a bright scarlet, touched up with white and black, to give a round appearance.

Experience is the best way for you to learn to shade these drawings. Always keep a blotting paper within reach in case you add too much color; in such case the blotter will absorb the surplus fluid.

The Cards

The collection of cards shown gives a fair idea of many ways in which to work up Christmas cards. I do not pretend to say that there is any great work of art about any of these, but the idea is to assist the beginner to make a good, presentable card for Christmas. The followers of these lessons will find in these cards what I have taught in the previous lessons and when there is anything that is new I will endeavor to explain as I go along.

Card No. 1 has a very simple layout, but do not neglect to measure it all accurately before applying the pen or brush. The two illustrations must be equal distances from the ends of the cards and also parallel with the edges of the card. They also must be placed the same distance from the bottom as from the top. These points are absolutely necessary on cards where two similar illustrations are used in the same manner. The heavy ruling on this card is a pea green shade and applied with a number six red sable writer. The color must be in good flowing order,



1. Original Colored Lithograph with tissue paper over it ready for tracing.
2. Tissue Paper over Carbon Paper ready for transferring to card.
3. Impression on Card after tracing.
4. The drawing after being traced with waterproof ink.
5. The completed drawing after natural holly colors are applied.

Fig. 1.



not too thick. The fine line ruling is of black ink made with a stub pen. The heavy square-faced lettering is of black and made with the No. 6 brush as already shown. The small lettering is the work of the stub pen which was used for outline work in the first two lessons of this series some months ago.

The scrolling has not been taken up as yet in lesson form, but must be made very quickly with very little color in the brush. The color used must be of a light shade, such as pale mauve, so as not to detract from the reading matter and yet harmonize with the green border.

These two illustrations were taken from two postcards. They are both Winter scenes and give that Christmas feeling which all Christmas cards should impart.

Card No. 2

Card No. 2 is not one of a showy nature at all, in fact it is inclined to be the opposite. The only thing about it which denotes Christmas is the design in the corner. This is drawn on the card, not cut out and pasted on as in the previous case. The design was taken from a private greeting card with the exception of the monogram in the centre which was added. The border on this card can be made a bright green and the narrow ruling black. The heavy lettering was taught in lesson No. 8 and the shading in last month's. Cards after this nature can be used in the better class of displays.

TOOLS AND MATERIALS

Here are the tools and materials which are required to make cards shown in this article:

No. 6 red sable writer, stub pens and holder; good, straight ruler, black waterproof ink, cardwriter's black for brush, and for pen; two shades of green, Opaque color; transparent colors for tinting; paste; transparent tracing paper; carbon paper; coated white cardboard; soft pencil; scissors; Christmas cards, and illustrations for cutting out; blotting paper.

Card No. 3

The evergreen trees laden with snow, shown on card 3, are drawn with pen and ink and were taken from a newspaper illustration used in last year's Christmas advertisements. This was transferred direct from the newspaper to the card by means of carbon paper, on account of the thinness of the paper which allowed an impression to go through it. When the paper is too thick for this the method shown in Fig. 1 is the best.

The waterproof ink is used for tracing and the transparent colors are used to color the background. Leave the trees the natural cardboard white. The heavy ruling around the oblong panel is made with one stroke of the flat brush and the fine line is ruled with the stub pen. The lettering is the same as taught in previous lessons. Any name can be substituted at the bottom. You should have no difficulty now in being able to master this work.

The children must not be forgotten by the showcard writer. They are just as important when it comes to getting the Christmas business as the grown-ups. So we must make showcards that will attract their childish eyes and fill their hearts with gladness and what more does a child desire than to see the smiling face of old Santa. To them he is quite real and they dearly love to think and tell of what they want St. Nick to bring them. So I think a showcard with a picture of Santa Claus on, in a display which interests the children, is a good business-getter. Card No. 4 is just one of hundreds of different suggestions for children's Christmas showcards. The illustration was taken from a lithographed postcard. The lettering is a square-face block type as taught before. The little spray of holly was drawn with waterproof ink and colored with natural holly colors. The scroll work can be done in either pale green or gilt. The wide border is of pale green and the narrow ruling is made with the pen.

Use of Illuminated Capitals

Card 5 shows the use of the illuminated capitals. Illuminated caps are used extensively throughout the showcard world and I can safely say that there is no branch

(Continued on Page 52.)

How Dry Goods Stores Cut Out Discounts

Hamilton Merchants Met and Decided to Abolish This Iniquity to Dressmakers and Others—System Was Honeycombed With Abuse — Where Co-operation Works Without Lessening Competition

Editorial Note.—The Review has been looking for some time for a city, town, village or country hamlet where the dry goods merchants actually co-operated with one another on problems over which agreement meant mutual gain, and jealous disunion resulted in mutual losses—without lessening of competition. We have discovered Hamilton! They have agreed on discounts, on the payment of railway fares, on— But, like the editor of the thrilling serial story, we will conclude, "continued in our January issue, the Annual Spring Number."

THE difficulties over special discounts to certain classes of customers, dressmakers, ministers and others, has almost from time immemorial proved a bugbear to dry goods merchants. The line of discount has extended not only to those engaged in business, but has in a great many towns and cities included various organizations, such as Sunday Schools, Churches and Fraternal Societies, Sporting organizations and many others. Merchants have been called upon to give a discount usually of 10%, and this, although the public hardly believes it, has wiped out the net profit that they receive from most of their goods, which are generally staple lines. Thus this system has meant that the merchant has sold goods at a loss when he had figured out his total overhead expenses, including the salaries of the clerks selling the goods.

It is fortunately true that in a large number of places these discounts are being gradually wiped out, but in a number of cities and even in the largest stores in them as well as in towns and villages, there is the iniquitous system of giving special discounts still in force. The real reason is that one merchant is afraid to cut it out for fear that his customers will be offended and go to the other store. Sometimes the bodies that have received it are influential and have a large number of members, and there is a fear that a wide area of trade may be affected and lost by any radical action on his part. The Review has discovered—there may be other cases—instances where the merchants have combined to put down this abuse. Hamilton has a Retail Dry Goods Section in connection with its Board of Trade and the merchants there have worked together harmoniously to bring about this desirable state of affairs. In Ottawa, on the other hand, some of the merchants are enforcing the no-discount rule, but there are, we believe, several stores where discounts are still given.

In this article a copy is given of a card that was set up in the Hamilton stores in September, calling attention to the fact that discounts would be discontinued and giving the names of the firms that had agreed to this course. Persons who know Hamilton stores will recognize the strength that lies behind the firms whose names are appended. This is a course we would recommend very strongly to merchants in other places.

Positively all discounts will be discontinued by the following stores on and after September 9th, 1915.

Arcade Limited	Murray Sons, Ltd.
Finch Brothers, Ltd.	T. H. Pratt Co., Ltd.
R. McKay & Co.	G. W. Robinson Co., Ltd.
Stanley Mills & Co., Ltd.	Thomas C. Watkins, Ltd.

Card posted up prominently in eight Hamilton stores.

Not Only Dressmakers, But Apprentices

The Review, in conversation with managers of a number of stores there, discussed the discount situation as it applied to Hamilton. Dressmakers were the worst offenders. One store had adopted the system of having dressmakers sign a card and present it each time any purchase was made, in order to avoid having apprentices or others come for the goods. But even this had little effect. The number which started in one store at 45 had increased in a few months, until there were over 125 "dressmakers," or people who claimed to have a right to get the "dressmaker's discount."

Customers Demanded it as Well

What are some of the disadvantages that manifested themselves? One was, of course, that not only dressmakers, but their employees were able, by using the name of the dressmaker, to get goods at a discount. There was no reason for this discount which existed merely in order that the store should receive their trade and that any influence they had would be used in favor of the store with their customers. Not only the apprentices received this discount, but very often the public. That is, it became known that dressmakers received 10% discount and the ladies who wanted dresses would go to a dressmaker and say: "Here is a sample of a line I saw in such and such a store, you can get it cheaper than I can; I wish you would get it." Often the dressmaker, in order to keep the good-will of the prospective customer, would order the goods and pay for them several dollars, and very frequently this amount had to be added to the amount charged for the making of the dress, all of which she put on her books. Often it was months before she would receive from her customers the amount she had paid out in cash for the goods. Is it any wonder, then, that even the dressmakers themselves, in a very great many cases, welcome the cutting out of the discount system? This experience is no doubt the same as those of other stores in other places. The dressmaker herself incurred a greater liability, spent more money, and often lost the money she had spent for the goods, as well as for the making of the dress, while the



Perrin Freres, Montreal.—Lieut. A. F. Revol, Canadian manager for Perrin Freres, Montreal, was killed in action in Champagne early in October. He was a lieutenant in the French army, and at the outbreak of war was in France, where he rejoined his regiment. Lt. Revol, who was 38 years of age, was a member of the French Chamber of Commerce, Montreal. Since the outbreak of the war, the Canadian end of the Perrin business has been in charge of H. W. Austin.

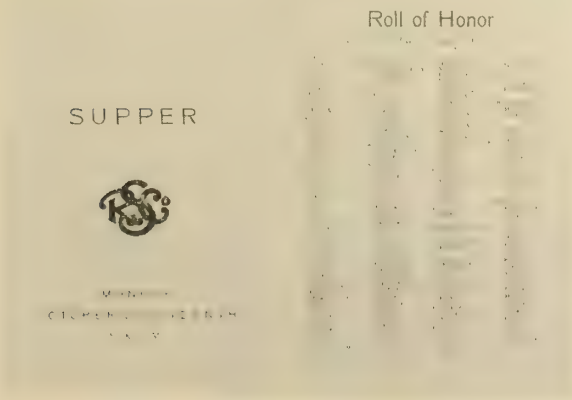
McLaren & Co., St. Catharines, Ont.—Capt. Frank McKinley, for many years connected with the dress goods department, was presented with a smoking set, equipped with a pair of handsome pipes and a liberal stock of tobacco. He is attached to the 86th Overseas Battalion. The presentation was made by Wm. Wallins.

Sutcliffe & Sons, Lindsay, Ont.—A. W. Allin, an employee, has left to assume his new duties as Quartermaster Sergt. in C Company, 77th Battalion, stationed at Ottawa. Sergt. Allan was a favorite as a vocal entertainer, and a prominent member of Cambridge street Methodist church and Sunday School.

Galt Knitting Co., Galt, Ont.—Matthew Cluny, an employee for seven years, was presented with a wrist watch and safety razor on joining the 34th Battalion.

Chapples, Limited, Fort William, Ont.—Will Surman, card writer and window trimmer, in camp in England.

J. F. Cairns, Saskatoon, Sask.—Five more employees were added in October to the thirteen others who have joined the colors: Wilfrid E. Mitchell, an old Hamilton boy, three years in grocery department, a football player; Hugh Anderson, groceries, football player; S. W. Burton, delivery, from Brighton, Eng., also member of football club; Frank Harrington, men's department.



This illustration shows two pages of a menu used at a supper given the managers of the different departments of the Robert Simpson Co. in which honor was paid the men at the front.

PROUD OF THOSE WHO WENT

Truro, N.S., Oct. 22, 1915.

Dry Goods Review,
Toronto, Ont.

Gentlemen,—

In connection with your Roll of Honor in the Dry Goods Trade, we are proud to be able to say that the following clerks previously in our employ have enlisted for active service: Gordon G. Carter, 6 C.M.R.; Arthur S. Howes, Gordon Barrett, and Vibert L. Waite, 40th Battalion.

On leaving to join their regiments, each of the above was presented with a solid silver Wrist Watch.

We shall be very pleased to have the above names enrolled on your honor roll.

Yours very truly,
C. E. BENTLEY & CO.,
(Importers and Distributors.)

G. R. Browning, Lakefield, Ont., who spent many years in Peterborough with Robert Fair & Co., is in training in the provisional school of infantry at Kingston.

Moore & Armstrong, Guelph.—Percy Saunders, an employee, was presented with a military wrist watch on enlisting with the Canadian Field Artillery. He is the third from this store, the other two being Tom Armstrong, with the 16th Battery in France, and Harry Emery with the 71st at London.

TWENTY YEARS IN CHATHAM

Twenty years ago to-morrow, said the Chatham, Ont., Planet, on Oct. 22, Mr. Charles Austin, the now prosperous proprietor of the Austin Store on King street, started in business in the Maple City in the small store now occupied by the Jordan Jewelry Store. Under his capable management the business has grown to be one of the most progressive stores in the city. To celebrate the twentieth anniversary extensive alterations have been in progress for some time, with the object of giving better window show. Efforts were made to have the improvements completed in time for the anniversary, but owing to unforeseen circumstances, have been somewhat delayed. A matter of a few weeks will see the Austin Store with one of the best show fronts in Western Ontario.

Up--Cottons, Silks, Linens, Furs, Ribbons--Up

And Other Items "Too Numerous to Mention" — Wool Markets Advancing Also — All Swiss Goods Up—Cotton Lists Withdrawn—No Signs of Weakening.

UP, up, up; advances in almost every direction one can look is the record for the past month, and the prospect at the beginning of November. The prophets of aught-but-the-higher-prices have long since retired to the safety of solitude and the importer who looked for lower woolen goods next Spring is now not so sure.

There are several outstanding features of the situation that seem to preclude any hope of a drop, or, in many cases, even of prices remaining as they are now. As one basic element, wool and yarn show no signs of a decline: on the contrary, at the London sales of October-November, advances were registered both in cross-breds and merinos. The dye difficulties are no nearer solution than before; the big English works started under Government help are used for high explosives and the United States is hopeful —but that is all. Vegetable dyes are forced upon the mills, but at greater cost and at slower operation, and chemical dyes seem never tired of soaring to dizzy heights.

The mills in England and Canada are busy on war orders—another element of uncertainty and higher cost.

Cotton has gone up 3 to 4 cents; it may not go higher, but dyes will keep prices up or send them higher, and Canadian mills look certain for other advances in November.

New linen price lists are out—and prices go up once more.

Now it's the turn of ribbons and all raw silks.

Happy is he who bought and bought plentifully of his staples, of his sure-selling lines. And happy will he be who does so, even at this writing.

* * *

COTTON FABRICS WITHDRAWN

"WE are sorry to be compelled to again raise prices on all colored goods, and until a new list can be adopted orders can be accepted only at value.

MONTREAL COTTONS, LTD."

"Montreal, Nov. 1, 1915."

This announcement received by jobbers on Nov. 2 foreshadowed a further advance, in addition to that made on October 1, and announced in last issue of The Review. Dominion Textile and Canadian Cottons were expected to follow suit. It is said that the advances of 5 to 15 per cent. last month did not cover the present market prices of raw cotton nor the higher costs of dyes, and that the mills were taking "two bites at a cherry," or in other words, were breaking the news easily.

* * *

SWISS GOODS UP 10 PER CENT.

THE declaring of cotton to be a contraband of war has resulted in a decided shortage of raw cotton and cotton yarns in Switzerland. The suspicion is that reserves of raw cotton have been disposed of to Germany, and now that Great Britain is only allowing a certain amount of raw cotton to enter the country, that the supply is short. This shortage is influencing deliveries of both silk and cotton goods as well as embroideries, and because of this cotton shortage some lines such as cotton-backed satins are off the market entirely.

Swiss ribbons have advanced 10 per cent., and all silk fabrics are higher in price. Embroideries and cotton goods have also advanced 10 per cent.

Besides shortage and advances in raw materials the higher cost of dye stuffs, the mobilization of the Swiss army and the loss entailed by the withdrawal of men and other expenses are given as the cause of the recent advances.

France as well as Switzerland reports a shortage of cotton and is giving this shortage as a reason for non-delivery of silk fabrics having a cotton filling or backing. Large quantities of raw cotton are being used in the manufacture of explosives, and the Government takes the raw cotton that is required before the needs of the manufacturers are considered. The cotton manufacturing centres in France are in the hands of the enemy, but mills in the Lyons and St. Etienne districts have been turned over to the making of cotton fabrics, but in spite of this fact very little exportation of novelty cotton fabrics is possible from France for the coming Spring season.

French ribbons have advanced 10 per cent.

* * *

CROSSBREDS AND MERINOS UP

ON the opening day of the London wool sales 8,700 bales were offered, and the demand was spirited. Prices for good merinos are from unchanged to 5 per cent. dearer, but inferior grades declined about 5 per cent. Crossbreds are generally 5 per cent. higher. Russian buyers were in the market for scoured merinos, and Italian and American buyers were taking crossbreds and slipes, and the latter buyers also took several parcels of merinos. At the second day's sales 8,400 bales were offered. The fine grades were firm and Americans bought numerous lots. Lower grades were easy and were frequently withdrawn.

Later in the sales both crossbreds and merinos advanced from 5 to 7½ per cent.

* * *

ADVANCE IN LINEN YARNS

A REPORT from Belfast that arrived the first of November shows the increases that have taken place in linen yarns since the beginning of 1914:

1914.	25's Tow Wefts.	40's Line Wefts.	70's-110's Fine Wefts.
January 6	7 4½	6 0	4 7½
March 17	7 0	5 9	4 6
August 11	6 7½	5 7½	4 4½
December 29	11 4½	9 0	5 3
1915.			
January 5	11 4½	9 0	5 3
March 16	11 6	9 3	5 6
April 13	11 6	9 3	5 10½
August 17	11 6	8 9	5 6
October 19	13 0	10 0	5 9

* * *

RAW COTTONS AND YARNS UP

THE steady advances in raw cotton with the consequent increase in the price of yarns is indicated in the following figures from Bradford:

Date.	American Middling Cotton	Yarns 32's Twist	Yarns 40's Weft	Fair Brown Egyptian Cotton	Yarn 60's Twist
1915.	d.	d.	d.	d.	d.
July 27	5.15	8½	8	7.20	13
August 3	5.34	8⅝	8 1 3	7.35	13⅛
August 10	5.36	8⅝	8⅛	7.40	13⅛
August 17	5.46	8¾	8¼	7.70	13⅜
August 24	5.42	8¾	8¼	7.60	13⅜
August 31	5.73	9	8⅜	7.85	13⅝
Sept. 7	5.78	9⅛	8⅝	7.75	13⅝
Sept. 14	6.27	9⅝	9⅛	8.45	14⅜
Sept. 21	6.43	9⅞	9⅜	9.00	15
Sept. 28	7.04	10⅜	10	9.60	15½
Oct. 5	7.25	10⅝	10¼	10.05	16
Oct. 12	7.19	10⅝	10¼	9.80	15¾
Oct. 19	7.25	10⅝	10¼	9.85	15¾

VELVETS STRONG AND HIGHER

THE majority of the large buyers have already placed their velvet orders for the Fall and Winter of 1916-17. This is fully two months ahead of the usual date, but circumstances are such in the velvet market as to fully warrant this early placing. Prices are not made yet and will not be announced by the manufacturers before December. The millinery trade is purchasing erect-pile velvets.

There is a wonderful demand for all kinds and classes of pile fabrics, and the mills making them are running fully up to their capacity. Corduroys have been largely oversold for the present season, the mills being unable to deliver the goods because of the large demands for military purposes. The French Government are taking large quantities of corduroy for soldiers' clothing. Fur fabrics, particularly seals, nutria cloths and caraculs are having a big season. In dress velvets, chiffons have been largely ordered. Very large orders have been placed for black velvets.

* * *

FURS JUMP UP AT LONDON SALES

INCREASES in furs ranging as high as 75 per cent. as compared with last March were secured at the London sales during the latter part of October. The following is a report of C. M. Lampson & Co.'s sale:

Raccoon	75	%	higher	than	last	March
Muskrat	40	%	"	"	"	"
" Southern	..		same	as	"	"
" Black	20	%	higher	than	"	"
Skunk	60	%	"	"	"	"
Opossum	75	%	"	"	"	"
Cat, Civet	40	%	"	"	"	"
Mink	20	%	"	"	"	"
Marten	10	%	"	"	"	"
Sable, Russian	..		same	as	"	"
Fox, Blue	..		"	"	"	"
" Silver	15	%	higher	than	"	"
" Red	40	%	"	"	"	"
" White	50	%	"	"	"	"
" Cross	50	%	"	"	"	"
" Grey	50	%	"	"	"	"
Beaver	27½	%	"	"	"	"
Otter	10	%	"	"	"	"
Lynx	30	%	"	"	"	"
Wolf	50	%	"	"	"	"
Bear	..		same	as	"	"
Ermine	..		"	"	"	"
Chinchilla	..		"	"	"	"
Opossum, Australian	50	%	higher	than	last	June
Red Fox, Australian	50	%	"	"	"	"
Wallaby, Furriers	50	%	"	"	"	"
" Tanners	..		same	as	"	"

* * *

ADVANCES FOR ART EMBROIDERY

A LARGE Eastern house has announced a general advance of 7½ per cent. on all linen and materials used for art embroidery. There is a scarcity of colored goods on account of the dye situation, which points to a revival of white and neutral colored materials to replace browns and greens, which have been so much in vogue.

Embroidery silks, both natural and artificial, are advanced.

* * *

JAPANESE RAW SILKS HIGHER

FURTHER advances in raw silks equal to about 15c per pound have been announced from Yokohama. This is the highest point touched since the war started and brings the price of high grades up to within what they were when the war started in July, 1914.

The excited market in Japan has influenced other producing markets, and advances have taken place in Italian silks, and also in the Canton market. Though Italian silks have advanced sharply, there is very little raw silk offering, and in Canton, though prices are rising, offers are unobtainable.

LINENS UP IN NEW LISTS

A NEW price list of "Shamrock" linens has been issued, superseding that of last January. Advances are general, running from 5 to 25 per cent.

A copy of a new price list of Old Bleach has been received which will run from 5 to 10 per cent. over that of last January. In one case towels, the line has been advanced 15s. 6d. This advance, it is understood, will go into effect on Nov. 15th, or not later than the 1st Jan.

HOW DRY GOODS STORES CUT OUT DISCOUNTS

(Continued from page 20)

store lost the 10% it was entitled to, as the customer had absolutely no claim on it for a discount, whatever the dressmaker herself might have.

The head of the dress goods department in one of the stores mentioned another disadvantage. He said: "Often we have to buy, particularly in these times, goods that we feel we ought to sell on a small margin, but we know when we have—say—50 or 100 or over dressmakers on our list, any one of whom may come in for a piece of that goods, that we have to count on their 10% discount for a large proportion of the shipment. The result is that with this in mind we have to mark the goods for the public higher than we would otherwise, or if we mark them at the lower price we feel we should, under the circumstances, raise the price on other goods. The result of the 10% discount is that the dressmakers get the benefit and the general public and ourselves share the loss.

"When all the stores give the same discount, no one store gets any advantage over the other from extra business coming through these dressmakers. The same way, it would follow if all the stores were to try and cut out this discount no one store would be at a disadvantage with these dressmakers. But in order to cut it out successfully without loss to any individual store it is most necessary for the merchants to act together."

Another store mentioned the case of allowing Christmas trees for Sunday School entertainments at a big discount, and prizes for Sunday School picnics and other similar cases. The head of one store declared that in order to avoid this, at the beginning of each year he went over the whole list of organizations which appeared to have a claim on him, or which he had helped in the past, and decided on a definite cash sum for each one. This was paid to the various societies and they were expected to pay full prices for the goods the same as any one else when they came to his store. He had found very little dissatisfaction with this system.

The new system of no discounts is working very satisfactorily in Hamilton. Cards have been put up prominently in each store carrying out the system with the following notice: "Positively all discounts will be discontinued by the following stores after Sept. 9th, 1915." Underneath are the names of the stores which have agreed upon this method.

The system works, why should it not? No one gives discounts and no one who has had discounts in the past can get a discount at any of these stores, so why should she go to one now in preference to another; why should she cut out her custom here and give it to the other?

The granting of discounts by one store to another is still under consideration, while the giving of discounts to employees is retained in all stores.

Dowler Bros., general merchants, Rossendale, Man., have sold out to Andrew Embury.

The Ridgeville Trading Co., Ridgeville, Man., have succeeded N. Rosenstock, general merchant.

OUR POLICY

of goods to sell
at Popular Prices
remains in force
while our
favorable contracts
hold out.

What of the Future!!!

DON'T DELAY
but consult our traveller,
he is now
showing for Spring 1916.

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MONTREAL

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MONTREAL

Cottons, Plain and Printed

Dress Goods and Silks

Whitewear and Blouses

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Fabric Gloves

Men's Furnishings

Muslins and Ribbons

Laces and Embroideries

Carpets and Curtains

House Furnishings

Men's Suitings and General Woollens

The W. R. Brock Company (Limited)

MONTREAL

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVII. TORONTO, NOVEMBER, 1915 No. 13

GOOD CHRISTMAS TRADE ASSURED

WHAT a difference between the first of November in 1914 and in 1915! A new spirit seems to have gripped the merchant and the public. We have referred elsewhere to elements that have contributed to this brighter and more hopeful spirit. To the retail trade in October it brought returns that far surpassed those of last year and frequently approached closely to the figures of 1913 and 1912.

Those merchants who are planning for a big turnover this Christmas are working from no mere theory. The turn in the tide of business shows unmistakeable signs of its presence, and it is only necessary to urge upon the trade to push business to the limit for the next few weeks. The reward will be far more satisfying than in 1914. Even the higher prices that are coming into effect are in many cases a proof that the buying power of retailers and the public is enhanced,—else some advances would not have been made.

While confident of the improvement yourself see to it that the tone of your ads. reflects this, and do not be afraid to feature any incident or statement that will carry proof of better times to your readers. Make yourself a leavening influence in this respect in your own community.

MAKING THE PUBLIC WISE

HAVE you ever tried giving the public an inside view, not of your store, but of your troubles?

We do not suggest that you become a grouch, a pessimist, a distributor of hard luck stories. But when you get a notice from a manufacturer or jobber that he "is forced" to advance prices on this line or that, why not take the public into your confidence and reproduce that notice in your ad?

If you read, as you will in this issue of The Review, that furs, ribbons, linens, silks, etc., etc., etc., etc., almost *ad infinitum*—are climbing upwards, why not quote what is said? We would not venture to imply that your public will believe the manufacturer of the Dry Goods Review more readily than they will you, except on the old-time basis of a prophet being without honor in his own country. And, again, the authority quoted will at least be a new one to them and will help to back up assertions that no doubt you yourself in these warring times, may have made on scores of occasions.

This method is being tried by several Canadian merchants and their customers are thus kept in touch with the conditions that govern their sources of supply, and are more willing—more resigned, shall we say?—to submit to paying the higher price. They have been told so often that this or that has gone up that they are as weary as their pocketbook, and often are inclined to balk. So keep them informed by reproducing any item, by letter, by trade paper or newspaper, that will add to their intelligence in buying and lessen the need for personal explanations on your part.

CO-OPERATION IN HAMILTON

AN organization of local dry goods merchants who are not held back by fear, jealousy or that unfortunate tendency to aloofness that too often distinguishes men of business; such an one is in active operation in Hamilton. Such an one may be formed in almost any community, but in 99 out of 100 cases attempts to work together either have never been made or have ended in a break-up.

Why should it be? Why should not the dry goods men in a town co-operate on points where some uniform practice must work out to the advantage of all? In Hamilton the members form a section of the Board of Trade and meet at the call of the secretary to discuss such problems as discounts, alterations, the payment of railroad fares, etc. Already they have reached agreements on several of these and are making them effective. The result has been a saving in needless losses wherein not a single one stood to gain under the old basis of every-one-for-himself.

Merchants who have been asked to co-operate in many centres have declined from the fear that someone might gain an advantage unless they themselves played a lone hand. They have felt that their individuality would be restricted in the development of

their business along lines they knew best and to which they were best adapted. But this is not the result in Hamilton. There are few cities where competition is so intense; where window challenges window more keenly, where there is freer scope in advertising. Competition is not throttled by co-operation; they rather are the merchants left untrammeled by useless and unprofitable fag-ends of tradition to devote their full energies to lines in which each may excel.

The giving of discounts to dressmakers and other classes brings no trade to any one store where all give discounts, and conversely the cutting out of discounts loses no trade to any one where all unite to refuse this pernicious favor.

Where a merchant makes alterations free he may gain some trade, but it is at the expense of a needless loss of profits or harmful extras added to all his ready-to-wear goood. Where all combine on a uniform system of charging no one is favored, and the department can be run on a fair business, pay-its-own-way basis.

We are glad that co-operation is being worked out by Hamilton merchants on a broad basis and trust that many other cities that have been awaiting a precedent soon will follow suit.

DOES PARCEL POST PAY?

A MERCHANT in Renfrew calls the attention of The Review to the fact that mail order catalogues are being sent by freight or express to outside points and mailed from there to bring them within the 20-mile zone. This is not, of course, illegal, though it violates the spirit of the zone theory, but what should be established once and for all is whether the parcel post system is paying. Are these huge catalogues which save $2,400 on a carload sent in this way for a distance of 100 miles or so, as compared with being sent by mail all the way, are these carried at a loss within the small zone limit? There is a feeling among a large number of merchants that the main benefit so far has accrued to the mail order houses. Whatever the use being made of it, or whoever gains the advantage, the system should be made to pay in every zone.

Supporters of the Canadian Parcel Post System very often refer to the so-called succes of the system, in the United States, after which the Canadian system was modeled. That the United States system has not been the huge success that some people claim, is borne out by a statement by the President of the National Retail Hardware Association at the Atlantic City Convention recently. The President said in part: "On January 1, 1913, the parcel post infant was born.

"He has not redeemed his early promises of reducing the cost of living by being an important factor between farmer and producer, but he has been the medium through which a few large houses have built up a greater volume of business; to the average merchant he has failed to become a profit maker; on the contrary, he has still further increased the competition of the catalog houses and the large department stores of metropolitan cities, and the system is still far from being self-supporting."

GETTING THE FARMER'S EAR

THERE are many things the merchants of a country town can do to interest the farmer in their home town. An example of this comes from Stellarton, N.S., where the Merchants' Association was instrumental in securing a poultry and pet stock association exhibit. This was only secured for Stellarton after strenuous efforts on the part of the Committee delegated to look after it, but nevertheless, Stellarton got it. The exhibit extends over a three-day period and the merchants are going to printer's ink to tell the farmers of the community and others what they have got for sale.

We believe there is a great future for the town whose merchants are banded together to interest the farmers in the town and community. Get them talking and thinking about the home town; show them through the advertising pages of the local newspapers and through bright, up-to-date window displays what you have for sale and you will get their thoughts away from the distant mail order houses. If they spend their money in the home town they cannot spend it away from home. Go after their trade and go after it first, with every modern, aggressive and legitimate method and you are pretty nearly sure to get it.

EDITORIAL NOTES

HERE'S WISHING you a Christmas business equal to 1913!

* * *

IF YOU HAVE overlooked sending in names for our Honor Roll, do not put off any longer.

* * *

WHEN TORONTO needed someone to manage the whirlwind campaign for the British Red Cross, a dry goods man, Mr. J. W. Woods, who also is president of the Board of Trade, gave his services. The result of the three days' canvass was $510,000. Mr. Woods does not believe only in home help, but is represented at the front by two sons.

* * *

THE MOVEMENT, started in England to prevent "trading with the enemy" after the war, has spread to Canada. This takes two forms: a demand for a protective tariff in favor of manufacturers who have established factories and are turning out goods formerly made by Germany and Austria, and a pledge from the public as well as merchants not to buy any goods coming from these countries.

MILLINERY

Light Colored Hats

Velvet, Plush and Hatters' Plush in White and Dove Grey Are Appearing, Trimmed With Fur —Much Malines Used on the New Dress Hats—Imported Models

IT has often been noticed that when the hat of black or very dark colored velvet is absolute during the early part of the season, when mid-winter arrives there is a reaction and the trade turns either to the all white or the very light colored hat. This season is no exception and hats of white hatters' plush and also of plush or velvet in pale grey are appearing. Another innovation is the hat of bright cherry red or scarlet. These latter are trimmed with velvet touched either with silver or jet or black ostrich. One of these scralet velvet hats has a moderately high round crown with the brim cut into four huge scallops. A black ostrich tip is placed at the base of the scallops and there is a gilt braid around the crown.

One of the new white hats was a broad flat oval turban of white velvet, trimmed on the back and half way round the sides with a standing cuff edged with beaver, with the corners flaring. On the band in front is a mount of pearl flowers. Another of these turbans is of white plush with the standing cuff and the brim covered with ermine. A large flat Tam o'Shanter is made of white velvet with the close, high brim, banded with skunk. White felt and white beaver are also shown.

Feathers and Other Trimmings

Paradise Coming to the Front in High-Grade Trimmings—Ostrich in the Form of Flat Full-Headed Feathers and Fancies Much in Evidence—Narrow Ribbons Favored

IN feathers the newest feature is a demand for paradise. This does not come in the shape of large mounts for it is only the few that can buy paradise in this manner —it is too expensive now for paradise is worth more than its weight in gold. Single strands are in fringe fashion to outline the turned up brims of large hats and toques, or a few strands are effectively combined with other trimmings. Ostrich is much used, particularly on the dress models. Large Directoire hats need the finish of full headed nodding plumes, but there are any number of fancies made of clipped and uncurled ostrich. Ostrich bands and fringes made of the flues are much used about the crowns and to edge the brims of capelines, sailors and portrait hats. Wings are big sellers and are small and flat or elongated and pointed. Many feather novelties show fur introductions, and cabochons, or pom poms of fur have fine quills striped to within half an inch or so of the top. There is a good deal of metallic plumage used, and this effect is well liked in the form of tiny ostrich tips.

Laces both heavy and in light net effects in silver and gold are very much used, and so are silver and gold nets

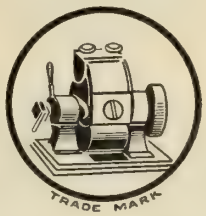


Original Mary and Annie model of white pressed plush trimmed with a band of dark fur.



Original Germanic model of velvet and metal lace trimmed with short, full-headed ostrich plume.

MALINES *which are different*



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MALINES *you can't substitute*

ASK for the

"DYNAMO BRAND" RAINPROOF MALINE

The ORIGINAL Guaranteed Rainproof Maline

The "DYNAMO BRAND" RAINPROOF MALINE is guaranteed against:

Rain
Dampness
Snow
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'DYNAMO" MALINE is the Ideal Maline for Millinery—Heavy, Fine, Brilliant. *One* yard of DYNAMO MALINE offers the *same* effect and covers *better* than *two* yards of any other make.

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Fur and Tinsel

Fur Most Used in Form of Bands, But Fur Ornaments Are Big Feature and Fur Tinsel and Velvet Flowers Good—Many Sets Showing

VELVET and fur combined with metal lace or net in dull silver or gold is the mid-season development in millinery. Matched sets are in great vogue and all the best milliners are showing them. The set consists of three pieces, namely the hat, the neckpiece and the muff as a rule, though many smart ones consist of hat and ruff only, and milliners are vying with one another in the production of something new and becoming in this direction.

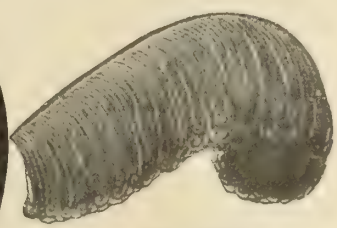
Fur trimmings are advancing in price rapidly simply because the demand is so great. As a rule the fur is used in band form though toques with fur crowns or the brim all of fur are seen. Sometimes the fur bands the crown or edges the brim, or it may be used to outline the trimming motif. For instance a hat of brown velvet has a wing effect made of gold lace lined with gold tissue and edged with nutria fur. With this beautiful hat went a high choker collar of velvet and fur and a huge barrel muff with the centre nutria and the ends of velvet.

Another set showed a toque of velvet in dull blue with the high military brim faced with ermine. The high collar was of the choker variety cut to flare so as to envelop the lower part of the face and touching the brim of the hat behind. This muff was made of velvet in barrel shape the ends being laid in a series of flounced puffs centered

(Continued on page 32.)

Seckendorf, Inc.
STYLISTS
OF "ART IN ORIGINAL MODEL"
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Ostrich Feather Co.



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DOMINION OSTRICH FEATHER COMPANY, Limited
96-100 SPADINA AVENUE, TORONTO

HOUSEFURNISHINGS

18th Century Designs

Designers and Producers Who Introduced Germanic and Viennese Art Ideas Are Now Adopting Other New Art Forms

PREPARATIONS and patterns are under way for the new season and in this connection buyers must be reminded that there is an ever-growing difficulty in obtaining consignments of goods. The greater portion of patterned goods now used are made in Great Britain, and much difficulty is resulting because many of the more skilled work people have answered to the call to the colors, and also because there is a growing scarcity of dye stuffs.

Goods of the printed and patterned class that came from France before the war are almost unobtainable, both because so many factories are within the war zone, and because the difficulties of transportation are so great. Some of the mills in the south of France have been turned over to other uses and it is from this quarter that the Paris decorations are obtaining materials.

In the new patterns there is but slight trace of the exaggerated effects in patterns and colors that had obtained such a hold before the war. There is plenty of cheerful color used but the handling is more discreet. All that is pretty and effective has been retained, the use of strong tones of yellow, red, blue, purple and green has been avoided, and the harsh contrast of plain painted woods so typical of the Munich styles has been eliminated. The taste for Cubist furniture, of painted wood with the seats covered with bizarre designs in the primary colors has gone, it is said, for ever. Paris has discovered that it never really liked these effects and that they never were in conformity with the true French taste. Germanic and Viennese decorative ideas are dead in Paris, the 1914 Germanic and Viennese styles are dead, and the artists who were working along those lines are saving their prestige by adopting other interpretations. They are using rich woods adorned with elaborate designs in golden-bronze, and both floor coverings, wall papers and ceilings are in patterns harmonizing with these wreath motifs.

It is a new idea to have the carpet match the walls both in color and class of design. The color combinations most in vogue are such as white, cream, reseda green and pastel shades of blue and brocades showing. The same colors are used to cover the furniture. The use of black and white is by no means eliminated, and black and white striped hangings are frequently used.

Simpler and Home-like

In England they are turning already to the simple decorative styles of Adam and Hipplewhite and in France decorators who are not of the modern school referred to above are going back to the typically French Louis style of decoration. There is, however, more disposition to use the simpler and homelike decorations as well as quieter and more restful colors. Big comfortable lounges, thickly upholstered and often with loose cushions in the old kidney or Cumberland settee shapes as well as big lounge divan chairs are the latest ideas in furniture. These lounges and chairs are covered either with tapestries, cretonnes or printed linens. Newer still come the shadow tissues produced with dark backgrounds. As the name implies the effects are very soft as the colors seem to melt into one another.

Verdure designs in tapestries retain their great popularity but, newer still, are the handsome patterns that are copied from old Genoese and Italian velvets. Among damasks purple and grey is one of the newest combinations. Striped damasks are fashionable and the real Du Barry rose shade is much sought after, and another new color is a rich powder blue shade while oyster white and faint greenish blue form a combination that is wonderfully beautiful.

Velvets and velours are very much used and come in many rich shades. The fawns and browns are the best sellers, and Empire blue is very good. There is quite a feeling for green, particularly in soft tones verging on the reseda shades. Mulberry as well as mauve tones are also selling to some extent.

Passing of the Parlor

The chief change in the trade is due to the passing of the parlor and the rise of the living room. The parlor or drawing room is now only found in big houses, or at the most the small house has but a small reception room. And for this reason the silk draperies and exquisite brocades are not so much missed as might have been expected. Tapestries and velours is used in the dining room and chintzes and printed fabrics claim the rest of the house. Even wall papers yield to this influence and are best liked in chambray, jasper and effects of a like nature that form a good background for cretonnes and chintzes. So that nothing shall interfere, the cut outs and floral borders are reduced in width and the narrower the better seems to be the rule. No up-to-date decorator is using a border more than 4 inches wide and those that are narrower still are best liked. Also colors are quieter and patterns simpler.

The Use of Mauve.

Though exception may be taken by some it is asserted that the black and white fad and the feeling for Futurist effects and color schemes is dying out. The new idea in decorating is the use of mauve. Most large houses have at least one room done in this color, and it is a favorite choice for the guest room. This color is becoming increasingly popular though it has not reached the general trade. Some beautiful effects can be obtained in this color and some exquisite rooms have been arranged.

For the Fall in particular great attention is being paid to the lighting of the rooms. There is a great and increasing use of softly shaded lights and lamps that have a

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THE KING OF PILLOWS

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The high quality of Emmerich All-Feather Pillows is the result of the use of only the finest feathers, thoroughly processed and cleansed to remove all animal matter, thus ensuring pillows that are sanitary, odorless and with abundance of resiliency. Our service places the finest quality of feather pillows easy of access to the Canadian trade. Our rock-bound guarantee of satisfaction to both you and your customers makes for easy selling.

Increase your pillow sales this winter and during 1916 by placing a rush order for Emmerich pillows.

Write to-day for prices, etc. Samples sent at our expense. Ask about our sample rack.

DO NOT REMOVE THIS LABEL
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This Pillow is made of

ALL NEW MATERIAL

Consisting of NEW FEATHERS and NEW TICKING

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CHICAGO

We Guarantee:

This Pillow to contain only NEW FEATHERS;

That no second hand feathers, second-hand ticking, shoddy, cotton, floss or other substitutes have been used;

That the feathers have been properly cured, thoroughly sterilized, absolutely deodorized and purified by the most approved processes;

That this pillow is and will remain sweet, pure and odorless if properly used and taken care of.

This guarantee is void if fraudulently attached to a pillow not of our make.

CHAS EMMERICH & CO.

By Chas. E. Emmerich President

This Label and This Material Comply With the Laws of Every State of the Union



NO RAW FEATHERS



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Novelty Curtains

is sweeping the country.

YOU OWE IT TO YOUR TRADE TO SEE THEM.

New Designs New Ideas
Highest Grade Workmanship
Best Quality of Materials

Daly & Morin Limited, Montreal

highly decorative value are employed for this purpose. The variety is wonderful and from the simple shade of China silk in soft tones has been evolved exquisite shades in art fabrics in a variety of artistic shapes. Metal, silk and crystal fringes are used as a finish and medallions of printed silk are let into the panels of the shade. Beautiful color effects are evolved that are in harmony with the color scheme of the room. Japanese and Chinese vases are fitted with the necessary fixtures and the shades are made to match. Other vases come in wicker, metal and in curved and gilded or polished wood.

FURS AND TINSEL

(Continued from page 29.)

with a band of the fur, and besides there were bell-cuffs of velvet edged bands of the fur.

Hats and sets of this type come in such colors as dull blue, purple, Russian green and wine shades, and besides the fur ornaments of gold or silver, tassels or beaded flower effects, or gold, silver or jet ornaments trimmed with fur are used. The collars are very high but they are very soft and flare away so that the chin sinks into them.

Beaver, nutria, and skunk or sable are the furs most used. Mole is a favorite with the trade that likes something a little different and ermine, mink, kolinsky, and even sable are used in the ways indicated above. Grey krimmer has been very little in evidence for some years but some of the best milliners are reviving this fur.

New York always favors fruit and flowers with fur. Large flowers come in velvet plush and satin and in both deep and pastel tones. Among the novelties are large flat flowers made of velvet, fur and tinsel. Fur is made up also into pom-poms, stick-up, wings and birds.

Milliners should push the new sets made up of plush or velvet and fur. They are very handsome, and can be made to sell at a reasonable price. Women are favoring them because they can smartly take the place of fur sets that cost 5 or 10 times the money. These sets are also a good thing for the trade because they help to use up more millinery materials. Remnants and ends of fur velvet and ribbon can be utilized to good advantage in making up these sets, and any fashion that will allow this is certain to be popular with the trade. There is no end to the novel designs that are shown in these sets, and milliners have a great scope for producing something attractive. Some of the latest sets are made up of ivory white panne trimmed with either beaver or skunk and are wonderfully smart. Feather and fur is another unusual combination, and a very smart set recently shown was of black velvet, black and white ostrich and white fox fur. The hat was a large picture shape and on the high rolling brim were posed two full wide French plumes in black and white with a band of white fox fur covering the mid-rib. The neckpiece was unusual for it lay flat over the shoulders. There was a wide band of white fox forming a shawl point at the back bordered all round by a thick fringe of ostrich flues in black and white.

Other sets are made up from velvet and ribbon with berries and foliage or just a large velvet rose.

One of the best known financial men of Hamilton, Ont., Campbell Ferrie, manager and treasurer of the Hamilton Provident & Loan Company, died after a short illness in October. Mr. Ferrie was once in the employ of Thomas C. Kerr, wholesale dry goods.

THE HOME OF



CANADIAN-MADE

LINOLEUMS
FLOOR OIL CLOTHS
TABLE OIL CLOTHS

Enamelled Oil Cloths
Carriage Oil Cloths
Sanatile Oil Cloths for Walls
Shelf Oil Cloths
Stair Oil Cloths
Key Border Passage Cloth
Cork Carpet
Cotton Stair Oil Cloths

Prepared Decorative Burlaps

Handled by all the Wholesale Dry Goods Trade

Manufactured by

The Dominion Oil Cloth Co., Limited
MONTREAL

FANCY GOODS
NOTIONS & TOYS

Get Ready for Christmas

Now is the Time to Dress up the Department—Toy and Fancy Goods Sections Should be Prominently Featured

THE stores are beginning to take on a holiday selling appearance as the departments that are always featured are now making advance holiday displays. Window displays of fancy articles are becoming more numerous, and one big store has already put in a most interesting display of games exclusively. It looks as though the war feeling was to dominate this year in the toy department, which is quite understandable. In one big toy department each toy section has a show card in a fancy metal frame suspended from the aisle pillar, indicating the goods carried in the section. The names of the sections show the kinds of toys which are likely to attract the greatest amount of attention. This one section, according to the card it carries, is devoted to the selling of Soldiers and Munitions of War—here are assembled metal and wood soldiers, representing all branches of the army service—artillery, cavalry, infantry—all the noted regiments are shown, each accurately equipped and accoutred.

Then there are boy scouts, Indian regiments and ambulance corps. The forts are shown in big variety, and all kinds of cannon, guns and swords.

Another section is devoted to the showing of battleships and submarines, and a section that is of great interest to the small boy sells aeroplanes, biplanes, etc. Here are carried also models of military planes in sections, and the small boy can fit the sections together, producing his own plane.

It is the early preparations that tell in producing profitable Christmas business. A little dressing up with a few evergreens now, and the introducing of a spray of holly or poinsettia here and there before the store is trimmed for Christmas shopping leads the minds of customers to considering the near approach of the gift-giving season. By the middle of November some of the up-to-the-minute stores will be receiving dispatches from the North Pole telling of the wonderful new toys in Santa's factory. Some store will be installing a post-box and undertaking the delivery of letters from the little folk to Santa in person, telling him of what they desire. There are advance preparations for the culminating weeks when Santa visits the store in person.

There must of necessity be a certain amount of sameness in the methods used, but this does not matter, for to the succeeding generations of children, Santa is always new. What does matter is the getting of the Christmas atmosphere into your store early, and the radiating of the gift-giving Christmas spirit.

Some New Toy Lines

The selection of games is unusually large, and also the number of games shown of real merit is very high. War games have a big place, and so have the games that teach and train. Among the new parlor games is "Bolo," a game that is played exactly like bowls, only the alley becomes a square table and instead of the heavy balls a rapidly spinning top and ten pins are used. The top is wound and set in the groove, and the string pulled strongly. The top scatters the pins and the strikes and spares are counted exactly as in bowling.

Automobile Racing

Another good game is the "Speedway." This game centres around automobile racing, and consists of a realistic miniature racing track upon which are operated three racing cars of up-to-date type. The track rests on a pivot, and motion is given by a slight rocking motion. The cars can be made to race at any speed up to 80 laps per minute and the operator can make any chosen car pass and gain on the others in the field. The cars and the tracks are realistically finished in colors.

Play suits are not new in idea, but the improvements make them practically a new article. Besides the Indian chief and squaw, come cow-boy and cow-girl suits, boy scout, fireman, rough-rider, sailor, Tommy Atkins and other military outfits. Wig-wams can also be obtained.

Among metal toys comes a splendid line of doll's furniture. These articles are stamped or cast and are finished in white enamel or ebony. A dining room set that retails for 50c consists of table settee, rocker and four dining chairs as well as a grandfather's clock. Other sets can be sold as low as 10c and 25c.

Have you seen the Bugville games; five games in one? There is Bug Alley, Humbug, Woozy-bug, Bagatelle and Buggy-ride. These games come in a large colored box and are played with a set of four life-like, metal bugs done in brilliant colors. There is also a set of colored bug ten pins, and various other devices.

Machine Guns

The latest word in toy guns is a machine gun that looks and shoots like its big brother at the front, and is modeled along the same lines as the latest rapid fire military guns. It is simple and safe to operate and shoots as fast as the crank is turned. It will shoot 100 shots without reloading, the limit being the length of the tape. Thirty-six shots come with each gun and additional ammunition is supplied at small cost.

Here is a toy with a history that ought to sell it. Thirty years ago to amuse his little girl a man made the first model of this toy. It could be turned into a cradle or a bed. The girl now grown into a woman with a little girl of her own wanted a toy like it for the granddaughter to play with. In its new form this toy has five changes instead of only two.

Hand Bags *for* Your Christmas Trade

Our line is most complete, ranging in styles from the daintiest little suede and smooth leather bags, in fascinating colors, for the kiddies and misses, to the most elaborate designs in Scotch Morocco and English Seal. Almost endless variety of shapes and leathers can be had. Write us for a sample line—they will help your Christmas trade.



2515 and 2581.—Child's Bags made in Suede or Smooth Leathers in assorted colors to the dozen, to retail at 25 cents.

2685.—Made in various grains of leathers, and fitted with mirror and change purse, black only, to retail at 50 cents.

2418.—Made in Seal Grain leather, with purse and mirror, to retail at 75 cents. Same bag, deeper style, made in Crepe and Powder Grain leather, to retail at $1.00.

2658.—A Shirred Bag, nickel or gunmetal frames, ribbon style handle, mirror and purse, to retail at $1.00.

2663.—Shirred style, Crepe Grain leather, has mirror and purse, ribbon style handle, to retail at $1.25. This style of bag is made also with centre frame pocket, lined with white kid, with nickel or gunmetal frames, to retail at $2.00.

2694.—Melon style, with leather covered frame, large nickel knob, purse and mirror, to retail at $1.50.

2635. — A large style, shirred bag, Crepe leather, nickel and gunmetal frames, has mirror and purse, to retail at $2.25.

Made also with centre frame packet, to retail at $3.00.

2631 S. — Genuine Seal, nickel frame with Pearl Knob, moire silk lining, has purse and bevelled mirror, shirred bag, ribbon style handle, to sell at $4.50.

Same Bag in Morocco to sell at $4.00.
Also in Pin Seal to sell at $5.00.

2683.—Made in Black and Colors, in Goat Leather, Levant Grain, self-covered frame, silk lined, to retail at $3.00.

2663 M. — Made with nickel or gunmetal frames, partly leather covered, shirred style, in Morocco leather, centre frame pocket, to retail at $3.50. Also in Crepe Grain to sell at $2.25, Dull Seal to sell at $4.00, and Bright Pin Seal to sell at $4.50.

2682.—A Pearl Grain, Goat-leather bag, corded silk lining, has purse and beveled mirror, new gusset style, retails at $3.00.

2672—One of our many English Seal Bags; has patent turn lock frame, silk lining, beveled mirror and purse. This bag retails at $8.00.

Other styles of bags in English Seal, turn-lock frames, to sell from $5.00 up.

The Western Leather Goods Co., Limited

1191 BATHURST ST. **TORONTO**

Manufacturers of Ladies' Hand Bags, Gents' and Ladies' Belts, Bill Books, Purses, Collar Bags, Music Cases, Travelling, Toilet and Manicure Cases.

Selling Ribbons in Fancy Christmas Forms

Devoting Leading Show Case For Two Months to Display of Bags, Girdles, Etc., For Which Orders Are Taken—Popular Special Line That Increases Sales.



WHEN The Review called upon the head of the ribbon department store in Hamilton, late in October, the showcase fronting the entrance was a blaze of yellow and black—in pennants, rosettes, festooning and all the other artifices that could be called on to attract the loyal supporters of the all-conquering "Tiger" Football Club. For the rugby season was again in full swing.

"How long will this remain?" The Review asked.

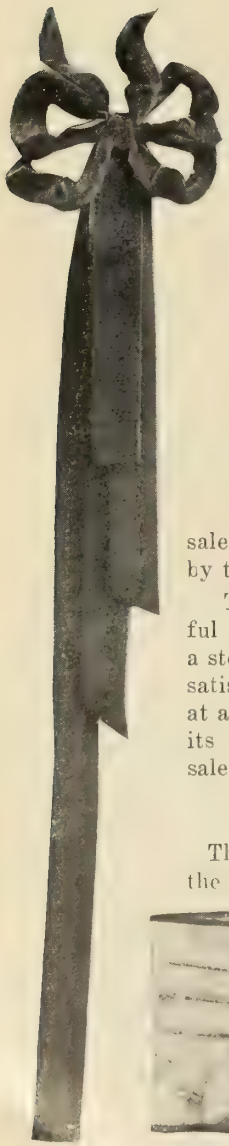
"Oh! just until the week is over."

"And then?"

"From then until Christmas the case will be filled with ribbon fancy work—bags, girdles, hat bows—everything else you know that can be made up of fancy ribbons."

"And where will you get them?"

"Oh! I will make them up mostly myself, during the mornings when business is not so brisk as in the afternoons."



"Do you sell from the case?"

"Not if we can help it. If a certain article is required at once, we sell it, but whenever possible we take orders for a duplicate of the one shown."



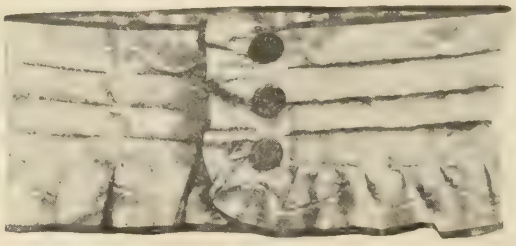
The counter, of course, is used for the display of goods, but for this special enterprise the showcase is reserved particularly. If the made-up goods are not required, there will, of course, be a sale of ribbons by the yard to be made up by the buyer after the fashion shown.

Thus this department, aided by the skilful handiwork of its manager, will provide a steady turnover in made-up goods, at very satisfying profits and besides find a use—at a big profit—for all the odds and ends of its fancies that are left after the usual sales for Christmas gifts.

* * *

Ribbon Goods For Two Months

This showcase then, with one exception the most valuable in the store, is devoted to ribbon goods for the two best selling months of the year, and directly and indirectly aids the sales of ribbons, and of ribbon-made Christmas goods. This is a tribute to the relative importance of this department.





* * *

Busy With Fancy Work

The ribbon departments are already feeling the stimulus of Christmas business, for many women are now busy with fancy work for gift purposes, and as the holiday season approaches, the demand grows for all kinds and classes of counter ribbons. At this time of the year the demand for pink and pale blue ribbons in all widths grows to enormous proportions, and there is a big sale for holly, red and green, maize and other staple colors. Warp prints and other fancy ribbons, both popular-priced and expensive are also big sellers, provided that they can be used for some kind of fancy work.

This gives the department a great chance not only to make a big selling, but to clear stock, and also to dispose of any job lines that the buyer may be able to obtain. "Show me" works out in the ribbon department as it does in all others, and all live departments at this time of the year are on the lookout for novelties in the line of fancy bags, girdles, neck ruches, cushions, dressing-table sets, ribbon, flowers, hat bows, etc., that can be made up from fancy ribbons. From long experience these articles have been found to be fruitful in suggestions that lead to sales. Sometimes the article itself is sold, but most women prefer to buy the ribbon and do the making themselves.

Some portion of the counter section is made up of glass showcases and these cases are dressed out as attractively as possible, with these made-up ribbon articles, and with ribbons that could be used in the making-up of similar articles. Counter stands are also used to show these articles so that the customers may examine them to see how they are made.

* * *

From Millinery, Bought or Made Up

These articles can be made up in the millinery department, or obtained from some fancy goods house, though there are departments where they are made up by the selling force during spare time. In any case it is important to know the exact quantities of ribbon used in making up these articles, and of course this information must be in the hands of every saleswoman.



(Continued on page 43)



"JULIAN SALE" Catalogue No. 33

Showing our complete line of Leather Goods and Novelties for

Xmas Selling

READY FOR IMMEDIATE SHIPMENT

Send for this catalogue to-day, which will put you in touch with the most exclusive and extensive line ever shown to the trade in Canada.

Julian Sale Leather Goods Company

105 KING STREET WEST, TORONTO



For her boy in the trenches

The good mothers, the sisters and sweethearts are knitting sox for their soldier boys who are serving their country at the front in Europe.

This means that your yarn business will become a big thing during the coming year if you go after it with

BONWORTH MADE IN CANADA BRAND

REGISTERED TRADE-MARK

BONNER-WORTH Domestic and Worsted Yarns

—Canada's finest quality—yarns made by expert spinners and dyers. Our values are worth looking into.

Send to-day for a trial shipment of 6 lb. spindles in the best colors.

The Bonner-Worth Company, Limited

Telegrams: "BONWORTH" PETERBORO, ONTARIO

AGENTS:

J. E. McCLUNG, ONTARIO SELLING AGENT Manchester Bldg., Melinda St. TORONTO

BRYCE & CO., Winnipeg and Vancouver, Selling Agents for West.

A. L. GILPIN, 243 Bleury St., Montreal, Selling Agent for Quebec.

V. A. BARNWELL, Pictou, N.S.

Avoiding Breakages at Xmas

Goodwin's, Montreal, Finding This a Source of Heavy Loss, Sell as Far as Possible From Samples, Even During Christmas Rush

By Resident Staff Correspondent



Toy department of Goodwin's Limited Montreal, during normal times. At Christmas it is four times this size.

MONTREAL, Nov. 1 (Special)—Goodwin's toy section is an absolutely one-price department. If a rocking horse is ticketed $9, it is impossible to beat the price down to $6. This is one of the evils of the toy department. The public get the impression that dealers are anxious to get rid of their toy stock after the season is over, and get the habit of cutting the price all the year round.

In normal times, the department covers about a quarter of the basement, but during the rush season preceding Christmas it occupies practically the whole floor. The extra clerks required are drawn from those departments not affected by the Christmas rush. It is found that the average clerk is able to handle toys efficiently so long as each article is ticketed. Goodwin's estimate that by ticketing toys during Christmas season, a merchant saves anywhere from a hundred to ten thousand dollars in business, depending upon the size of his store. During the Christmas season, it is not so much a question of price with the public, as getting what they want.

This house finds that the biggest loss in a toy department is caused by breakages. It is a big item, and after the season is over, damaged toys are cleaned out at a reduction of as much as seventy-five per cent. As a rule it is not found practicable to repair a toy, as the extra cost brings the price too high.

Selling From Sample to Avoid Breaks

One of the chief causes of breakages is carelessness in handling reserve stocks. Where this is the case, the percentage of breakages is high. Goodwin's try to avoid this by selling as far as possible from sample. For example, they will only display two dolls' houses, keeping the rest packed up in the stock-room. The big mistake of the past during the Christmas season, they believe, has been to unwrap and display everything for sale. Lines which suffer most, due to careless handling, are woodenware, such as dolls' houses, washing sets, etc., and mechanical toys.

Inspector Examines All Toys Going Out

To avoid trouble from customers due to breakages, an inspector examines every toy before it is packed for delivery. During the Christmas period, there are twenty-five wrapping desks scattered throughout the department. Of course, the policy of the store is to exchange everything within reason, but in the case of an expensive toy, say costing twenty dollars, which has obviously been broken after leaving the store, the chances are it will not be exchanged. However, this firm has an adjustment bureau for settling difficulties of this kind. The biggest percentage of parcels are delivered during the Christmas season, in fact, Goodwin's would rather deliver them than the customer take them herself.

The bulk of the business in the toy department is done on the day before Christmas eve—at least, this has been the above firm's experience. Christmas eve with them is a comparatively light day. However, this is governed more by the day on which pay-day falls at the big engineering establishments, such as the Grand Trunk and Angus shops.

In one important respect, Goodwin's toy department is up-to-date. It is their claim that when a novelty comes out in New York, it is on their shelves inside of three days. They display goods in the manner used almost universally by department stores—large tables covered by thick, green cloth, with plenty of space beneath for carrying reserve stock. During the Christmas rush, the green cloth is removed to permit more freedom.



Here's a splendid line for your Xmas trade

Table and Piano Scarfs

in a wide variety of designs and materials make gifts for the housewife that are very acceptable.

We have also in stock and ready for your Christmas sales a full range of

Pillow Covers, Table Mats and Whole-Skin Decorated Table Throws in designs to match

These goods retail from 25c to $10.00.

Write for CATALOG and Prices.

MOORE & GIBSON CORP. of NEW YORK
43 West 19th Street, NEW YORK
MANUFACTURERS

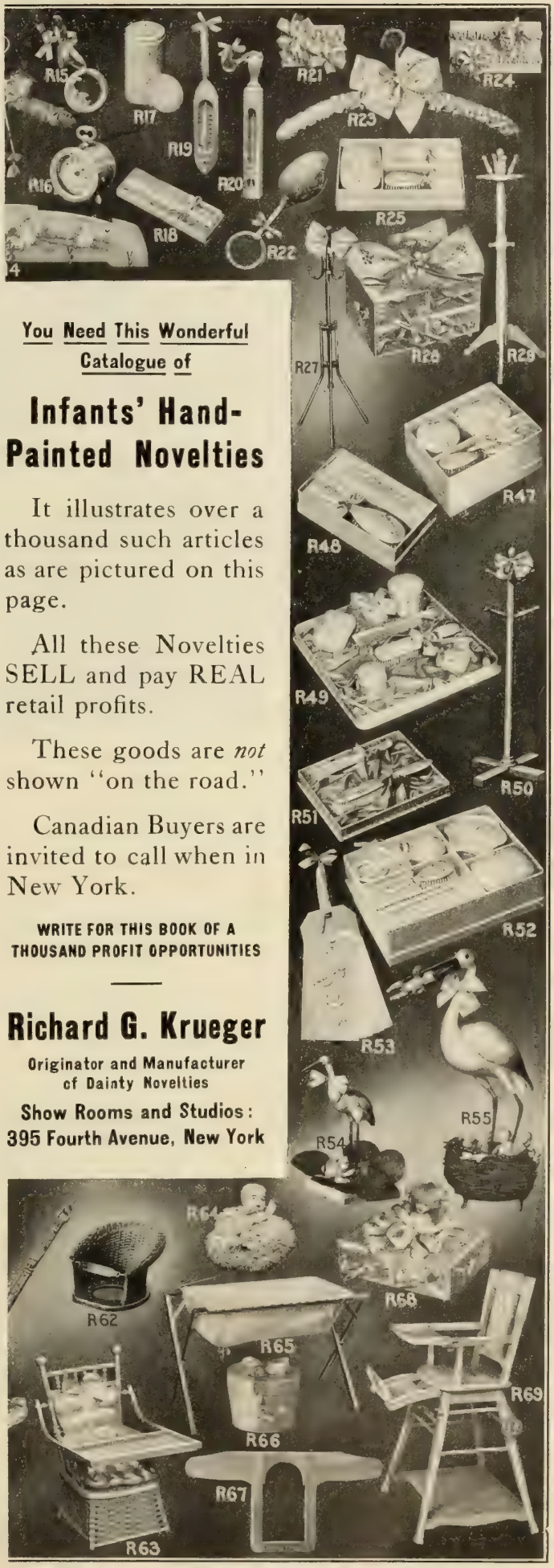
SEASHORE, FLORAL and GARDEN SETS

FOR SPRING TRADE



Manufactured by
THE WILKINS TOY CO.
KEENE, N.H., U.S.A.

Represented by
RIEMANN, SEABRAY CO.
11-15 Union Square West, New York, N.Y.



You Need This Wonderful Catalogue of

Infants' Hand-Painted Novelties

It illustrates over a thousand such articles as are pictured on this page.

All these Novelties SELL and pay REAL retail profits.

These goods are *not* shown "on the road."

Canadian Buyers are invited to call when in New York.

WRITE FOR THIS BOOK OF A THOUSAND PROFIT OPPORTUNITIES

Richard G. Krueger

Originator and Manufacturer of Dainty Novelties

Show Rooms and Studios:
395 Fourth Avenue, New York

Four Girls Busy on Embroidery Work



This is a view of the art needlework department of Chas. Ogilvy's, Ottawa, taken not at Christmas time but at the end of September. The appearance of the department would do credit to the rush of the holiday season: so extensive and well arranged is the display.

The department is located towards the back, but in front of the business office gallery. Next it is the knitting wool section and opposite this along the wall on the right the pattern department, following in a line with the dress goods department.

The illustration indicates the admirable display features: lighted showcases filled with made-up goods; the tops of the cases used to set up these "samples" on stands, and the ledges similarly handled. What a battery of salesmen these all make! What a host of suggestions to women shoppers who will buy the stamped goods, and the materials for making the articles and duplicate the beautiful embroidered work that is on exhibition, with all the buying this entails of crochet hooks, embroidery needles, hoops, etc.

But this department goes farther than most; there are four girls employed all the time, upstairs in a work room, filling duplicate orders for the fancy work displayed in these cases: cushions, tea cosies, boudoir caps, kimonas, lamp shades, counterpieces, infants' wear, girls' dresses, and so forth.

As a rule few stores attempt this line of making up these goods themselves, usually selling them as they buy them or selling the stamped goods for the customers to embroider themselves. But the order business has grown very rapidly and the profits in it are large. Orders follow quickly upon the showing of samples where women do not feel capable of doing this fancy work, and are willing to pay a little more than it would cost to do it at home—but still at reasonable prices.

The art needlework department promises to have a most successful record this Christmas.

Leather Novelties

Larger Bags are Indicated—The Latest Novelty is a Fur Trimmed Bag—Baby Sets a New Line.

MANUFACTURERS of bags and fancy leather goods are producing more high-grade novelties. This is due to the fact that many imported lines do not now come in because of the war. Moreover, they are getting a firm hold on this business, a hold that will be difficult to break as they are showing buyers that they can produce the lines that are suitable to the Canadian trade. There is lots of novelty in ladies' bags, and there is nearly as much variety in the price. The new bags are very attractive, but it would seem as though all the possible changes had been rung on the small draped, soft-finished leather bag. One feature of the new bag is their utility as shown by their capacity for holding numerous small articles. This is because they are draped so as to give room, and because so many bags are made with a gusset which greatly increases its capacity.

The newest tendency favors larger bags, and the wide, flat models are giving way to longer, deeper bags. A bag seen recently had outer pockets on either side of the bag proper. Each of these pockets was of draped leather, with a shaped band at the top. The frame was covered by bands and the bag was lined with rich green and gold brocaded satin.

The latest novelty for holiday selling is a bag of tapir lamb. This bag comes in brown, grey, black and plum color and is trimmed with fur to match. With the brown leather, brown fur is used and the other colors are trimmed with black. Each bag has a bevelled mirror, and a leather change purse and the lining is of heavy ribbed silk to match the color of the bag, while the nob is of pearl or some mock jewel.

Many bags are lined with gay flowered silks and some of the smaller bags have a ruche of ribbon in addition to the gay lining. The majority of the frames are covered at least in front. Many of the new bags carry the safety clasp that locks with a turn of the clasp handle. Some of the new bags show a long oval or arc shield-shape, and have wide gussets at the sides. Another new idea is to have the coin purse attached to the frame by a chain, so that it can be drawn out of the bag at once instead of having to be sought for among the other contents.

Among the numerous other leather articles designed more especially for Christmas selling is a baby set of Parisian ivory, contained in a fancy leatherette case. The cases are lined with puffed satin and contain from two to five articles—that is to say, the smallest cases contain a brush and comb and the largest, brush, comb, puff box, soap case, and rattle and teething ring.

CHRISTMAS GIFTS FOR SOLDIERS

Several stores in Canada are starting "depots" for handling Christmas gifts for the soldiers at the front. A special booth might be equipped containing knit goods for use at the front, and other suitable articles, such as khaki handkerchiefs, mirrors, combs, court plaster, shaving and other soap, and where groceries are kept, chocolate, jam, dates, figs, raisins, nuts, fruit cake, gum, etc. One store announces: "Soldiers' gifts shipping depot."

"Canada's big heart is throbbing with plans to send Christmas cheer to the soldiers who have gone across the sea to fight. And to give help in the matter; to simplify the choosing, the packing, and the despatching of the gifts this Soldiers' Gift Depot has been opened on the main floor. Here will be found samples of a host of comforts and eatables suitable for the man in the camp, trenches, or hospital.

AMERICAN
Hobby Horses Doll's Cabs



Suitable for children 2 to 12 years of age. Hobby Horses, dappled, enamelled finish, also skin and plush covered. Horses made to rock or swing. Doll Cabs with wood or reed body. Rubber tire wheels. Largest and best line made in America.

Sales Agent: L. G. BEEBE, 53 Yonge St., TORONTO

WHITNEY REED CORPORATION

CATALOGUE AND PRICES ON REQUEST

LEOMINSTER, MASS., U. S. A.

Boost Your Button Business!



The "HANDY" BUTTON MACHINE

will increase your sales, increase your margin of profit and decrease your investment in stock of ready-made buttons.

COVERED BUTTONS

are always in good demand and will be exceptionally popular this Fall and Winter.

IS YOUR BUTTON DEPARTMENT MAKING MONEY?

WOULDN'T YOU LIKE TO BE ABLE TO—

MAKE FROM 500 TO 1000% profit?

MAKE BUTTONS AS NEEDED, thereby keeping your stock fresh and complete at all times?

DO AWAY WITH LOSS on out-of-date colors?

ACCOMMODATE YOUR CUSTOMERS by making Buttons "while they wait"—Buttons that match their dress materials?

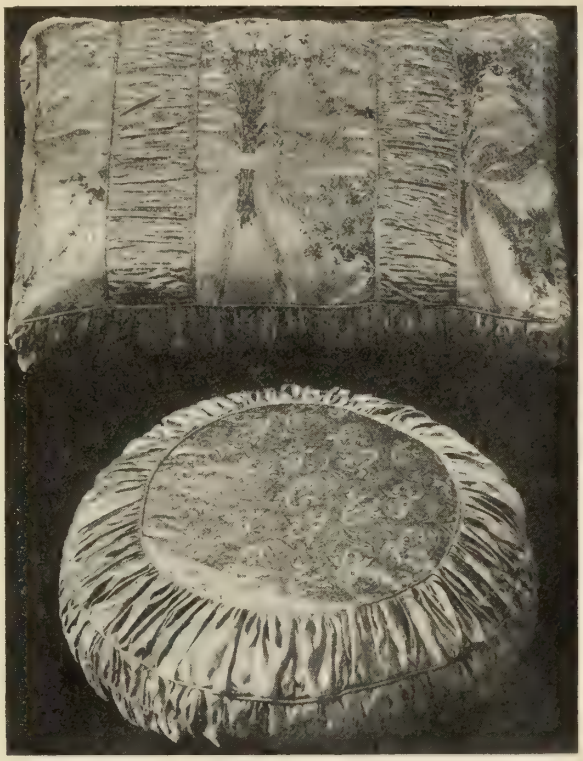
Let us tell you all about it. WRITE NOW, giving the name of your jobber.

Address Dept. 5.

Independent Button & Machine Co.

3934 Ravenswood Ave., Chicago, U.S.A.

FANCY GOODS FOR CHRISTMAS



Oblong and circular cushions of rich brocaded satins with puffed edges of plain satin. Shown by Toronto Feather and Down Co.



The latest idea in bags is to be fur trimmed. The bag shown is brown tapir lamb edged with brown Belgian hare and the covered frame is finished with a jeweled nob. The lining of heavy corded silk matches the color of the leather and the fittings consist of a beveled glass mirror and leather change purse. Shown by Julian Sale Leather Goods Co.



Baby set in satin lined case. The fittings are in Parisian ivory and consist of puff box, soap case, brush and comb and rattle and teething ring combined. Shown by Western Leather Goods Co.



Handy and attractive catch-all or waste paper basket. The frame is of dull finished oak and the container of brown art-linen embroidered in French knot stitch in yellow, brown and green tones. Shown by Wrinch, McLaren & Co.

SOME XMAS SELLING METHODS

(Continued from page 17.)

police have forbidden a repetition of this exciting drama: so valuable it had proved as an advertising feature.

The Review has received from the H. S. Falls Co. of Simcoe, the following account of a successful stunt they pulled off last year that might profitably be repeated by other merchants this year.

For Miles to Get a Free Ride

"We secured from a local party a pair of Shetland ponies. We made a square on our second floor, threw in a lot of sawdust on top of carpet felt, ran a railing around the bottom and top so that the sawdust would not get scattered about, had two little boys leading the ponies, dressed as clowns, with faces painted, etc. We also decorated the ponies. They were a great attraction and the people brought their children from miles around for a free ride on the ponies. Where the youngsters were very small, the two boys in charge would hold them on.

"The year before last brought us, of course, the greatest crowd we ever had, and certain features of it we would not care to repeat again, namely, the giving away of a small sack of candy to each little boy or girl who came into the building. The crowd was so great that we could not look after them, and several children were hurt, which rather paralyzed business for the time being. The attraction was Santa Claus. We advertised that he was expected to arrive from the West and to reach a certain corner about half a mile out of town at 10 a.m. We had the same ponies and rigged up a sort of chariot and had two young men dressed as postillions riding horses and at intervals giving certain bugle calls."

SELLING RIBBONS IN FANCY CHRISTMAS FORMS

(Continued from page 36.)



The remnant basket always comes in for a great deal of attention at this time of year, as customers are searching for short lengths of ribbon for various uses. Therefore a ribbon that will not sell in any other way, can be cut up into remnants and so disposed of.

There is an extra demand for baby ribbons around Christmas time and the majority of stores have them cut in lengths of so many yards, to sell at 10c or 15c, put up in hanks. Large stores devote tables in various parts of the store—one being always located in the Christmas bazaar, where there is one—for selling ribbons in this manner. In the smaller stores these ribbons are sold from hanks or baskets on the counter. The last two weeks always brings out a big call for holly red and Christmas green ribbons, and also for holly, poinsettia and Santa Claus-patterned ribbons.

After all, the making of the most of the Christmas business depends upon the alertness and initiative of the selling force. It is the service given that counts in selling ribbons as in other departments.



Cream linen crash, dining-room or bungalow set, embroidered and completely made up, edged with Cluny lace. Shown by Belding Paul Corticelli Limited.

Art Needlework Higher

Advances in all Foundation Materials by Big Manufacturer—Probable Revival of White and Neutral Colors

THERE are advances all along the line in art needlework materials. All foundation materials, whether of cotton or linen, have been advanced in price 7½% all round by one of the largest manufacturers of art needlework novelties in the country. There is a great scarcity of colored goods on account of the dye situation. This points to a revival of white and natural colored fabrics to replace the browns and greens which have been such a vogue.

Union mercerized weaves are being made in this country to replace imported goods, and judging from their appearance they should prove as satisfactory as the imported materials they replace. As imported goods are very scarce, the buyers have no choice.

Canadian-made nainsooks and lawns are largely used instead of imported in the production of stamped lingerie and articles for children's wear, owing to the difficulty experienced in receiving goods of this class from over the water, and when the advances are taken into consideration and the increased duty on British goods, prices are very satisfactory.

The Fall season up to date has been an unusual one for art embroideries. New York houses state that they never had such a season. Deliveries are behind, which is explained by the fact that the art needlework houses are having to rely exclusively upon goods manufactured on this continent, whereas before the war the country was flooded with German goods. The German houses also covered this country from coast to coast with goods that were already embroidered.

The high prices of fancy linens and linens specially woven for embroidery purposes, has been one of the chief factors in the advances announced in this country. Crochet cottons are advancing, and embroidery silks, both natural and artificial, are higher priced.

Prospects for Spring are very bright, and manufacturers are preparing an attractive range of articles, particularly suited for household use, as well as for personal wear—such as lunch sets, towels, pillow cases, lingerie, children's dresses, etc. These are the Spring lines and are particularly suitable for featuring at the January sales. The Autumn is always more of a novelty season.

READY-TO-WEAR

Belted Models in Coats

Small Checks, Plaids and Mixtures in Demand—
Evening Wraps Come in Pile Fabrics
and Rich Colors



The latest fashion development favors the all-white costume. This suit is of white broadcloth trimmed elaborately with beaver fur, and the very smart hat is of beaver fur, gold lace and tinsel flowers.

A LITTLE colder weather would help the sale of separate coats, but buyers are well satisfied with the outlook. There is a very decided preference for pile fabrics, and silk seal, velours and cord velvets are all selling. The majority of these coats are cut in two pieces and the flaring skirt is joined to the waist under a wide belt. Both the normal and the low waist lines are seen and both are equally fashionable

Some of the new models are cut in straight paletot shape with a considerable swing and fullness from the shoulders. A coat here and there shows more fitted lines but as a rule these more fitted models have not found much favor with the popular trade. Some of the models show yokes, and coats cut along kimona and raglan lines are still well liked and many models have the cuffs and collar of fur. Zibeline wool, velours and heavy tweeds, in checks and small plaids and also in stripes, are good sellers.

Evening wraps come in velvet, broadcloth, velours and in chinchillas. Dark rich shades are very fashionable, but bright shades such as deep rose, gold, Empire green, purple and novelty shades in blue are also very popular. White foxaline is often used for the collar and trimming, but apart from this the short haired furs such as nutria, mole, seal, and imitation chinchillas are most used. The smart collar is very high, often reaching half way up the head at the back.

Dresses are a Big Line

Styles are Very Varied, But the Combination Idea
Leads Tendency to Elaborate Sleeves—
Russian Blouse Gaining in Favor.

BUSINESS in the dress section in the retail stores is showing a marked improvement. A year ago the demand was for garments that could be sold at a bargain price, and while the bargain idea is by no means completely eliminated, it does not lead as a year ago. The stores throughout the country are making larger purchases of more exclusive merchandise, and it is gratifying to note that the demand for better-priced garments is a growing one.

When it comes down to the garments bought, styles are very varied, but it may be noted that skirts are very short and wide and that the waist is more fitting. The collar is very high, particularly at the back, though the front is often open. The tendency seems to be towards more elaborate sleeves and the newest sleeves are long and trimmed. As a rule they are of crepe, chiffon or some soft, transparent material that envelopes the arm, and as a rule defines the outline of the shoulders and arm Many sleeves have a cap at the top to which the soft material chosen is pleated or gathered and this drapery is again gathered into a deep cuff.

The waistline is in the natural place, but in the Russian models which are gaining in favor, the vague straight-line effect is good. The trade has taken kindly to the fashion of combining fabrics and very few dresses are seen that are of just the one fabric. Taffeta is used with serge, broadcloth or velvet, and where taffeta is not obtainable or where the price has to be suited to popular selling, messaline or some satin-finished silk takes the place of taffeta. Scotch plaid silks, and striped silks in tartan colors are combined with serge or velvet into very smart, saleable models.

Crepe de chine dresses are very much in evidence and are among the leading sellers, and many beautiful models are of crepe de chine and velvet combined.

"Quality First"

This is the slogan that typifies the JACK TAR line of Middies, and is the foundation upon which our entire business has been built.

In the JACK TAR Middies, Quality has been interpreted comprehensively, and includes not only the utmost in Fashion, Fit and Workmanship, but also that distinctiveness which gives to all JACK TAR Garments their supreme "Selling Quality."

JACK TAR
MIDDY

REG'D

(Every Garment carries this Trade-Mark)

Is breaking all records. We could not supply the demand last year and thousands of dozens have already been sold for next season. The JACK TAR has successfully passed the test of all merchandise and its "Selling Quality" makes it pre-eminently the Middy Line for your trade.

DO NOT FORGET

The KIDDIE MIDDY REG'D

(The JACK TAR line for the little people)

The Hampton Manufacturing Co., Limited

Colonial, Elmire and Cadieux Sts.

MONTREAL



MID-WINTER BLOUSE MODEL

Russian and peasant fashions are coming to the front. This waist is made of shot white and rose brocaded satin, perfectly plain, with wide hanging ⅞ length sleeves. The collar is of seal and bands of the same fur edge the front and sleeves and trim the girdle.

Many of the more expensive models are fur trimmed—the furs most in use being in the form of bands. Long tunics are edged with fur and touches of fur appear on the waist and sleeves. Belgian hare, Nutria and electric seal are the furs chiefly used.

Russian blouse styles are coming in for mid season wear. The skirts are full and flaring and the blouse may be either semi-filled or straight-line. The belt is the big feature in both cases and the belt is often embroidered in bright colors.

The new thing in dancing dresses is the use of flowered taffeta in large flowered patterns on white and pastel grounds. The skirts are short and full and made to stand out by means of featherbone. There is a growing tendency to use featherbone, hair broad, hair cloth, etc., to accentuate the flare of dress skirts.

Very smart, practical waists come in satin-finished silks in plain colors, made perfectly plain and buttoned with fancy pearl buttons right up to the chin. The high stock is finished with a circular flare collar with high points at the back of the neck.

Blouse Makers Busy

More Fanciful Styles Being Produced in New Waist Models—Combination of Fabrics the Leading Idea — White Crepe Still Selling, But Flesh Not so Strong

THE blouse manufacturers are having a good season, the only trouble being that some of the most wanted materials are in short supply and very hard to procure. This applies to crepe de chine, Georgette and novelty crepes, as well as to taffetas which would sell well if they were immediately procurable. Up-to-date crepe de chine waists in flesh and white have been the best sellers, and waists of this class have been more in evidence than the dark-colored waists of chiffon and Georgette that have been heralded as the most fashionable for the present season. Doubtless the turn of the dark waist is coming as buyers are very confident of the vogue of the dark waist.

One change that has come about is that the later models are much more fanciful in style and fewer waists are made now of the one fabric. Crepe de chine and Georgette are combined and novelty crepes and chiffon. Laces are also combined with sheer silk crepe, crepe de chine or taffeta. White ivory and beige are used with white much the best seller. Some of these lace waists are lined with flesh, though flesh as a whole is not selling so well as a few weeks ago.

Some of the very smartest of the new waists are made of broad, striped or plaid silks, combined with plain in the same color as the leading tone in the stripe or plaid. As a rule the top half is of the one silk and the lower part is of the other. The sleeves are full length and are either plaid or striped with long cuffs of the plain silk or vice versa.

Everything now is trimmed with fur and some of the very smartest of the new waists are of lace and chiffon velvet trimmed with narrow lines of fur. Narrow bands of Belgian hare, so narrow that they are almost a fringe, are very prominent. Some of these waists have the jumper in velvet, while the sleeves and guimpe are of Georgette, or beige lace. Other waists are of lace with the collar, cuffs and girdle of chiffon velvet.

MORE INTEREST IN PETTICOATS

Moreens Selling Because They Stand Out—Change to Wide Skirt Helps Sales

The change to the wide skirt is certainly helping the petticoat manufacturers and they are doing better business than they were a year ago. The hobble skirt had well nigh driven the petticoat manufacturer out of busi-



MID-SEASON MODELS

1. *Velvet and charmeuse, mouse grey; trimmed, skunk.* 2 *Russian suit, paon blue velours; trimmed, red fox.* 3. *Bernard evening wrap, antique blue velvet, beaver fur.* 4. *Evening gown in Russian style, black velvet, jet silver lace, skunk fur.* 5. *Russian suit, geranium, red velvet, skunk trimming.* 6. *Afternoon gown, tunic of blue and silver brocade, sleeves and skirt of Georgette crepe, skunk fur.* 7. *Cloak of king's blue velvet. Shown by Western store.*

Special Waists *for* Christmas Trade

Our novelties, consisting of the following materials, are ready for inspection:

Crepe de Chine

Jap Silk

Novelty Stripes

Paillette

These styles are copies of the latest New York Models.

The Canadian Converters' Co. Limited.
Montreal

(John P. Black Co., Limited, Ladies' Wear Factory)

123 Vitre Street West ∴ Montreal, Que.

ness, but the change to the flare skirt is improving sales at the present time. One indication that shows which way the wind blows is the fact that moreen petticoats are selling in preference to those of the softer fabrics. This is because moreens are stiffer and help the flare of the dress skirt.

BRASSIERE STILL A NECESSITY

Brassieres Needed to Hold the Top of the Corset to the Figure. Less Boning Used. Many Models Are of Cluny

The fact that higher corset models are selling has in no wise affected the sale of brassieres, for the brassiere is found to be necessary to do away with the unsightly line that always appears unless the top of the corset is held close to the figure. The dress waist is more on the basque order and all this only adds to the importance of the brassiere. Therefore the brassiere is just as necessary though its use has changed. With the low corset the brassiere was used to support and mould the figure and therefore the brassiere was well boned. Now that the use is changed less boning is used and many of the best selling models are without or are at the most very lightly boned.



Elaborately hook-front brassiere. Body composed of wide-embroidered flouncing. Top and bottom trimmed with cluny, finished with drawstring. Shoulder straps of insertion to match—no boning. Shown by Model Brassiere Co.

The newer models as a rule hook in front. As in corset lines it is the fleshy type of figure that presents the hardest problem for the manufacturer to solve, and brassieres for this kind of figure are reinforced under the arms and boned in such a manner as to support both the bust and the fleshy back properly.

Brassieres come in many styles. They are made of firm fabrics and also of silk crepe. Some models are of allover embroidery, and a very large number of smart models are made wholly of or trimmed with Cluny lace.

At this season of the year there is always a big sale for low-cut brassieres or for brassieres with just a strap over the shoulder that can be worn with a low necked evening gown.

In the large store the brassieres are carried in separate departments, but in the smaller stores they are carried in the corset department. In the latter case they should have a section of the department to themselves, and should be well displayed.

CHILDREN'S COATS FUR TRIMMED

Serge Dresses the Big Sellers—Simple Models in Velveteen and Cords Showing for Mid-Winter Wear.

In children's coats the Russian styles are very much in favor. Belted models with the flare below the waist are also selling and some models are showing that have yokes. The military influence is shown chiefly in the use of patch pockets and in the free use of braid trimmings. Children's coats are more trimmed now than they were at the beginning of the season and both braid velvet and fur are used. Grey krimmer has always been a favored children's fur, and some very smart little coats are shown trimmed with this fur. Practically the same cloths as are used for the grown-ups are selling for children's coats.

In dresses serge is, as always, the best seller, and simple tailored models most favored. More dressy models come in serge combined with plain, striped or plaided silk. Plaid and checked materials are also selling for school frocks.

Wash fabric frocks are big sellers particularly for the younger children. These dresses come in ginghams and heavy cotton weaves. Among the best liked styles are middy dresses, and suspender or Dutch models and also little dresses in coatee effects. Velveteen and corduroy dresses are showing. These dresses are in very simple styles and the demand is expected to be large.

Richard T. Hardison, Ridgeway, Ont., general merchant, has sold out to Young & Brown.

Joseph R. Hill, traveller for the Canada Veiling Co., Toronto, died suddenly in his room in a Kingston hotel. The remains were taken to Montreal.

Ralph Appelbe, Toronto, has been engaged as manager of the drapery department of the C. H. Smith store, Windsor. He is a brother of Joseph Applebe, former proprietor.



Fits like a Glove La Rose Brassiere

A SAMPLE DOZEN BRASSIERES

Send for our Dozen Assortment of Brassieres, ranging in price from $2.25 to $24.00 per doz.

Style No. 814—$8.00 per doz. Style No. 1206—$12.00 per doz. Style No. 1207—$12.00 per doz.

LA ROSE BRASSIERE CO.

Factory, Newark, N. J. 341-347 Fifth Ave., New York

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NATIONAL GARMENTS

Raincoats——Utility Coats

WRITE FOR NEW CATALOGUE

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TORONTO—60 Front St. West
S. M. Hansher

—— SHOWROOMS ——

WINNIPEG—286 Bannatyne Ave.
C. Coppleman

Front-Lacing Gossard Corsets

are an asset in any store



TO-DAY repeat sales are highly prized. Any merchandise that will bring your women customers **back to your store regularly** is an asset.

Because of their ease of adjustment, all-day comfort, long-wearing service and **exclusive** style, Gossard front-lacing corsets contribute **much** toward the success of any store and its Corset Department. They are an asset—they build continuous good-will.

They yield a splendid profit and sell much faster than ordinary lines. They are the choice of the most discriminating women the world over.

Australia and South America do a tremendous business **with Gossards.**

Marshall & Snelgrove, London, find them highly profitable and their business with us increases steadily. Paris is sending her orders for Gossard corsets with gratifying frequency!

No store is too small or too large to sell Gossard front-lacing Corsets profitably.

Samples, literature or a Gossard saleswoman will tell you more about them. When will **you** be told?

THE H. W. GOSSARD CO.

Largest Makers of Fine Corsets

CHICAGO, U.S.A.

Wear Gossard CORSETS *They Lace In Front*

Craze for Fur Trimmed Suits

Many Suits with Box Coats Selling—This Model Promises Well for Spring—"Chin Chin" or "Funnel" Collars

THE majority of smart suits are fur trimmed nowadays and the scarcity of suitable trimmings and the steep advances are making it a difficult matter to fill orders. Though the Russian and the belted flare coat are selling freely the suit with the box coat is growing in favor. This model has sold well as a misses' garment or for women of slender figure. As a rule the coats are trimmed with a band of fur around the lower edge and the high choker collar is of fur also. Now that fur is becoming so high priced some very smart models are appearing with fur and braid in combination—the fur will appear in panel fashion either in the front and back, or at the sides, the braid being used in the spaces between. Where the box coat is not used the later models flare very considerably below the waist. Skirts flare also and the fashion tendency favors the very short skirt. The simple gored skirt is the best seller even when the coat style is very elaborate.

All smart suits have the high collar, and many of them are of the "chin-chin" or funnel type. These collars are either all fur or when of velvet or of the material of the suit are bordered with fur. A few convertible collars are seen but they are on the plainer tailor-made models. The really smart suit buttons right up to the neck and generally a little over to the side.

The velveteen suit promises to be very fashionable but velvets and corduroys are in short supply.

EQUIPMENT & DISPLAY

Christmas Trims and Backgrounds

Special for Dry Goods Review by G. A. Smith

A PROMINENT art lecturer once said: "One can only put into his work what he knows and nothing more." The reason why so many display managers are so helpless when it comes to designing something original and appropriate for their Christmas windows is because they have failed to accumulate a fund of knowledge which would enable them to plan suitable settings.

By studying colors, motifs, the different period decorations, as well as other fundamentals in the world of art, any display manager of average ability will be able to devise a variety of window backgrounds which will give both tone and selling power to his displays.

A Triple Reminder

There are certain things which must be borne in mind and never overlooked if the Christmas displays are to be handled correctly and the most satisfactory results to be obtained. These points may be classed under general heads, as follows: color scheme, flowers and foliage, and motifs.

The colors which are especially appropriate to Christmas settings are cream, gold, white, silver, red, green and all metallic tints that are in any way related to any of the colors in this list.

The list of flowers and foliage available for a holiday window will include poinsettias, metallic roses, chrysanthemums, immortelles, ruscus, oak, grape, holly and mistletoe, together with sprays in plain white and frosted, also tinted in shades of green and red. Ferns also of various kinds can be employed to good advantage.

Materials for Motifs

Motifs made from holly and mistletoe leaves, bells, stars, wreaths, etc., are always good. These can be cut from felt and applied, or they can be executed in stencil. Plaster and wood ornaments worked in various designs are frequently strong features in an approved Christmas display. Then, too, felt, cotton-flannel, muslin (treated with alabastine or other material), also various imitations of woodgrain, marble, onyx, etc., are effective as appropriate and serviceable coverings.

There are an almost unlimited number of good decorative materials now on the market, which in the hands of the well-informed display manager can be worked into a variety of excellent Christmas settings. Examples of how a number of these products may be utilized are included in the designs illustrated in this article.

A Setting for Christmas

In the sketch, Figure 2, we present a very elaborate and effective setting for Christmas time. The elaborateness of this display does not signify that it will be prohibitive as to cost, as this setting can be constructed and installed at a very moderate expense. The framework in this case is made from ⅞" soft pine lumber over which a facing of wall-board may be applied. The wall-board then being treated to a covering of felt, cotton flannel or a coat of cold water paint.

The panels at each end are very unusual in themselves, and are of such a nature that they produce a very striking effect, especially at night time. The panels are four inches in depth, the opening being fitted in with stained



Fig. 1.—An interchangeable screen.

XMAS IS NEAR



You want *Santa* for Store and Window Decoration.

They brighten up your displays and give a holiday touch to your store.

They are 14 inches wide by 24 inches high; hand-painted, artistic looking, in seven natural colors.

They cost $2 each or $18 per dozen, with better prices for larger quantities—f.o.b. Montreal.

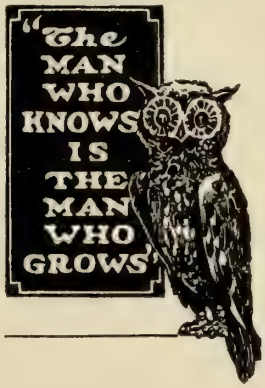
Sole makers in Canada

DELFOSSE & CO.

Craig and Hermine Sts. MONTREAL

FREE

THREE VALUABLE BOOKS



☐ **E. T. S. Educational Catalogue**

Contains over two hundred illustrations of Display Ideas, Windows, Window Backgrounds, Show Cards, Newspaper Ads., Letters from Graduates, and complete description of the Educational work the E. T. S. is doing in Sales-management, Advertising, Salesmanship, Display Management, and Show Card Writing.

☐ **E. T. S. Supply Catalogue**

Contains over one hundred illustrations of Window Backgrounds, Decorative materials, Show Card Writing suggestions, stencils, subject Show Cards, Show Card Writing supplies, air brushes; over two hundred business books on Retail subjects, with complete description and prices.

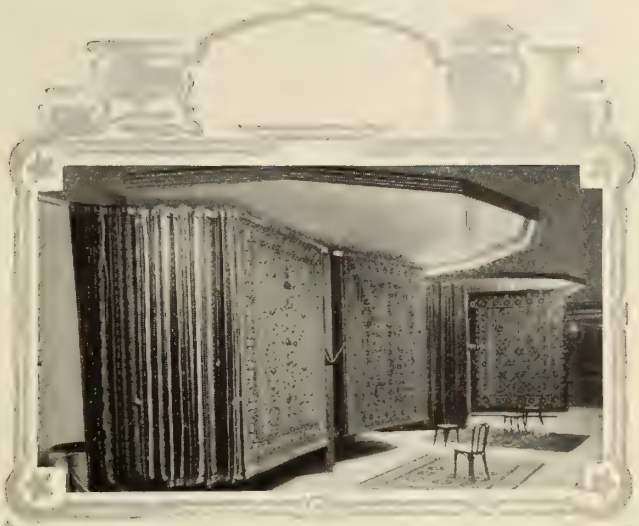
☐ **10 Display Managers Tell How to Sell It**

Contains ten articles written by ten leading Display men's reproductions from the Dry Goods Economist, illustrated with caricature sketches; thirty-two pages of interesting and instructive reading.

ECONOMIST TRAINING SCHOOL

This ad. enclosed in a letter, or a postal card bearing your name and address, will bring any one or all of these booklets to you.

247-249 W. 39th Street - New York City



A Display Idea Worth Copying

You can command no more forceful aid to the art of merchandise display than a concealed source of illumination, perfectly diffused.

Hundreds of merchants from coast to coast are making their show cases and windows earn ever-increasing dividends by installing

Frink and J-M Linolite Systems of Lighting

The above illustration shows a most interesting application of Frink Reflector and J-M Linolite Units to the display of rugs. If you could only see how wonderfully the beauties of coloring and weave in these rugs is enhanced by this lighting you would realize why it is so effective in promoting sales.

It's a display idea worth copying. We will gladly aid you in fitting the Frink and J-M Linolite Illumination System to the needs of *your* store. *Write* our nearest branch, or ask your own lighting company.

The Canadian
H. W. Johns-Manville Co., Limited

TORONTO MONTREAL
WINNIPEG VANCOUVER



Fig. 2—Elaborate Setting for Christmas

glass, over which an angel head ornament is applied, this being held in position through the use of glue. The glass used in this panel can be stained and should be of green tones. The ornament should be finished in white, touched up with silver.

The curved-shaped central piece is also covered in the aforementioned manner, a stencil design being painted thereon around a border of the same. Attention is directed to the arch-shaped recess at the base of this central piece in which is placed a flower box filled with poinsettias and ferns. Sprays of mistletoe and holly may be arranged around each panel at the side, as shown.

An Interchangeable Screen

No. 1 shows an interchangeable screen, decorated with appropriate Christmas decorations, consisting of a Santa Claus head applied to a circle made from composition board covered with some sort of green-colored material. Japanese wood fibre roping and bells of various sizes in connection with the festoons of holly is arranged in a very graceful fashion at the top of the screen, the roping being green, bells red and holly with a light green tint and bright red berries. The framework of this screen is made from 7/8" lumber painted with cold water paint, in a pure, white color.

The panels are backed up with a delicate shade of green material. This entire screen is so constructed through the use of dowels, etc., making it in such a nature that it may be easily taken apart and transferred to any window you may wish to place it in. A long, low platform may also be utilized to a good advantage at the base of the screen, to rest on the floor flush up against the screen. The size of this platform will have to be governed according to the window dimensions.

CARDWRITING MADE EASY

(Continued from page 18.)

of the work where more variety can be had. The different styles and designs are almost limitless. This card in particular shows a fancy "G" with two-tone green used to make it stand out; pale green for the background and darker green for the shadow of the letter. It is necessary that a white space be shown all around the letter.

This card shows a few leaves and a Christmas bell cut from a postcard. The bordering is one that was taught in last month's lesson. This style of lettering has not been taken up as yet, but is the work of the stub pen. A small brush would do the same work.

Christmas From Start to Finish

Card No. 6 is an exceptionally fine one for all classes of displays. It is Christmas from start to finish. The Winter scene with the holly entwined around it and the snow-covered letters, all make it a good card for any store. The snow scene was cut from a small picture and retouched with white to make the snow stand out more prominently. The spray of holly was drawn free-hand, not being copied from anything in particular. This holly should be drawn with the pen and waterproof ink and colored lightly with green and red. It should not be made as heavy as the holly shown in Fig. 1 because the scene is the main thing on the card and the spray must not detract from it.

Snow-Covered Lettering

The snow-covered lettering is an innovation in these lessons. The style of letter is the same as taught in previous lessons and as shown on card 4. After the lettering is made and dry, apply white to the top sides of the letters, having it hang down to give it a natural snow appearance. The shading is applied to make the work stand out in relief.

The illustration on card 7 was taken from separate postcards, the holly square from one and the birds from another. This class of showcard is exceptionally fine for dainty displays.

The letters at the bottom of this card can be changed to suit the firm for which the card is used.

Arnold Bros., Ridgeville, Ont., general merchants, have sold out to N. C. Diffin.

Facts and Queries

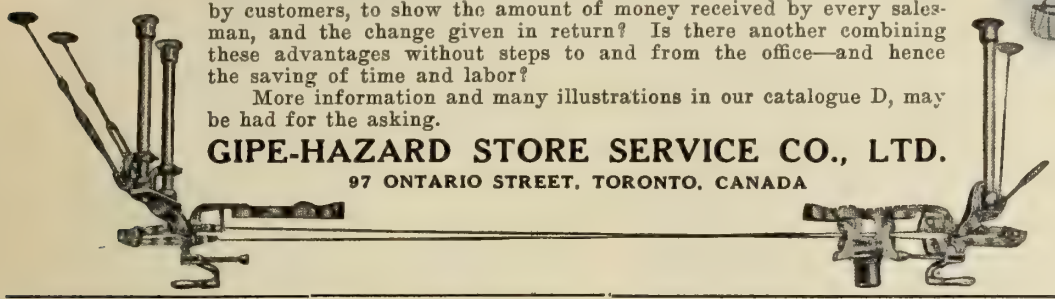
Our Carrier Service offers advantages unequalled by any other—in fact not afforded by any other.

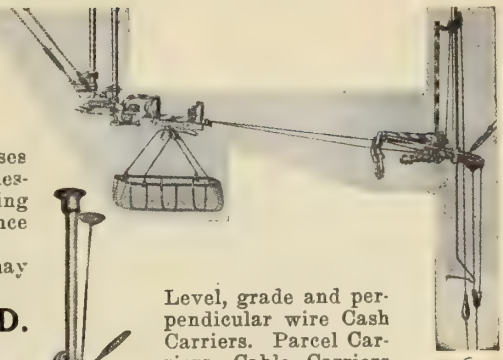
Is there another service that offers a double check in the matter of change making? Is there another that equally secures the merchant's money—that is to deposit it and all other matters of record emanating from the sales counters, to a common centre (the Office) without the salesmen leaving their customers, whether the transaction is cash, charge or barter? Is there another to give an itemized record of all purchases by customers, to show the amount of money received by every salesman, and the change given in return? Is there another combining these advantages without steps to and from the office—and hence the saving of time and labor?

More information and many illustrations in our catalogue D, may be had for the asking.

GIPE-HAZARD STORE SERVICE CO., LTD.

97 ONTARIO STREET, TORONTO, CANADA





Level, grade and perpendicular wire Cash Carriers. Parcel Carriers, Cable Carriers and Pneumatic Tubes.



When You Build A New Store Front

Why not profit by the experience of retailers who have installed 40,000 KAWNEER FRONTS---why not let us help you by making suggestions---by giving you information which has been gained through our eight years in this field.

If you need a new Store Front, you need a KAWNEER FRONT. It's made of either solid copper, brass, bronze or aluminum, made to insure you against paint or repair bills. It is built to keep out dust, and, as well, to ventilate the windows in cold weather. KAWNEER sash allows you to ***regulate*** the ventilation. Your KAWNEER windows will virtually be one expansion of glass, without the customary columns and other obstruction and KAWNEER is a ***complete*** construction—not merely a division or corner bar.

Kawneer STORE FRONTS

Just let us send you "Boosting Business No. 21." It's a Merchant's book on Store Fronts—not a book on window trimming or a picture book for your errand boy. See the photographs of other successful retailers' Fronts as well as other suggestions that may fit your condition.

Just a card or note saying, "Send Boosting Business No. 21' and it will go to you without obligation.

Kawneer

Manufacturing Company

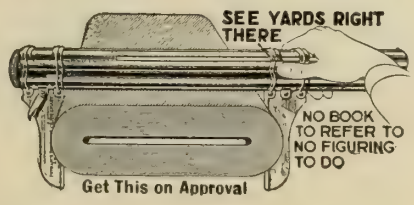
Limited

Francis J. Plym, President

552 Dept. Q GUELPH, ONT.

Kawneer Store Fronts awarded gold medal at Panama-Pacific Exposition. See our model Front there.

TAKE INVENTORY EASY



Measures Cloth, Laces, Trimmings and Ribbons without unwinding

PUTNAM'S IMPROVED CLOTH CHART

Price $12.50, Express and Duty Paid, on Approval.

THE A. E. PUTNAM CO.

Dept. 12 Washington, Iowa

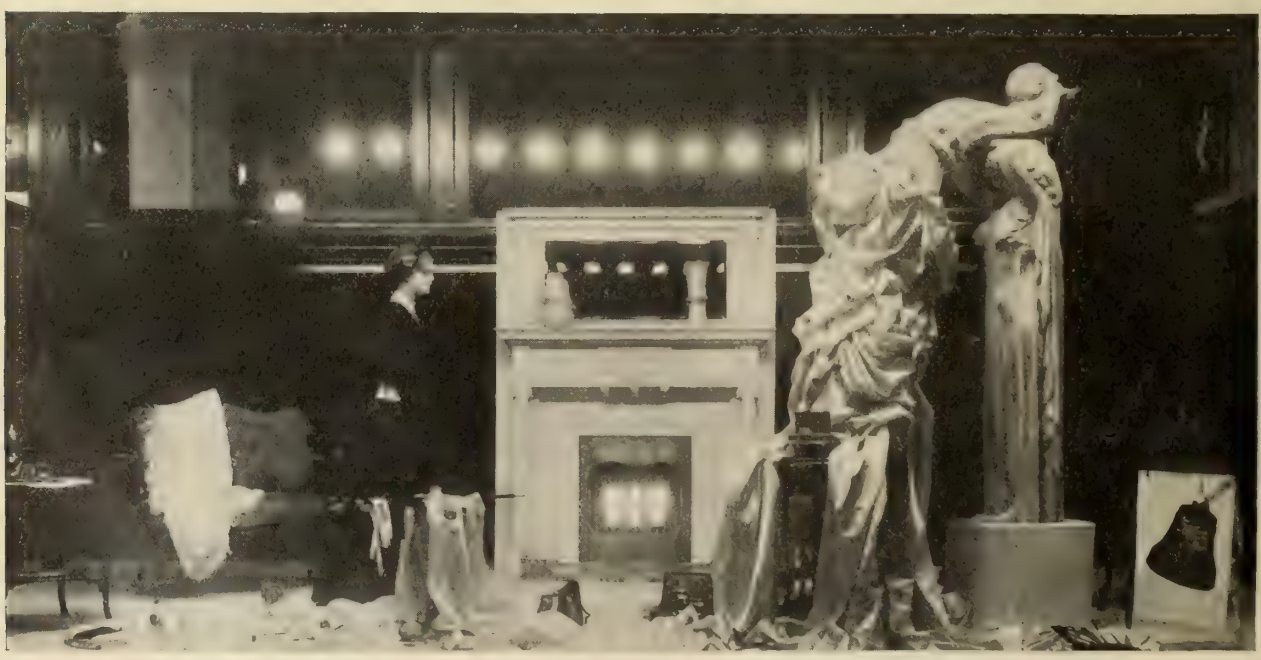
Stopping an advertisement to save money is like stopping a clock to save time. Advertising is an insurance policy against forgetfulness—it compels people to think of you.

Two Plateaus of Felt in Christmas Window



The most interesting feature of this Christmas-gift window by E. P. Burns was the set of plateaus as the background, made of white felt (which by the way has more than doubled in price since last year). The back sections are about six feet wide with platforms coming out into the window and a second section, narrower, with a second platform, and yet a third, the last in the form, more of a pillar, in the centre and on it a large urn of poinsettias. The platforms broke the straight lines and formed ledges for setting up the gifts. There were sprays of holly at either side and in the centre. White felt covered the floor.

Horn of Plenty for a Christmas Trim



This was one of four windows used by Goodwin's, Ltd., last Christmas, each representing the dream of a woman at the various stages in her life. The first window showed the fiancee, dreaming of what she would like for Christmas. The window was in white, and expressed purity. The gifts all accorded with the white draping in color, consisting of diamonds, silver, etc. The second window showed the young wife, the color being pale blue, expressing sincerity. The gifts shown were those suitaable for the home. Next came the mother, dressed in pink, suggesting affection. Gifts shown were those likely to be desired by the young mother for her child. Lastly came the grandmother, illustrated above, who was dressed in mauve, and her surroundings all suggested comfort. In every case there was the horn of plenty, pouring out the good things dreamed of. The windows were the work of H. Gagnon.

Enter the C. A. D. M. Competition

Window trimmers should enter the series of special competitions that have been started by the Canadian Order of Display Men. The first one as announced last issue is for a corset window —the Parisian. Valuable prizes, $15, $10 and $5 are offered. Send in your membership fee of $2 to F. J. Thompson, 52 Stanley St., St. Thomas, Ont.

WINDOWS OF THE MONTH

Featuring Seasonable Lines—Novelty Windows Predominate—Very Handsome Neckwear Displays Made

Without actually mentioning Christmas and gift-giving, all the stores are pushing gift lines to the front and by a decorative touch here and there are suggesting that the holiday season is nigh. One big store decorated its main aisles during the last week of October with Autumn leaves and ferns in hanging baskets. Window trims consist very largely of fancy articles—china, silverware, perfumery, bags and leather novelties, jewelry, ribbons, neckwear, etc. During the first week of November some very handsome windows featuring the latest novelties in neckwear have been shown. As a rule the goods have appeared against the rich, permanent wood background which shows up the filmy beauty of light laces, net and Georgette crepe to perfection. To make up for the absence of elaboration in the background the most careful attention is given to the way in which the neckwear is displayed. As the articles are nearly all black and white, flesh, or straw color some method has to be used to give color to the display. In one case this was done by using platforms covered with Royal blue plush with massive gilded feet. Beautiful carved mahogany stands holding glass shelves were used to build up the groups in the back of the window. Velvet and leather bags, fur trimmed, were shown as well as neckwear and the high colors and flowered linings made gay spots of color in contrast with the black and white.



This is a view of a portion of the window in front of the Red Cross campaign rooms in Toronto last month when over half a million dollars was raised for the British Fund. This window attracted much favorable comment from its realistic appearance. All three wax figures were supplied by Clatworthy & Son.

That Intelligent Expression *of* Clatworthy Wax Heads



One of our many beautiful models

—that *"really human"* poise of the head, the arch of the eyebrows, the cut of the lips, the set of the teeth, the muscles of the face and neck, the contour of the bust, and the texture of the finish, marks the instantly apparent difference between them and the average doll-like wax model.

Clatworthy wax figures equal in every way the finest French creations, and the cost to you is considerably less. The casual glance or the closest inspection will show the difference between our work and the ordinary commercial wax heads, and also the reason why Canada's best stores are adopting our figures in preference to imported models.

The Clatworthy natural flesh enamelled bust and full figure forms are making a tremendous hit with the trade.

Compare our wax and washable hard finished enamelled forms with any others on the continent. We'll stand or fall by your decision.



No. 1566
Display Model
Enamelled neck and bust

CLATWORTHY & SON, LIMITED

Est. 1896 *"The largest makers of Store Fixtures, Forms and Wax Figures in Canada"* Inc. 1908

161 King St. West, TORONTO

FOOTWEAR DEPT.

Shoe Styles for Spring

Close-Fitting, Smart Types Will be Most Popular—Velvet and Satin May be Used Extensively

THERE promises to be very little real change in either material or in the shape of the shoe and it is felt that the majority of the retail trade will be behind this idea as it is realized that while novelty makes sales the best novelties are those that are well within the style trend and are made up with as little radical innovation in the matter of patterns and materials as possible.

Many retailers have found it difficult to clear stock of the very striking novelties of the past season, and therefore they are inclined to purchase the more conservative models. For spring selling there are very few freak styles showing, and the most favored models are really developments of models that have found favor.

Manufacturers, however, have excelled in one direction and the shoes shown for Spring, 1916, are particularly dainty and elegant. The new footwear is very light and there is a large proportion of turned soles. The aim is to produce a refined, glove-fitting shoe and the materials employed are those best calculated to give this result. Plain but smart and elegant is the idea, and with sheer hosnery and trim ankles and glove-fitting shoes, there is very little call for gaudy colors and braid trimmings, or fancy buttons. The shoe all of one color leads, and the colors chosen are to match the suit or dress worn. The plain black shoe is by far the leading seller, though dark blue and bronze are also sellers.

Of course, there are some extreme models on the market, but they are in the minority, and it may be laid down that plain, close fitting, smart type footwear will lead the selling procession in the coming year.

The Gipsy boot is proving a big selling success, and not only will Gipsy boots maintain the position they have attained, but they will be a large factor in the Spring selling. This style has been translated into pump fashions and promises to be just as great a success in its new form.

Doctors
ANTI-SEPTIC SHOE
PAT 1908 1909
NON PERSPIRO



With Autumn Weather Comes Stronger Shoes

—Shoes that will go through wet, muddy roads, through sloppy city streets and keep the feet dry and warm.

The "Doctors" shoe is a shoe with dressy lines, yet it is a sensible shoe with real foot-comfort. It stands up well under hard usage.

It is double stitched throughout and has thermol waterproof and antiseptic sole, which along with the A1 quality leather, properly tanned, is splendid insurance against wet feet.

Ask your jobber for samples, not too late to stock for Fall Selling.

The Tebbutt Shoe and Leather Co., Limited

THREE RIVERS, QUE.

The coming Spring season is expected to make a record for the selling of pumps. Boots will sell to a certain extent, particularly for the early trade. There will also be some Oxfords sold, but so far Oxfords have not had the come back expected, and the trade is as one in backing pumps for Spring selling. There is a wide variety of models, among which come the popular colonial, strap pumps and the new Gipsy patterns. There are also the regular full foxed designs.

The best liked models are almost severe in their simplicity and it is especially noticeable that tops are lacking on the very smartest shoes, and that in high grade shoes plain toes are the leading feature. The vamp collar is a pretty finish that was well liked last Summer, and which is retained. Instead of being made of contrasting color, it comes in the same colored leather as the shoe and is bound or piped with gros-grain silk in contrasting colors or to match. Kid is to be the leading leather, because kid lends itself so well to the clever new patterns and lasts. The black shoe is to lead, but bronze, dark blue and some lighter shades of blue, dove grey, oyster and champagne are the leading colors. The choice is black between dull and glazed kid, and patent leather

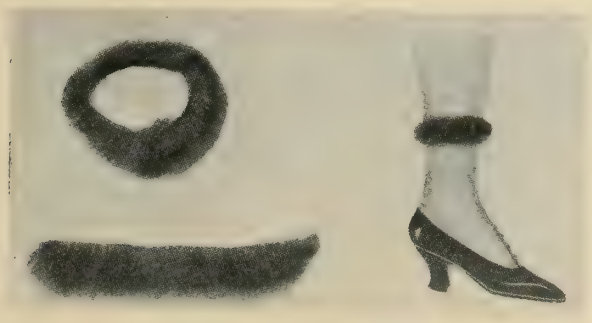
Recent developments point to the extended use of velvet and satin footwear for Spring in the form of the boot or shoe all of the one material or of the two combined. Many buyers are favorably inclined towards this class of footwear and some very elegant models are promised.

TENDENCIES FOR FALL

As has been said, there is a return to the all black boot, and the very simplicity of all black demands smartness of line and cutting. Therefore the latest task that fashion has set the shoe manufacturer is to put into a conservative black shoe a distinguishing touch of elegance and novelty. Though more buttoned than lace boots are selling, both are considered equally smart.

The new black boots come in kid, dull and glazed, patent leather, cloth and leather. But the story of the season is by no means finished with black boots, for this season there is more than the usual demand for dressy footwear. Bronze is increasingly worn and there is a call for dark blue as well as grey and champagne. In fact, for dress wear the footwear is chosen that will best complete the toilette and harmonize with the gown that is to be worn. This means that colored and cloths are far from being discarded.

When it comes to the slippers chosen for evening wear, for teas, the opera, the dance, color runs riot. Some of these slippers are made of gold or silver cloth, and when color is chosen there is the glint of gold or silver and the sparkling of crystal and jewels. Notwithstanding there is a simplicity in effect that adds a distinct charm.



THE CRAZE FOR FUR TRIMMINGS
This has extended to shoes, the first two illustrations showing fur anklets open and closed, and the third, anklet as worn on top of shoe.



Adams Shoes
—the profitable shoe for School Kiddies

The business of keeping School Children well shod is a very profitable one indeed — you get not only the children's trade, but attract that of the elders' who accompany them.

A stock of Adams Shoes — the product of a large, well-equipped factory making nothing but children's shoes — will bring this business to your store. The values are right — the styles are right.

Our Delivery Service of 21 days from receipt of order means the elimination of the necessity of large stocks.

Advertising electros supplied with orders

THE ADAMS SHOE COMPANY LIMITED

533 College Street TORONTO

DRESS FABRICS AND SILKS

CLAUDE FRERES CARD

MUCH interest attaches to the Claude Freres Color Card for Spring, 1916. In spite of the dye shortage this card contains the same number of colors as that put out for the present Winter season, namely, 66 new shades, and the buyers who have received the card have nothing but admiration for the range of clear beautiful colors contained therein. Blue, as always, is a prominent color, and the first place on the card is given to a range of blues. The first two shades "jacinthe" and "Oxford" blue are novelty shades on the hyacinthe order, and their use will be limited, but the last four shades, "alpin," "amiral," "marine" and, "hirondelle" are splendid blues ranging from light navy to a deep midnight blue.

The second set of colors on the card, particularly in the darker, wine shades are very much favored. The three rose shades that come first,—"cyclamen," "scabieuse," and "rose tremiere" are beautiful colors, but are not as well liked as the "vieux" rose, "fraise," and "clot vougeot" set which appears heading the last row of colors on the card.

The color named "anemone" is selected for special prominence in the coming Spring as it is a little lighter in tone than the dark wines selling at the present time. The two dark wines that finish up this set are named "Bacchus" and "Soudan", the latter being a reddish tone of tete de negre.

A set of lovely blues come next, the lighter shades being mist or horizon blues, and the darker tones are rich shades of military blue. The names in rotation are "Marmora," "Orient," "Egee," "Adriatique," "Mitylene," "Lemnos."

It is a long time since cream has been featured on any color card and therefore special interest attaches to the set showing pale, and deep cream, and ending a shade the color of ripe wheat.

Only three cerise or beauty shades are shown, and in their stead the flame shades are featured.

Two red flames—"glaieul," and "geranium" head the next set with a splendid cardinal under the name of "Oeillet" comes third. "Begonia" and "Libourne" are both good colors but "Bordeaux" is considered rather dark for the Spring season.

Three pinkish greys, "Bouleau," "Acier" and "Elephant" follow, but these are not as well liked as three shades marked "Creusot 1, 2, and 3." The darkest shade is expected to be specially prominent.

Only one set of purples is shown and they are on the full violet order, the names given to the first two indicating accurately the color. The first shade of this set is "Parme," followed by "pensee," and "prunelle" and "sloe" which are two rich royal purples. "Agea" and "myrtille" are two very deep shades of the same order.

"Menthe" is a rich shade of Italian green and "Emeraude" is a deeper green of the same order while the third and last shade, "billard," is a good Russian green

COLORS FOR SPRING

Navy and military blues, Russian green, reseda, golden brown, tete de negre, wine and Bordeaux reds, elephant and steel grey, purple and tussah shades.

Novelty colors—Flame colors, Italian green, new rose, vieux blue, sky, pearl and cream.

WOOL DRESS FABRICS

Broadcloths, serges, whipcords, Bedfords, gabardines, poplins, cords, homespuns, tweeds.

Fancies—Stripes, plaids, two-color and two-tone checks, combinations of white and black in hairline stripes; black and white checks. Tartan plaids, and stripes in Scotch plaid colors promise to sell as long as the war lasts.

SILKS

Taffetas—Plain, changeable, stripes, checks, plaids, floral prints.

Gros-grains, failles, poplins;—plain, stripes, checks, prints.

Marquisettes, voiles—Plain satin stripes, plaids, printed embroidered.

Crepe de chine, Georgette, Fancy Crepes — Plain, printed.

Messalines, satin finishes—Plain stripes, checks, prints.

COTTON FABRICS

Sheer weaves: Marquisettes—Plain, embroidered, printed, striped.

Voile—Plain, seed, rice, gabardine, striped, checked, printed, embroidered. Woven-in stripes.

Organdie—Plain embroidered, printed.

Dimity, nainsooks, batistes, muslins — Plain, printed.

Gabardines, chevrons, diagonals, honeycombs, piques, poplins, in heavy weaves.

A wonderfully good set of browns comes next and the third shade "Cacao" is selected for special prominence. "Casablanca" is a beautiful trimming color while "chicoree" is a very dark tone.

Three splendid trimming colors come next namely "fusee," "montbretia," and "Occident."

Moss greens have been taken up to some extent during the present season. "Vieux ciel," "Bleu de nuit," and "Invisible" are soft grey pastel shades on the order now coming with vogue.

The three last colors on the card are sure to be good because they are on the order of khaki and Palm Beach tones.

The colors that promise to be strongest are Billard, Cacao, anemonie, alpin, amiral, marine, egee, oeillet, creusot 3, all the vieux rose shades, vieux ciel and tussor. The flame shades promise to take the place of cerise and beauty colors for trimming purposes.

SPRING 1916

Huron Textile Co. Inc.

beg to announce that their collection of

NOVELTY WASH GOODS

For Spring 1916 is Ready

SEE OUR MAJESTIC VOILE

In exclusive French designs.

PROMENADE VOILE in Plain Colors

In all the best selling shades. Shade card mailed on request—send for one.

32 IN. CLYDESDALE GINGHAM

and many other interesting novelties, including **Printed Marquisettes, Seed Voiles, Embroidered Voiles, and a Large Line of Novelty White Goods, etc., etc.**

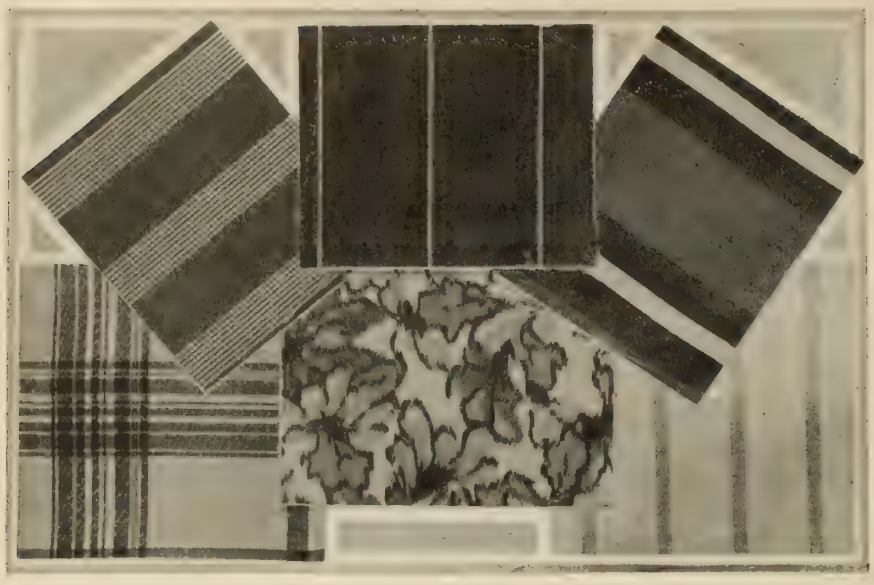
Huron Textile Co. Inc.

19-25 E. 24th St. (Carlisle Bldg.) - - NEW YORK

Telephone, Madison Sq. 2030-31-32

A. W. SUTHERLAND
506 McKinnon Bldg.
Toronto, Canada

J. CADIEUX
10 Cathcart St.
Montreal, Canada



FANCY TAFFETAS—STRIPED AND PRINTED

1. *Grouped stripe, navy ground with line stripes in white.*
2. *Line stripe, white on a navy ground.*
3. *Satin stripes in military colors, red, black, yellow, on navy ground.*
4. *White ground, woven in plaid in black and grey.*
5. *Printed floral pattern, white ground, design in dull coral, old blue, and greenish grey outlined with black.*
6. *White ground with satin stripes in golden brown.*

Shown by Belding Paul Corticelli Limited.

WOOLENS

Practically the Same Fabrics Showing as Last Year —Tweeds and Homespuns in Growing Favor.

THERE is no great change in conditions ruling in the woolen and worsted dress fabrics industry. Prices are high and the mills that are not turning out army cloths and are free to produce dress fabrics are booked up months ahead. Deliveries are very slow, and both the dyeing charges are higher and the color range is narrowing down. Under the circumstances no new fabrics are being produced and production is being kept down to the well-known and simpler weaves. Serge still maintains its position and coating, storm and fine French serges will sell again for Spring. Whipcords and gabardines are still selling and there promises to be some revival of honeycomb cloths and Bedford cords. Broadcloths, where obtainable, will be good sellers and poplins will be good.

Tweeds, as they always do when wool prices are high, are coming to the front, and most buyers are greatly interested in homespun, particularly in line and small checks. Small checks have the lead, too, in tweed fabrics.

Due to the difficulty in obtaining dyes, black and white combinations are very prominent

SILKS, 1916

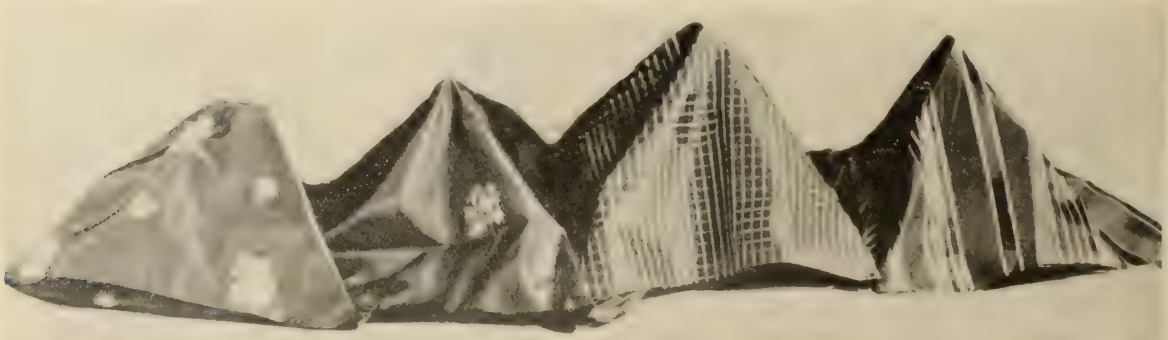
Advances in All Lines Following Raw Markets—Taffeta is Leading—Stripes Prominent in Fancies

RAW silk is advancing in all the primary markets. Prices are very firmly held in Milan and the reelers have very little silk to offer for early shipments, and because of the war production is restricted in the other European producing centres. Two crops in Canton have been a total failure and prices are very high and holders are unwilling to sell even when the full price is offered.

Shanghai dealers have orders booked for the balance of the year and prices are very firm. Tussahs continue to be very active and business is done only at advancing prices.

The Yokohama market continues to advance particularly on the higher grades which are becoming scarce. Stocks amount to 11,000 bales against 15,000 a year ago.

Not only has the raw silk advanced but the manufacturing costs have increased. Transportation is more difficult and expensive and the dye shortage is keenly felt and not only is the cost of dyeing increasing but some colors are difficult to obtain. The silk situation encourages buying for not only is the market rising but because of the



Taffetas for Spring. Shown by Greenshields, Ltd.

ASK YOUR JOBBER FOR

"Dominion Textile" Cotton Fabrics

"Ibex" and "Dragon" Cotton Blankets
Bed Spreads
Pillow Slips, Plain and Hemstitched
Sheeting No. 68
Sheets, Plain and Twill, Hemstitched and Plain Edge
White Cotton, Nos. 19 and 21
Cambrics, Nos. 307, 308 and 396

Most of the cottons you buy are made by us, and sold under your Jobbers' numbers. Names and numbers mentioned above are our own, and distinguish some of our best and most popular lines. Your Jobber knows them well—ask him for them! There is nothing better on the market.

Dominion Textile Company, Limited

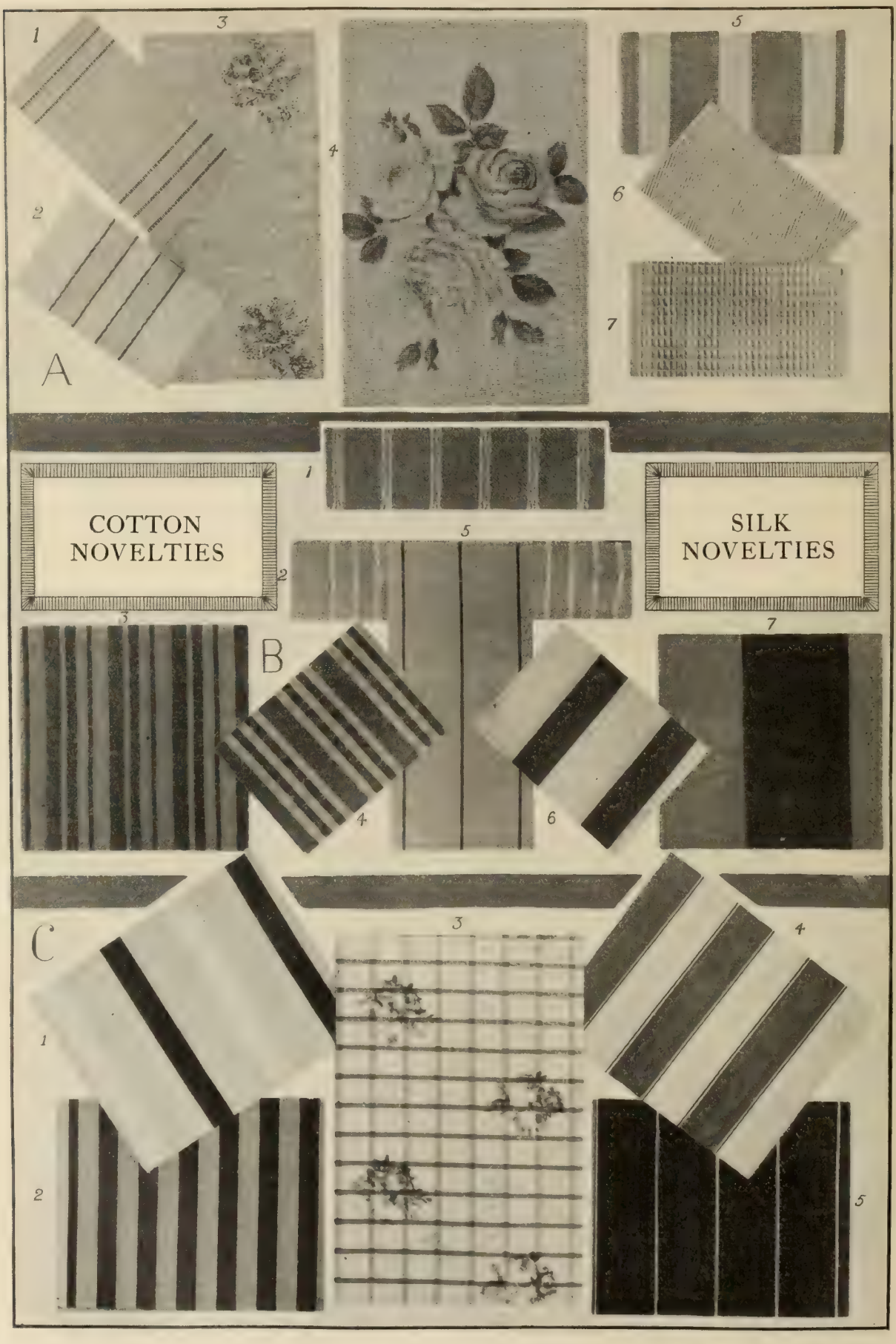
MONTREAL TORONTO WINNIPEG

MANUFACTURERS OF

200 Qualities of Printed Goods in 30,000 Patterns, and 1,000 Qualities Greys, Whites, Sheetings, Cambrics, etc.



PATTERNS AND FABRICS FOR SPRING, 1916



Group A—Huron Textile Co., Inc.; Group B—Silks Co., Ltd.; Group C—Chas. Mouterde. For details of samples see opposite page.

market conditions silk fabrics are in extra demand. Excellent buying for Spring is reported from all the markets open for business and because of the demand there is a growing difficulty experienced in placing orders for many classes of goods. The shortage of cotton too, both raw and yarns, both in France and Switzerland means that fabrics with cotton backs or which are cotton filled are either withdrawn or the delivery is exceedingly slow.

For the present season the selling has settled down to a few lines, and crepe Georgette, crepe de chine and taffetas both plain and fancy are the materials the trade finds most desirable.

A month ago many buyers were somewhat uncertain about the position of taffetas on the Canadian market both for the present Fall and for the coming Spring. Now there is no doubt about the taffeta vogue and large orders are being placed for this fabric for Spring when a big season is expected. The plain taffeta business is a big one both for present selling and for the coming Spring.

In Novelty weaves stripes are the leaders, though both checks and plaids are showing. Stripes come in all widths but broad stripes are the novelty. These stripes come in two colors and also in alternating satin, and taffeta stripes. Check grounds with satin stripes are also new. Colors with white warps producing the pastel effect are coming into favor. Printed taffetas are strong for dress wear and the newest patterns show large bunches of flowers widely spaced.

Ribbed weaves are also selling and faille, grosgrains, and other ribbed silks come in both plain and in striped effects. Moire velours and moire taffetas are selling in Paris and London and doubtless will develop in this market later. Crepe de chine is staple and is selling well for immediate and for Spring delivery while Georgette crepe is one of the best selling articles on the market. Fancy crepes are showing and will sell both in stripes and in fancy plaids.

Sheer weaves are strong and voiles are in for a good season both in plain and in satin striped effects. Marquisette is one of the revivals, and often forms the basis of striped and other fancy effects.

Satins and satin finished silks will continue to sell. The high class trade is taking heavy rich satins, and the cutting up and the popular priced trade will still buy such fabrics as messalines, etc., because they can be sold at values that command a ready sale.

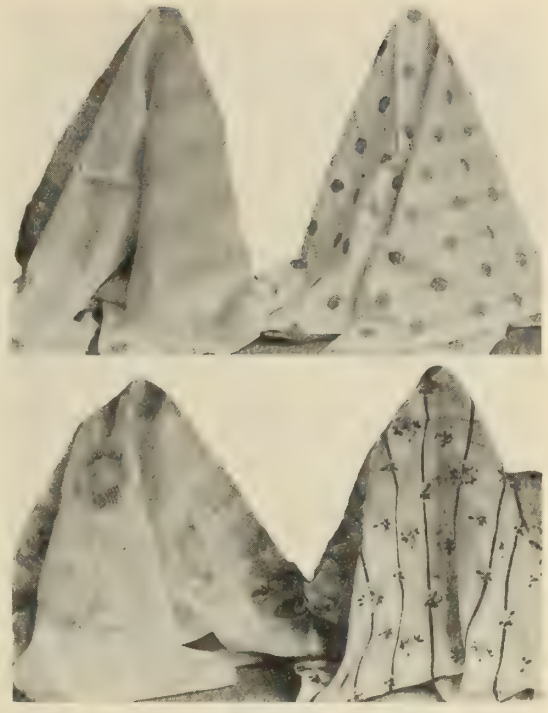
Tussahs and shangtungs promise well. Last season the demand was greater than the supply, and as the natural linen shade is right in line with the colors in vogue silks of this kind are in for another good season.

Cotton Fabrics for Spring

Prices on the Up-grade—The Dye Scarcity Will Affect all Colored Fabrics, but Prints Less Than Woven Goods—Voiles the Leading Seller, Marquisette the High Novelty.

PRICES are advancing all along the line in cotton materials. In cotton dress fabrics values are not uniform, but the while tendency is upwards. The higher prices are not due to the advancing value of raw cotton alone, but the scarcity of dye stuffs and other chemicals, advancing dyeing charges, and increased manufacturing and transportation charges are all contributory causes. The dye shortage is affecting all cotton dress fabrics, and in woven colors it is said that all the orders

(Continued on Page 67.)



WASH GOODS FOR SPRING

Top.—1. Striped crepe; 2. printed rajah. Bottom.—1. Ripple cord voile; 2. printed voile. Shown by W. R. Brock, Montreal.

Spring Fabrics Illustrated

GROUP A—COTTON FABRICS

1. Sheer white voile with leno open worked stripes; 2. Voile gabardine—white ground with blue stripes, outlined in black; 3. Seed voile—white ground with silk-embroidered figure, in pastel shades of blue and pink; 4. White marquisette, with hand-blocked pattern of Fall blown roses in soft colors, very widely spaced. This is the last word, both in fabric and pattern; 5. Satin striped marquisette in vieux rose shades; 6. White gabardine in chevron weave.

Shown by the Huron Textile Co., Inc.

GROUP B—SILKS

1 and 2. Fancy striped Georgette crepes; 3. Satin finished novelty silk, Russian green ground, with group stripes in two shades of purple; 4. Taffeta-checked ground in Copenhagen and brown, with wide satin stripes in dark blue; 5. Shot blue and gold taffeta with narrow black satin stripes; 6. White taffeta with broad black satin stripes, edged with pale blue; 7. Broad stripes are high style, both in solid color with alternating stripes of taffeta and same, and in two-color combination.

Shown by Silks Co., Ltd.

GROUP C—SILKS

1. White silk voile — Satin striped in black and white; 2. Black silk voile, striped with military blue; 3. White taffeta, with floral pattern in shades of rose and green and over-check of navy blue; 4. Pekin-striped soft-finished taffeta in grey and white; 5. Faille—deep plum shade, striped orchid mauve.

Shown by Chas. Mouterde.



A St. Thomas Prize-Winning Window *of* "Old Bleach"

This window was considered by the judges the best of all during Newspaper Display Week recently held in St. Thomas.

It shows how one of our customers has made a success of his linen department by specializing on the famous "Old Bleach" linens.

What he has done, hundreds of live merchants throughout Canada have done and are doing.

Make 1916 "Old Bleach" linen year by giving prominent display in your store—in your cases, interior trims and windows to the excellent range of "Old Bleach" napery, towels, etc.

O.B. STOCK IN TORONTO

IRISH LINEN AGENCY

R. H. COSBIE, LIMITED

30 WELLINGTON ST. WEST TORONTO, ONT.

Everlast
Coat Foundations

will assist in making suiting sales

By creating an easy way for the housewife to make her new suit herself and to get a perfect fit—one that will keep its shape as long as the cloth lasts.

The sale of one set of foundations at 50c to $1.25 gives a good margin of profit and means the additional profit on the sale of suiting and trimmings, that otherwise you wouldn't get.

Look into the "**Everlast**" proposition to-day; ask for samples and prices.

Show cards supplied on request.

ONTARIO and WEST:

Toronto Pad Co., Limited
333 Adelaide Street West
TORONTO



Ideal
Coat Foundations

—the key to more profits and better business

Tell your customers about the new service you can offer them which will enable them to tailor their own suits and coats with the deft touch of an artisan.

Tell them about the Ideal Coat Foundations.

Made of the best material that can be used for that purpose and guaranteed to fit.

Send a trial order for Ideal Coat Foundations and hang up show cards in French or English, calling attention to them.

Show cards supplied on request.

QUEBEC and MARITIME:

Ideal Pad Co.
805 Unity Bldg., 46-8 St. Alexander St.
MONTREAL

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most salable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."



SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

CLEVER DISPLAY OF SILKS—SOME SELLING IDEAS



This view of the silks department of Smallman & Ingram's, London, adjoining the dress goods section, presents some admirable ideas for displaying silks or dress goods: No. 1, as marked above, showing a full form figure on the counter holding up a second piece of silk; No. 2, counter drapes with price tickets prominently used; No. 3, ledge drapes, without price tickets. Price tickets are not usually employed in the last case, as the drapes are thought too far away but the general effect is secured. In the dress goods department price tickets are not employed to as great an extent, but we like the idea.

In the dress goods department a successful "clearing-out" plan is to make skirts to order for $1.39 *and* $1.69, *complete, including goods and fitting. There are three patterns only used, a popular, a middle-aged, and a young girls', so the fitting is simple. Hundreds are sold in May and November in this way, and often orders are received by mail.*

In remnant sales, lengths under four yards are marked half-price; those over, a little higher. The colored dress goods buyer does not believe in keeping remnants on hand on the counter all the time. "It loses a clerk's time selling them and customers would take them in preference to higher-priced goods; in fact it would be money in our pocket to pitch them out," he declared. They are put on when the seasons are well advanced: sometimes Fridays are chosen as remnant days in a number of departments.

There are four dressmaking departments in the store, divided according to prices of work and coats, suits, etc. All goods made up must be bought in the store.

The dress goods buyer finds one improvement of late in his position: the one-color season, he believes, has gone—forever. No longer is it a blue or a brown Fall—almost anything is good—and goes.

COTTON FABRICS FOR SPRING

(Continued from Page 63.)

placed cannot be filled. Printers are in a better position as it takes less color for these patterns. There is an effort here, however, to conserve dye supplies, and the majority of patterns are in soft colorings and the patterns are widely spaced, so as to leave plenty of white ground. One other development of this condition is the application of the changeable idea to cotton fabrics, and materials are being produced with the warp of white cotton while the filler is colored.

Sheer fabrics are still in the lead and though from the style point, marquisette is the important fabric, from the viewpoint of sales, voile is the leader. The variety is wonderful and besides the wealth of printed patterns, stripes of all descriptions, printed, corded and taped, as well as in the weave, are shown. Grounds are varied by the introduction of snowflake or rice effects. In both marquisettes and voiles the latest novelty is the use of patterns in soft colors, showing full-blown roses in soft colors, and for the high-class trade these patterns are hand-blocked. Stripes and plaids, in connection with floral patterns are another new feature.

LINENS GO UP

For over a year past in nearly every issue The Review has been urging on its readers to make sure of their supplies of linen. While some have been sceptical and have been willing to take the chance of buying months later the, great majority, so far as we can learn, have purchased their supplies, increasing their orders as they felt able to, believing, as we did, that the market was one that would show steady increases. This month we announce a further coming increase and again urge that in linen as in woolen goods, the policy of waiting for lower prices to turn up does not seem to us a wise one.

A representative of a linen firm stated that practically every week there is some advance being made in their lines of linen. One jobber had come in and was offered a line at $2. He had not accepted, but had gone out and taken orders based on this line. When he came back again a week later the price had advanced to $2.25. This is liable to be the case with any line of linen these days.

Flax and yarns are filtering into Ireland in small quantities from Russia and some from Italy, and it is believed some from Belgium. but it will be a long time, even after the war ends, before the condition of the raw market will become normal.

WOOLENS

Jobs to Close Out

Suitings and Coatings in Different Colors for Department Store and Cutting-off Trade: — Boucles, Astrachans, Fancies and Staples, at prices ranging from 50c. to $1.50.

IMMEDIATE DELIVERY. SAMPLES ON REQUEST.

HEYMAN COHEN

48 W. 21st St. NEW YORK

Branch also in Copenhagen, Denmark; representative, Louis Dembitzer, 55 Ostergarde

When Jack Frost Comes

and nips Dame Nature's handiwork, leaving the great outdoors dull and uninviting, then comes the indoor season — the bright lights, the social events with their festive spreads, and their call for exquisite table linens.

Then Liddell's Gold Medal Linens come to their own with their splendid designs and their beautiful soft, snowy-white finish and texture.

Gold Medal Linens take their name from the number of gold medals awarded to them by the world's expositions.

Sample sent on request. Be ready for winter's demand.

R. H. COSBIE, LIMITED

IRISH LINEN AGENCY

30 West Wellington Street - - - TORONTO

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

KNITTED GOODS

Sweater Coats at $21

Highest Price Paid by Canadian Commission Compels Liberal Use of Cotton—Complaints Over Method of Tendering

WHILE a number of Canadian mills have received orders for sweater coats, many are still waiting for contracts. One of the complaints made is in regard to the system of calling for tenders.

One manufacturer stated that his mill had received a sample—all wool—from the Government Commission and put in a tender for about $23 a dozen, with 60 to 65 per cent. wool. Some time later a reply was received that the offer was too high; that not more than $21 was being paid.



Girl's skating set, angora finish

This, it is claimed is for a sweater that if from 60 to 75 per cent. cotton.

"Why were we not asked to send in a sample of the best we could do for the $21?" this mill-man would like to know,—and many others with him.

That the quality of the sweater supplied the soldiers this winter will not compare with last year's, is claimed generally. It will contain far more cotton, in fact many of last year's were all-wool. This time, however, the yarn costs anywhere from 80 to 90 cents so that the allowance of $1.75 ($21) for sweaters would cover only the bare cost of the wool with nothing left for manufacture, were it an all-wool make.

No Relief in Dyes

ANY sign of wool coming down? or of a substitute for aniline dyes?

Nothing in sight in either direction is the report of manufacturers, importers, and all who are in close touch with the wool and dye situation. At the October-November wool sales in London, crossbreds that had dropped a little a month before came back strong and advanced 5 to 10 per cent. Merinos have been strong for months and are still going up. While the supply of wool does not fail, the knitting mills find themselves unequal to the demand, and war orders at this time serve to drive up yarn prices.

Experiments in dyes are being conducted continually and encouraging reports come from time to time but so far no real relief has been secured.

A knitting mill in Canada needed myrtle green in October; the price paid was $17.50 a lb. for dye that used to cost 60 cents. Blues cost $20 and $25 now that originally cost $1 a lb.

Mills are using vegetable instead of chemical dyes in large quantities and not only are results not as good but the process is far slower, two or three dips often being necessary instead of one. For cottons the situation is worse even than for wools.

Advances in wool yarns are being made weekly and even daily in some cases. The Review compared quotations of a large mill dated six days apart. In the one case the yarn in the grease was quoted at 63 cents; and black 10 cents more for dyeing or 73 cents; white, grey and khaki, 75 cents, and other colors 83 cents. That is the cost of dyeing had advanced from 6 to 20 cents for the latter since war broke out, and a few days after this date black logwood dyeing cost the same as white, grey and khaki.

In another grade the cost for black was 85 cents; a week later, 92 cents, while other colors of yarn went up from 95 to $1 per lb.

A peculiar situation developed at the beginning of November when the quotations of English mills were as high as several yarns being turned out by a Canada mill, and without the 17½ per cent. duty being taken into consideration.

Canadians Have Reason to be Very Proud of "CeeTee Underclothing"

"CEETEE"
UNDERCLOTHING
ALL PURE WOOL - GUARANTEED UNSHRINKABLE
MEANS ECONOMY PLUS COMFORT

NOT only as a manufactured by a firm who established themselves in Canada over 50 years ago—but a firm who have survived in the Old Country—and famous for the high quality of its woollen goods—is the world-wide reputation CEETEE that is not surprised any where in the Old Country—and famous for the high quality of its woollen goods. When the British Government came to Canada looking for army underwear—they were the only firm in Canada that had the necessary machinery to produce the garments according to the samples which they brought with them. Therefore they were compelled to change their specifications so that other knitting companies could be given some work immediately.

"CEETEE" Underclothing is all made on these special machines from only the finest Australian merino wool obtainable. This is the reason why "CEETEE" Underclothing is the most comfortable underwear in the world. It is unequalled for warmth, durability and perfect fit. It is soft and pliable—yet firm enough to support the body and yet so elastic as to allow perfect freedom to every muscle. "CEETEE" Underclothing is the most economical underclothing to buy because it is unshrinkable and will wear longer than any other underwear. It is also the most comfortable because it is soft and pliable—yet firm enough to support the body and yet so elastic as to allow perfect freedom to every muscle. "CEETEE" Underclothing is the most economical underclothing to buy because it is unshrinkable and will wear longer than any other underwear. It is also the most comfortable because it is soft and pliable—yet firm enough to support the body and yet so elastic as to allow perfect freedom to every muscle.

Worn by the Best People—Sold by the Best Dealers.
In all sizes, for Men, Women and Children.
Made in Canada from all British Material by
The C. Turnbull Co. of Galt, Limited
Galt, Ontario

LOOK FOR THE SHEEP ON EVERY GARMENT

IF YOU WANT THE BEST · YOU WANT
"CEETEE"
UNDERWEAR
WORN BY THE BEST PEOPLE
SOLD BY THE BEST DEALERS
MADE BY
C. TURNBULL CO OF GALT LIMITED

Imported Goods are not Always Best. For Instance, You Cannot Buy Better Than

"CEETEE"
UNDERCLOTHING
ALL PURE WOOL - GUARANTEED UNSHRINKABLE
MEANS ECONOMY PLUS COMFORT

"Ceetee" is manufactured from only the very finest Australian Merino Wool, scoured and combed over and over again until every particle of foreign matter is taken out and every strand is as clean as it is possible to be made.

It is made on the newest machinery very different from the ordinary underwear machinery—invented to knit underwear in human form. It has all selvage edges, every join is knitted, and sewn, as with ordinary underwear.

People wear "CEETEE" Underclothing because they know it to be perfect.

Worn by the Best People—
Sold by the Best Dealers.
In all sizes, for Men, Women and Children.
Made in Canada from all British material by
The C. TURNBULL CO. OF GALT, Ltd.
GALT ONT

LOOK FOR THE SHEEP ON EVERY GARMENT

SOLDIER OR CIVILIAN
Either
Will Be More Comfortable
With

"CEETEE"
UNDERCLOTHING
ALL PURE WOOL - GUARANTEED UNSHRINKABLE
MEANS ECONOMY PLUS COMFORT

Leading medical men always recommend pure wool as the only material to be worn next the skin. Pure wool protects the wearer against sudden changes of weather and from chill.

"CEETEE" Underclothing is the finest and purest of woollen Underclothing made in the whole world. Nothing but the finest Australian Merino wool and Cashmere is used.

"CEETEE" is the most economical underclothing because it wears longer, keeps unshrinkable and is the most comfortable because it fits best.

Worn by the Best People—
Sold by the Best Dealers.
In all sizes for Men, Women and Children.
Made in Canada from all British material by
The C. TURNBULL CO. OF GALT, Ltd.
GALT ONT

LOOK FOR THE SHEEP ON EVERY GARMENT

MADE ESPECIALLY FOR AND WORN BY THE BEST PEOPLE EVERYWHERE
YOU CANNOT BUY BETTER ANYWHERE
- Sold by the Best Dealers -
"CEETEE"
UNDERWEAR

Leading Medical Men
Always recommend Pure Wool as the only safe material to wear next the skin

"CEETEE"
UNDERCLOTHING
ALL PURE WOOL - GUARANTEED UNSHRINKABLE
MEANS ECONOMY PLUS COMFORT

You cannot beat old Mother Nature—she has given every animal a covering of Wool—Fur—or Hair (all practically the same material) in varying degrees of hairiness—wool being the finest and hair the coarsest.

Nature supplies the wool covering because it is the best protection against varying atmospheric conditions. You never see an animal with rotten or flea growing on it—therefore, isn't it foolish for a human being to wear cotton or linen next the skin as a protection against the extremes and rapidly changing conditions.

Nature supplies the wool covering because it is the best protection against varying atmospheric conditions. You never see an animal with rotten or flea growing on it—therefore, isn't it foolish for a human being to wear cotton or linen next the skin as a protection against the extremes and rapidly changing conditions.

Wool as a strong non-conductor of cold and heat, and absorbs perspiration evenly and rapidly.

Nature supplies the wool covering because it is the best protection against varying atmospheric conditions. You never see an animal with rotten or flea growing on it—therefore, isn't it foolish for a human being to wear cotton or linen next the skin as a protection against the extremes and rapidly changing conditions

Gay Hosiery for Christmas

Silk Lines Showing in all Tints of Leading Shades—Clocks are Fashionable

HOSIERY for Christmas is decidedly gay. The vogue of the very short skirt means that fancy hosiery is worn to a large extent. It is not just the woman who is fond of wearing conspicuous articles of dress that chooses fancy hosiery nowadays, but the woman of refined taste is accentuating this detail of dress. The very dark colors that are worn and the generally sombre tone of the whole costume is doubtless one reason why women are turning to fancy hose.

Various shades of one color are being worn together, and silk hosiery is showing in all tints of the leading shades. Thus the browns begin with corn color and run through the nasturtum shades to dark browns, and the greens run from Nile and reseda through emerald and Italian green. Then there are palma and orchid shades and rich purple, and rose shades, and novelty blues in wonderful variety. For wearing with black, all manner of black and white stripes and checks are shown. Not the least interesting of the novelties are the shot effects showing the blending of two colors.

Clocks are high style, and both black and white hose are shown with attractive clock patterns.

Moderate Priced Silk Goods

Manufacturers of underwear made of knitted silk are reaching out for more business. They have made a success of supplying the woman of unlimited means with luxurious garments. This business, however, is limited, and not capable of any great increase. Manufacturers are now reaching out for the business of the woman who has to count the cost of what she wears, and as women of this class form the majority, a big increase in the selling of silk underwear is expected.

These moderate priced goods are simple in style and are not made of the luxurious grade of silks, but they are dainty and will give good service. Nor are the more complicated garments included which of necessity are high priced. Camisoles, bloomers and vests in moderate-priced lines that will give good service are now showing. The newest bloomers are of the envelope type.

Balkan Bloomer

The New York stores are showing a new garment which they name the Balkan bloomer. This garment is made of Italian silk, and is shaped so as to fit closely around the hips. They reach to within about 8 to 9 inches of the ground, which is just about the length of the fashionable skirt. The finish is an elastic band to hold them in place, and the lower edge invariably carries some kind of trimming. For street wear this trimming is usually a band of fur. Other models are trimmed with taffeta flounces with pinked out edges, or have hemstitched ruffles as a finish. The colors they come in are the dark tones now selling in dress fabrics, with black the best seller, while for evening wear they come in white and evening shades. Evening bloomers are trimmed with fur, lace flounces, ribbons, floral garniture, and even rhinestones.

Alarmed Over Black Dyes

As is always the case for Winter wear, the black stocking is the big seller. The heavy selling of black hosiery is regarded with apprehension by the manufacturers, who are short of dyes. There has been some attempt made to popularize the wearing of white stockings for women's wear, but very little progress has been made in this direction.

BOXING AS HELP TO SELLING

Boxing blouse and dress lengths forms an excellent mas business, for every gift article that is boxed is made additionally attractive. Many manufacturers realize this and box their goods, while others bring the articles they sell into the gift class because they put them up in boxes decorated in Christmas fashion. Retailers may take a hint here and bring many articles carried in their stores into the gift category by the simple means of putting them up in an attractive box.

In the dress goods department sales have been materially increased by putting up dress lengths, blouse lengths and lengths suitable for children's dresses in boxes with holly or poinsettia-patterned covers and tying them up with holly, red or green ribbons. In many departments every dress length above a certain price per yard purchased during the holiday period is sent home in such a box.

Boxing blouse and dress length form an excellent means of clearing the stock of remnants and slow sellers. Silks of this kind are cut up into blouse and dress lengths boxed and attractively priced and sell freely. In many stores this boxing is done in the periods of the day when trade is slackest, during the early part of November, so as to be ready for the Christmas rush.

A similar policy obtains in the wash fabrics section, and last year a particularly good business was done in boxed lengths for kimonas. Some stores do a good business in maids' or house dress materials put up in this manner.

Hosiery above the cheaper grades, gloves, handkerchiefs and many other lines are often put into boxes at this season.

Every merchant likes to get some tangible return for an extra expense, and apart from the good-will created by the extra service, the majority of merchants look to get a little advertising from their Christmas boxes. It is not wise, however, to push this feature too far, and the store's name should be unobtrusive and of modest size.

CHILDREN'S LINES

A new feature in children's lines is the bloomer knee and both union suits and drawers have this practical finish. The knee is made an easy width and is drawn in in bloomer fashion by an elastic band. Girls' union suits have the drop seat. Union suits and vests for girls have either the round or square neck and short or no sleeves, and for colder days there is the ankle length union suit with high neck and long sleeves. Misses' drawers come in closed umbrella fashion.

Babies' waists come in Ruben style with the double flaps over the chest and in the slip-on waist which buttons up the front.

SCARFS OF ANGORA FINISH

Scarfs of brush and angora finish are being featured in some of the larger stores and good sales are reported. One end passes over the left shoulder as shown in illustration in The Review some issues ago. In the later ones bright colors are used with a border of white near one end. The same scarfs have been popular in England for years.

Made-in- **Peerless** *Canada*

REGISTERED

Underwear

—your guarantee of better 1916 business in your underwear department

Hook up with the underwear that has a big business-getting record to beat.

Peerless has always been a lap ahead as a real live seller. Its 1916 samples indicate that it will keep the lead during the coming season.

Look over the Peerless range as early as possible. Drop a card to-day, asking for samples.

REPRESENTATIVES

Ontario—
C. & A. G. Clark, 35 Wellington St. West, Toronto.

British Columbia—
J. J. Mackay, 504 Mercantile Bldg., Vancouver.

Quebec—
Ernest Hamel, 66 Rue de L'Eglise, Quebec, Que.

Maritime Provinces—
E. R. Woodill, 21 Roy Bldg., Halifax, N.S.

Manitoba and The West—
The Hanley & Mackay Co., 139 Albert St., Winnipeg.

Montreal—
W. A. Kennedy, 101 Mappin-Webb Bldg., Montreal.

The Peerless Underwear Co., Limited

HAMILTON, CANADA

LADIES', MISSES' AND CHILDREN'S FINE UNDERWEAR

Zenith BRAND

Crescent BRAND

"Velva" BRAND

FOR Spring

have the full approval of the Canadian Underwear trade. Don't decide on your Spring, 1916, stock until you have considered well these three popular brands of ladies', misses' and children's underwear.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents

RICHARD L. BAKER, CO., 100 Wellington St. West, Toronto, Ont.

A Christmas Hint

Recommend Jaeger Pure Wool Goods for Xmas Gift purposes.

You will find a ready response to your suggestion. Jaeger Goods, on account of their excellence, style and quality, command world-wide attention.

JAEGER
PURE WOOL GOODS



A full stock of the following goods always ready for immediate shipment:

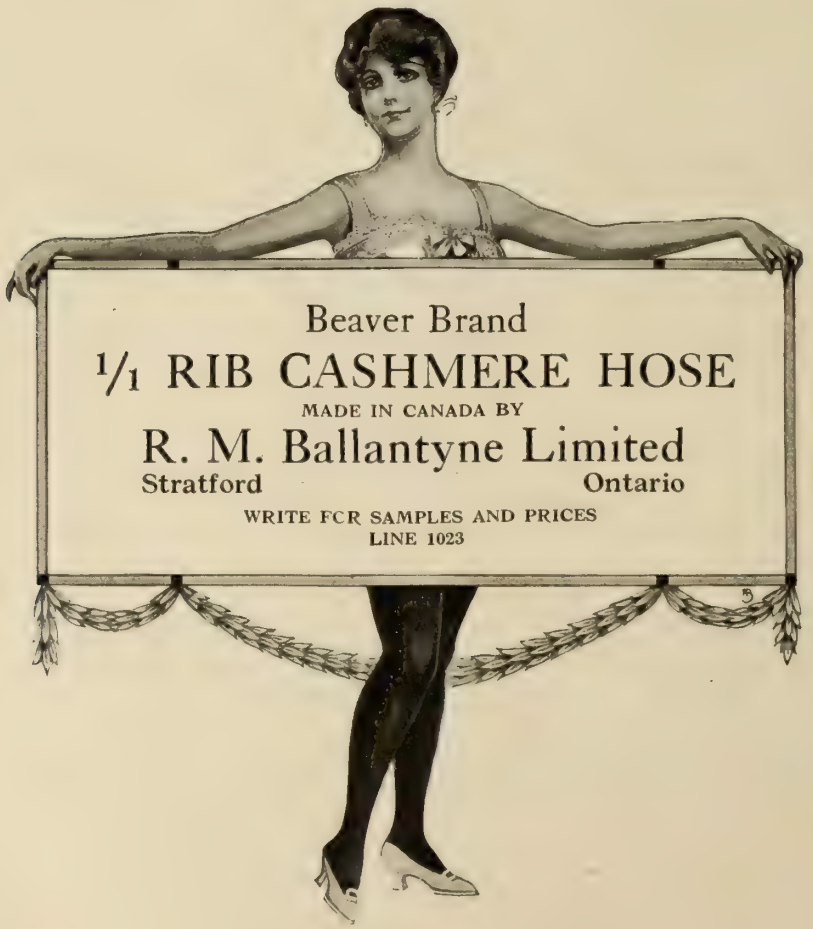
Dressing Gowns, Lounge Jackets, Waistcoats, Sweaters, Rugs, Blankets, Shawls, Motor Scarfs, Gloves, Caps, Slippers, Infants' Frocks and Bonnets, Shirts and Shirtwaists.

MAIL US YOUR ORDER TO-DAY

Dr. Jaeger's Sanitary Woollen System Company, Limited

Wholesale Warehouse — INCORPORATED IN ENGLAND 1883 — 243 Bleury St., Montreal

With British Capital, for the British Empire.





Mothers Are Good Customers

When you have Mother coming to your store regularly, you are getting a large share of the family trade. Mother's first thought is for the comfort of the little kiddies—then for economy.

LITTLE DARLING LITTLE DAISY

HOSIERY FOR CHILDREN

Thousands of mothers buy these fine, all-wool stockings all the time. They look and feel so well—and wear! There is a good profit in this for you.

Order From Your Wholesaler

The Chipman-Holton Knitting Co., Limited

Largest Hosiery Manufacturers in Canada

Hamilton - - - - - **Ontario**

MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Toronto

Branch Offices:
MONTREAL AND WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE-MARK

SUNSHINE HOSIERY REGISTERED



"Colonial Knit" Sweater Coat — the distinctive Christmas Gift

During the gift-giving season a stock of "Colonial Knit" Sweater Coats will appeal to that large section of your customers who prefer giving Xmas gifts that are useful and serviceable.

Tailored by skilled workers from the very best, pure worsted wool, the "Colonial Knit" possesses an individuality which makes it the popular Christmas gift of quality.

Prepare for the Holiday shoppers. Write to-day for samples.

Colonial Knitting Co., Limited

Guelph, Ontario

ATLANTIC UNDERWEAR

Our Policy—

Service to our customers

is as ever a strong feature of Atlantic Underwear, Limited. Though the name has been altered the policy remains the same.

Atlantic service means: the best grade of men's wool underwear that can be produced by the use of the famous Maritime wools, the best machinery and factory facilities, operated by expert underwear makers.

For a bumper 1915-16 underwear business, try the Atlantic (formerly Humphreys) underwear.

See the 1915-16 Samples.

E. H. Walsh & Co., Toronto

Selling Agents for Quebec, Ontario and Western Canada.

ATLANTIC UNDERWEAR, LIMITED

MONCTON, N.B.



This expression forecasts repeat orders

When a man feels this way over his purchase, it's certain he will be back for more of the same kind, when the time comes.



Penmans Underwear

gives any man a new idea of fit, warmth and comfort.

Made in many styles and fabrics for men, women and children.

Pen WARRANTED HIGH PENMAN'S GRADE KNIT GOODS Angle

Penmans Limited
Paris, Ontario

"Italian Silk" "Leader"

FOUR THREAD

Hosiery for Ladies and Misses

Ribbed Hose for Boys and Girls

"THE WEAR IS THERE"

with enlarged capacity, better facilities and more central location we are aiming at extending our service to every point of the Dominion East and West.

Feature these two popular-priced, fast-selling lines. They are Made-in-Canada especially for Canadian requirements—Satisfaction is guaranteed absolutely.

Place your 1916 order now through your wholesaler.

THOMSON KNITTING COMPANY

Manufacturers of Quality Hosiery

Factory and Office: 7-15 Morrison Street, TORONTO, ONTARIO

SELLING AGENTS:

Wm. R. Begg & Company, 20 Wellington Street West, Toronto; A. E. Montgomery, 212 Hammond Block, Winnipeg, Man. J. B. Trow & Company, Old Birks Building, Montreal, Que.

"Craftana"

Registered No. 262,0



THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP,* it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR,* and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET,* making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

Some advertisers say:—"As soon as business picks up I'll advertise." Fancy a gardener saying: "I'll wait till harvest time to sow my seeds."

DRESS ACCESSORIES

MARKET FOR SPRING

Chamoisette and lisle as scarce as ever; silk likely to be substitute. Canadian line of chamoisette at $1.

Washable cape to sell at $1.50, *of white, replacing doe skin and chamois.*

Wool gloves: only half deliveries made.

10 *per cent. advance in leather likely. Advance sales: white,* 50 *per cent.; black,* 35 *per cent.; colors,* 15 *per cent.*

Silk Gloves for Spring

Likely to Replace Chamoisette and Lisle—Washable Cape at Medium Price on Market—Leathers to Go Up

MONTREAL, Nov. 4—(Special).—For next Spring the glove is a silk one—there is little choice in the matter. White will be the dominating color for women. The following figures give an idea the way various shades are selling to retailers:—white, 50 per cent.; black, 35 per cent.; colors, 15 per cent. The strongest color is grey, then pongee. Men's silk gloves are selling as follows:—grey, 75 per cent.; chamois color, 15 per cent., black and tan, 10 per cent. In the case of fancy silk gloves, the best seller is white, with black embroidery.

The silk glove is the only glove the merchant can hope for next Spring to retail at fifty cents. The cheapest lamb gloves on the market are selling around 80c. A manufacturer is putting a Canadian-made chamoisette on the market; but whereas this glove formerly sold for from 25c to 50c, the Canadian-made article will cost in the neighborhood of a dollar. It is understood that the material is coming from Italy. The lot of the importer of Italian goods has been made more burdensome by the imposition of a tax equal to 7c per doz. on all gloves leaving that country.

It is not possible to produce in Canada the amount of silk gloves that will be required next year. Manufacturers are operating full time, but it will eventually be necessary to import supplies from the States and Great Britain.

Most of the placing orders for next Spring are in, and dealers will before long be thinking about supplies of next Fall. The outlook is very uncertain, more so than ever before. Makers say there is no chance whatever of prices going down; on the other hand, further advances are probable, especially in the case of wool gloves.

Deliveries Cut in Half.

Difficulties are experienced even now in getting deliveries of wool and leather gloves from England and France. One jobber states that only forty per cent. of his gloves have come through for this season, whereas by this date at least 80 per cent. should be in. The reason given by makers in Europe is scarcity of labor. Some of the mills are only producing 25 per cent. of what they did before the war.

Supplies of leather gloves are coming in much better, due to the fact that some of the cheaper lines are being made in this country. Jobbers predict an advance of ten per cent. on next year's supply. Practically all the raw material used in the United States has to be tanned there, and they have not got sufficient tanneries to do the work.

There is an exceptional demand for both men's and women's washable cape gloves for next Spring, and here is practically the only instance of a cheaper glove on the market. Manufacturers expect to make this glove to sell for $1.50. This is a French leather, tanned by a special process to make it washable. This glove is being made in Canada.

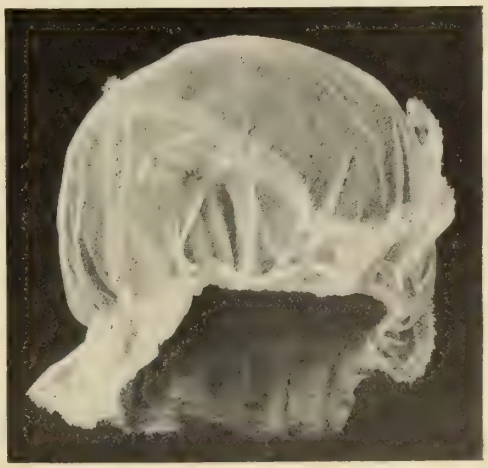
In washable capes retailers are buying an equal quantity of putty shades and tans—40 per cent. each—and the remainder, greys.

Dainty Boudoir Caps

Dutch, French Peasant and Corday Shapes Shown in Big Variety—Manufacturers Putting Out Individual Models Attractively Boxed

BOUDOIR caps and tea aprons are always an active line for the holiday trade. This is chiefly because they form a dainty and not too expensive present that is sure to be acceptable.

Boudoir caps are very dainty this year, as they are made of the sheerest fabrics, such as fine nets, allover



Dainty boudoir cap of fine net and lace in French peasant style. The front is trimmed with narrow mauve satin ribbon. Shown by Flett, Lowndes & Co.

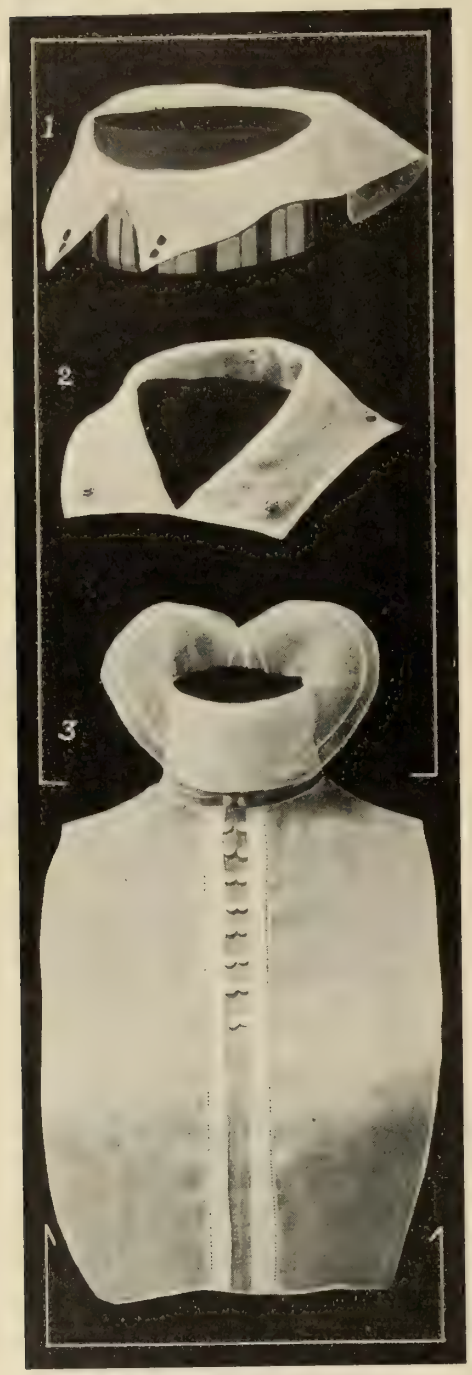
lace, embroidered organdie, lace cloths, etc. The laces used to trim are light and lacey and narrow ribbons and a line of floral garniture form the best liked trimmings.

Dutch and French peasant shapes are very much in evidence, but the Corday or mob shapes are also showing.

(Continued on Page 80.)

Neckwear Novelties for Christmas Selling

The New Lines Very Varied and Attractive—The High Collar is the Style Leader and is Gaining Ground as the Season Advances



CHRISTMAS NECKWEAR

No. 1.—Stock collar of organdie with circular flare of the same embroidered in black. Black and white striped ribbon finishes the stock. Shown by R. D. Fairbairn Co.

No. 2.—Graceful roll-over collar of white chiffon and Georgette crepe in flesh shade; edges bound with pink mull and each corner carries a pearl and silver bead motif. Shown by Ladies Wear, Ltd.

No. 3.—Vestee of organdie with high stock collar finished with circular flare ending in points at back. This vestee fastens at back and front is trimmed with buttons and tucks. Shown by Phoenix Novelry Co.

THERE is lots of novelty in the new neckwear lines for Christmas selling and the models reach a high plane of excellence, both in beauty and design. Every conceivable type is given a representation high, low and medium. There are the new "funnel" or as Paris terms them the "Abbess" collars, that come up to the ears and bury the chin, that form the last word in smart neckwear, and there are flat collars in endless variety, and there is every kind of stock and collar in between.

The high funnel collars are cut in flare fashion, sufficiently wide to take in the back of the head, the tips of the ears and the chin, and while some models are open from the stock up, others fasten right up the front. Immensely smart are the collars made of row upon row of pleated tulle or net mounted upon a ribbon stock finished with a bow, and with or without a jabot or fichu finish in front.

A Tippet Collar

The same collar is seen in organdie trimmed with tucks and hemstitching and finished with a tippet collar falling over the shoulders. The same smart collar is developed in black and white taffeta and edged with a line of black fur. The white taffeta forms the lining and the collar is mounted upon a stock fastening in front with a perky bow. Some of these tall flares in black and white taffeta are scooped out at the back and cut down in front until they form large points on either side.

Another way in which this funnel effect is given is by mounting a pleating or ruche organdie on to a high stock. Sometimes the stock will carry pointed ears at the sides, and in addition there may be a flat pleated jabot of the organdie. Some of the new stocks are shaped, being higher at the back and tapering down lower under the chin so as to make them fit well and be comfortable to wear. These stocks fasten at the back and are finished with a circular cut flare, ending with deep points at the back. Some are reversible and are cut so that they can be worn to fasten either at the back or in front. Collars of this kind are developed in both organdie or taffeta.

The taffeta collar has the stock of black with the turnover of white taffeta. Some very smart models, however, are appearing with the turnover of paid silk in tartan colors. Stock collars with the large points standing out at each side also come lined with plaid.

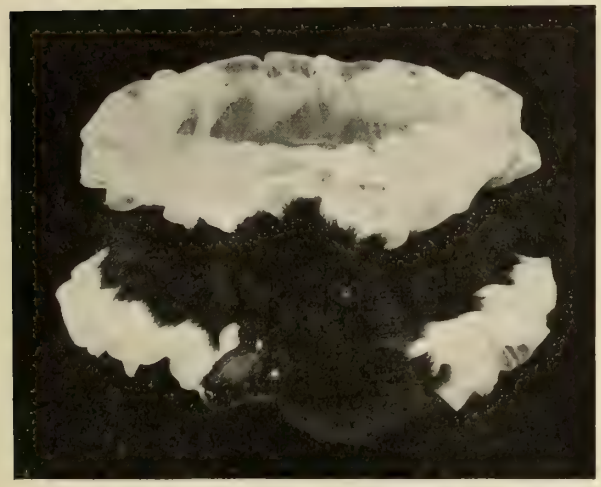
To meet the ideas of the buyer who thinks that his trade will require some education before they take to the high styles, a type of collar that is convertible and can be worn either as a high or low collar as the wearer desires is shown. Many of these collars are of black, with a lining of white taffeta or of plaid silk and besides can be worn with either side outside.

The High Stock With Coats

A study of the new coats and suits shows that the dark, high collar is universal, and that it leaves a straight, hard, dark line around the face that few women will find becoming. Hence it is contended that neckwear that will give points or a frill or line of white will be in demand. This leads to the high stock with points or turnover as the coming form in which neckwear promises to develop.

This development points also to wide ruchings and ruchings set on a high band. Two graceful types of ruching are illustrated with the ruching made of pleated shell-shaped points. One of these shows a high rollover, and some are trimmed with beads. High stocks of Georgette show points edged with lace. Very dainty collars show the high stock made of lace crepe or organdie. These stocks fasten in front with a ribbon bow and are finished at the top with a high pleated ruche of Georgette, making a delightfully soft and becoming

Three Representative F.L.C. Numbers



Fur Trimmed Neckwear
$7.25 to $21.00 doz.

Ostrich Trimmed Neckwear
$6.00 to $15.00 doz.

Ostrich Boas
$15.00 to $39.00 doz.





SEE OUR TRAVELLERS' SAMPLES

Flett, Lowndes & Co., Limited

142-144 West Front Street
TORONTO

ADVANCE IN RIBBONS

One of the largest ribbon jobbers in Canada sent a circular letter to the trade, notifying them that after Nov. 1 their present quotations on all ribbon lines would be withdrawn, and that a new price list is about to be issued. The advance amounts on an average to five per cent., being higher on some lines, and smaller on others. They have done this on the grounds that raw silk to-day costs 75c per lb. more than it did three months ago, and because dyes have advanced over 300 per cent. Swiss manufacturers have made three advances of five per cent. since Spring, amounting in all to fifteen per cent.

frame for the face. This is a topsy-turvy season and besides, velvet and fur tailored neckwear, on mannish lines, made of pique or poplin, is on the market. The smartest show the high stock and the Ascot tie with the popular spreading points at each side.

Vestees and Guimpes

Vestees are big sellers and are showing with flat, semi-high, and extremely high collars in a big variety of styles. Organdie, sheer nets and also soft satin are the materials used. Many smart vestees are made from wide net laces.

Nearly every gown has transparent sleeves at the present time and this is leading to a demand for guimpes with long sleeves. These guimpes are made of fine net and are lace trimmed.

HANDKERCHIEFS FOR CHRISTMAS

There is no lack of handkerchiefs for holiday selling, for importers made their arrangements long ago. The goods are in stock and buyers will have no difficulty in securing supplies.

A big business is always done in boxed handkerchiefs as they come in an attractive and convenient form for gift giving. But buyers should be sure that the handkerchiefs inside are up to the promise of the attractive exterior. Some stores are apt to push the very cheap lines at holiday time to the detriment of the better goods. Where the policy of putting the emphasis on the better goods has been followed it has been found that it was just as easy to sell the 25c as the 10c and 2 for 25c lines

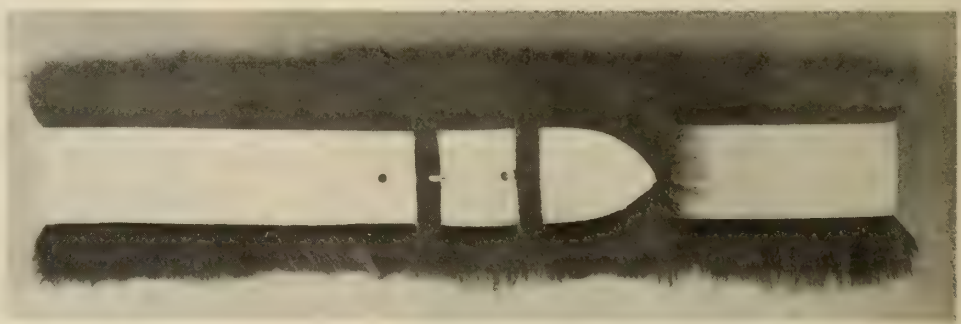
The introduction of novelties in handkerchiefs has done much to build up a bigger business in better priced lines. Novelty is playing a big part in merchandise for Christmas selling. Embroidered goods are better liked than lace trimmed lines though there are exceptions where the lace trimmed article is of great merit. The trade has taken very kindly to wide hems and the embroidery often appears on the hem. Colored embroideries are a big feature and some of the designs are dainty in the extreme. Colored hems and white centres, or colored centres with white hems. The handkerchief in solid color embroidered in white is also shown. Handkerchiefs of crepe de chine come in these effects and are well liked. Both hemstitched and scalloped borders are shown as well as overlocked, and borders of narrow colored lace.

DAINTY BOUDOIR CAPS

(Continued from page 77.)

Manufacturers are putting up these caps in attractive boxes. In the majority of stores these caps are carried in the neckwear department though the lingerie buyer claims them as his own. For Christmas selling space should be found for them on the ground floor if they are not sold in the neckwear department for if this is not done many sales will be lost.

Very dainty aprons come in Swiss muslin and Valenciennes lace, but voile and lace cloth is also used, and not a few aprons are made of printed material showing small floral patterns. The idea of the moment is to imitate hand work, and hemstitching, spoke stitching and other machine imitations of hand work are freely used. There is considerable latitude as to size but the small aprons are the smartest and the best sellers.



Everything that is fashionable is fur trimmed. This belt is of white kid edged with black Belgian hare. Shown by Winnett & Wellinger.

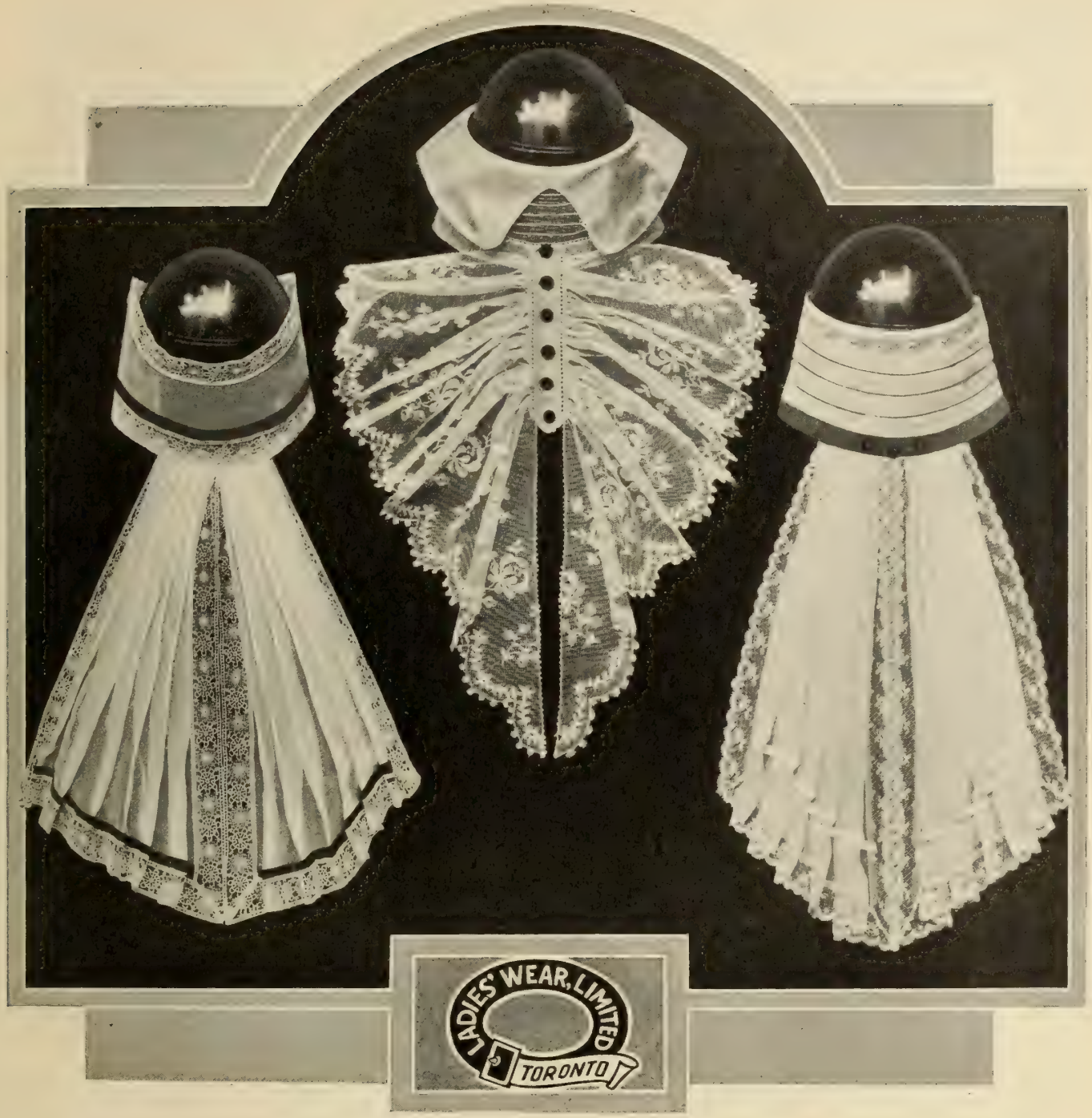


THOUSANDS OF MACMILLAN'S TOY SOLDIERS

will be handed out to the kiddies this Xmas and New Year. There are no better-selling toys on the market to-day—the designs are beautiful—and the kiddies are simply **wild** over them!

All hand-painted and put up in boxes to sell from 25c to 25 dollars. We make an assortment wholesale at $10 and $20—order **direct** or send for list. Don't delay your order if you want quick delivery. From Factory to Counter only.

MACMILLAN'S TOY SOLDIER WORKS
30 HUNTLEY STREET TORONTO
Dept. DR.



Xmas novelties boxed separately for gift purposes. See salesmen for every variety of ladies' neckwear.

LADIES' WEAR, LIMITED, TORONTO

W. F. GOFORTH, President

Branch Offices—Arts and Crafts Building, Vancouver, B.C.; Hammond Building, Winnipeg, Man.

Selling Xmas Neckwear

Changes in Color Scheme to Secure Christmas Atmosphere — Best Goods in Cases—Odd Prices Used— Displaying Holiday Boxes.

Special to The Review by Traveling Staff Writer.

THE importance attaching to the handling of neckwear was indicated sufficiently in the views and the location of this department in the Ottawa and London stores shown in last issue. In any struggle for supremacy in the matter of location neckwear will usually be found a runner-up where it does not actually win the race. Not only has neckwear occupied an important place in all-the-year-round selling but it leaps ahead in the Christmas season and becomes one of the most attractive lines for holiday specializing. It follows, then, that particular attention should be bestowed on the handling of this department in the matter of display of the goods, decoration and selling methods, because it will be found to repay the extra effort that is used. Fortunately this can be done with practically no additional expense to the average cost of the working of the section itself.

A department that always shows a successful Christmas Season is that in the store of G. W. Robinson, Limited, Hamilton, Ont. The Review in an interview with the manager of the department, Miss Cunningham, learned of a few changes that are made for the Christmas selling and that will be found to work out well in increasing the sale of neckwear.

RED AND GREEN CREPE PAPER

One of these was to ensure a Christmas atmosphere. This was done by the wide use of the colors red and green. Usually the showcases used in this department have a lining of mauve or other shades just as is done in the other stores whose departments we described in last issue. At Christmas, however, there is used a green crepe covering most of the bottom of the case, with a margin of red, or this order reversed. Inside the case another Christmas tinge is given by scattering poinsettias among the neckwear in such a way, of course, as not to interfere with the display—the flowers in red and the leaves in green. These set off the neckwear, which is usually white, very handsomely.

The price tickets are specially prepared for Christmas on neat cards the size of a lady's visiting card, with a red edge and a little branch of holly printed in one corner. The lettering for the card is neat and distinct without giving the appearance of being too large.

COVERING TOP OF CASE

The use of the crepe paper includes the top of the show cases as well as the bottom. This is a feature of the department all the time, and is rather different from the usual course where the neckwear is placed on the top of the glass. Miss Cunningham stated that the advantage of placing it on paper was that it showed it off better than if it was set up on the transparent glass with the light shining through and the sort of neutral color of electricity which would not set off the white of the neckwear. She tried this out in a way which convinced the member of The Review staff that she was quite correct in her reasoning. The neckwear showed very much better on the top of the paper than it did when the light shone on it from the glass below. The manager answered an objection to the theory that the glass cases should have no covering on the top, in order that the goods inside might be seen to better advantage. The aisles in this store are wider probably than usual and the goods can be seen very well in the cases from the aisles and any advantage that there is in looking at the neckwear from above she considers is destroyed by the fact that the neckwear shown on the top of the cases gets a poor display.

"What provision do you make in regard to your display facilities so far as neckwear is concerned?" she was asked.

"The best neckwear is shown in the covered cases," was her reply. "There is one in the front facing the entrance and three more down along the side. The special priced goods are shown on the tops of the counters at the end—because our department is extended about one-half for Christmas—and on extra tables in the aisles opposite the department. The good neckwear is kept in the show cases, chiefly to preserve it from being injured in handling, a danger that is present when there is a crowd in for Christmas.

ODD PRICES ON CHEAPER LINES

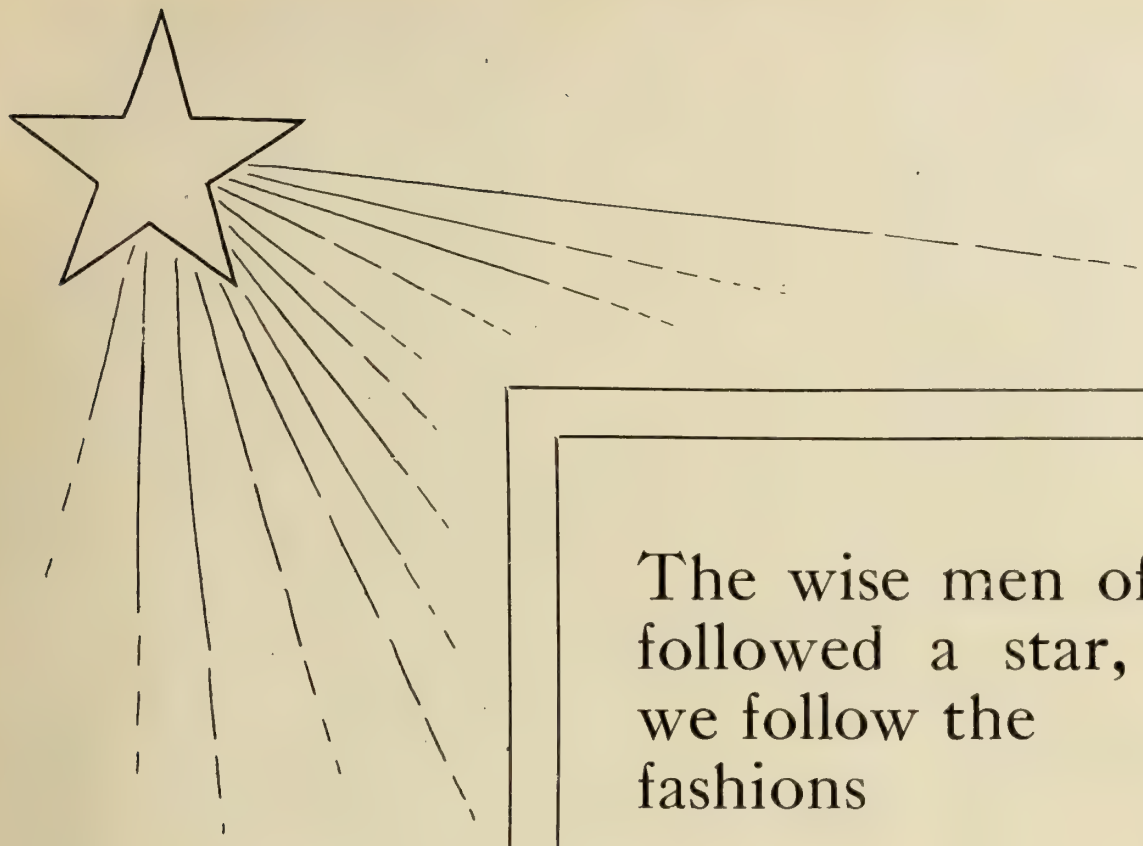
"With regard to the use of price tickets, what is your usual Christmas plan?" she was asked.

"For the Christmas season we always price our neckwear, we do not in ordinary times, excepting the cheaper lines, but we feel that round Christmas time we need to have all the assistance we can, and if the price is on the neckwear the person who buys it does not need to

NECKWEAR ON LIVING MODEL

AT the commencement of the new seasons, or when there is a striking new collar to exploit, one Canadian store shows its neckwear on a living model. This model is a girl selected from the department, and once selected the next proceeding is to procure a smart blouse and hat for her to wear. She stands on a box or small platform that raises her higher than the rest of the selling force. Her business is to try on pieces of neckwear so that she can demonstrate to the store's patrons both how properly to put on each piece of neckwear and just how becoming it is. The neckwear selected by customers is also tried on so that they can see exactly how the piece selected should be worn. Of course, a counter mirror in which the demonstrator can adjust the different lines is an important adjunct.

This manner of selling neckwear brings large numbers to the department and has the merit of not entailing any great expense.



Xmas Ribbons

—the finest stock in the land

The wise men of old followed a star, we follow the fashions

YULETIDE will soon be here—let us assort up your RIBBON stock for the XMAS trade, making your RIBBON Department, as it should be, your "STAR" department for the holiday trade.

YOU WILL NEED: Our Duchess Ribbons, Patterns No. 124 and 98, also Pattern No. 647, in widths 1½, 3, 5, 9, 16 and 30 especially.

YOU WILL NEED: Narrow Ribbons of all kinds to sort up your stock.

YOU SURELY KNOW: that WE can be depended upon for all orders entrusted to our care.

Walter H. Barry & Co.

THE SPECIALTY RIBBON HOUSE
OF CANADA

6 St. Helen St.
MONTREAL

Winnipeg Branch
222 McDermott Ave.

Ladies' Neckwear—Clever Creations for Christmas Selling

The new Phoenix line contains as clever creations as we have ever shown—smart pieces of neckwear which will get the critical eye of all lovers of smart dress.

A few of these will brighten up your Fall showing and put ginger into your sales.

Our showing of neckwear, boudoir caps and aprons will make good selecting for Christmas.

See our complete line of crepe de chene slips and camisoles.

Mail open order to-day or ask for samples.

Phoenix Novelty Company

TORONTO, ONT.

waste your time in asking how much this or that line costs but knows at once whether she wishes to take it at that price. All you have to do then is to fix up the neckwear for her. As a rule we do not price our neckwear in ordinary times.

"We also make a slight change around Christmas in using odd prices for the cheaper lines, such as 29c, 39c, 49c, 59c, 69c, 79c. The next price above that is $1; the next above that $1.25 and so on. We do not use odd prices above 79c, but we feel that these lower odd prices appeal to a certain extent to a woman who has an idea that she is getting a bargain at this price and that it is cheaper than at 25, 30, 40 and so on, the usual prices."

CHRISTMAS BOXES

The display of goods for Christmas includes not only show cases, but, of course, counters, tables and ledges. On all of these stands are used for the neckwear to set them out properly, the large ones for the vestees, and the smaller ones for the smaller pieces of neckwear.

A use is also made of Christmas boxes. There are two divisions of these, namely, those that are sent with the goods themselves, gotten up specially by the neckwear manufacturers and those that the store provides itself. Both of these are on view and when the customer wishes it, particularly in high priced goods, a store box is given with the neckwear. These boxes are shown with the neckwear in them, particularly on the ledges and not only act as an ornament to the department but aid in the sale of the goods themselves. On these the price ticket is used prominently, that is, the ornamental one that has been described before.

NOVELTY LACE & VEILING CO. MOVE TO LARGER QUARTERS

Owing to the rapid increase in their business, the Novelty Lace & Veiling Co., Toronto, importers of high class novelties, have found it necessary to remove from 64 Wellington St. West, to more spacious quarters at 76 Bay St.

Their new quarters will give them more than four times the space they formerly occupied.

At the present time they have on exhibition their new lines for the holiday trade, which are among the most attractive in the market.



A Good Chance for Canadian Merchants to Make Money Making Buttons

THE NEW MODERN BUTTON MACHINE AT $5.00

With the New Modern Button Machine Buttons can be covered in all sizes, and in all styles.

Price of machine, including cutting block attachment, and set of screws for fastening machine, $5.00.

Send for interesting literature on Button Machines—dies and parts.

Illinois Modern Button and Machine Company
507 W. Jackson Blvd., CHICAGO


Xmas Novelties
IN FANCY
BOUDOIR CAPS
SINGLE BOX LINES
D503 $6.00 doz. boxed
D485 $27.00 doz. boxed
D498 $13.50 doz. boxed
D238 $4.25 doz. boxed
D501 $15.00 doz. boxed
D116 $8.00 doz. boxed
D237 $4.25 doz. boxed
D502 $12.00 doz. boxed
D500 $8.50 doz. boxed
R. D. Fairbairn Company, Limited
107 Simcoe Street, Toronto



One of our styles
"THE GORDON"
UMBRELLA
—Closely Wound

"Eclipse" Umbrellas

in the newest styles make a very useful Christmas Gift

"Something Useful" will be the keynote of Christmas shopping this year.

Can you think of anything more useful and acceptable than a nice umbrella for Ladies and Gents?

In the "Eclipse" line of umbrellas you will find the latest and best, including many new styles for Christmas and Spring trade.

A stock of "Eclipse" Umbrellas will meet with a ready sale—write to-day for an assortment.

Eclipse Umbrella Co., Limited

100A LATOUR STREET, MONTREAL

Christmas means big business in Neckwear

Sheer, dainty neckwear—neckwear that stands out prominently above the others because of its new attractive styles—that's Finnie Neckwear. And that's the kind your customers are going to look for when doing their Christmas shopping—for Christmas gifts they will want the best.

In neckwear Style is everything, and with its ever-changing decrees the merchant cannot afford to risk carrying too large a stock. Our service of "goods shipped same day as order received" removes all necessity of doing this.

House Aprons

We have a very attractive line of house aprons built along new lines covering the dress completely. This "Coverall" Apron is made in Prints, Ginghams, etc.

Send us a trial order for your Christmas trade.

A. Bruce Finnie & Co.

Corner Craig and Gosford Streets
MONTREAL

MAKE ENORMOUS PROFITS



Covering buttons with your customers' own material to match their garments exact.

If you can make 500 per cent. profit year after year with an initial outlay of $10.50, you can undoubtedly see the wisdom of doing so.

You have your opportunity in a Defiance button-covering machine. The moulds cost as low as 2c a dozen, for which, when covered with goods supplied by your customer, you get 15c per dozen or more.

SPECIAL INTRODUCTORY OFFER:
Complete Button-Making Outfit for $10.50,
Comprising

1 Hand machine (including 3 implements to make 3 sizes, 24-30-36 half-ball)	$ 7.50
5 Gross 24 half-ball black moulds, 15c	.75
5 Gross 30 half-ball black moulds, 20c	1.00
5 Gross 36 half-ball black moulds, 25c	1.25
Total 15 Gross. Cost of complete outfit	$10.50

The half-ball moulds can be reordered any time you want them at a slight cost.
Mail your order now—don't delay—go after the business.

DEFIANCE BUTTON MACHINE CO.
53 East 8th Street NEW YORK, U.S.A.
OVER 25,000 DEFIANCE BUTTON-COVERING MACHINES IN USE.

B.P.C.

BELDING PAUL CORTICELLI LIMITED

B.P.C.



Plain *and* Fancy RIBBONS for Xmas Trade

This carton contains 40-5 yard pieces of

XMAS RIBBONS

Every indication is for higher prices. Now is the time to sort up your stock. Our range covers every Xmas requirement, in Plain and Fancy Ribbons:

Dresdens, wide Duchess satins, narrow satins, narrow taffetas, fancy baby ribbons, holly and Yuletide ribbons.

Mail or wire your orders at once.

Belding Paul Corticelli Limited

Toronto Montreal Winnipeg Vancouver

B.P.C. B.P.C.



When The Jury Came Around—

When the Examining Jury came around to the "Niagara Maid" booth at the Panama-Pacific Exposition, a few months ago, we knew that "Niagara Maid" Silk Products would be inspected as they never were before, outside of our factory.

That Jury was trouble-hunting; they were looking for defects, and they were none too gentle in searching for them.

They turned the Gloves every which way, to examine the shape of them. They yanked at the clasps to see how firmly *they* were secured, and they pulled and hauled at the fingers and thumbs, trying to get one of the seams to open.

Then the Gloves were turned inside out, and exploring fingers ran along the seams, feeling for a break in the smoothness.

Underwear and Hosiery were given the same whole-hearted inspection before the Jury was satisfied. The fact that

"Niagara Maid"

Silk Gloves, Silk Underwear and Silk Hosiery

were awarded

THE GRAND PRIZE

proves pretty conclusively that the Jury convinced themselves of the supreme quality of our products. For information, write to our

SOLE SELLING AGENTS

McINTYRE, SON & CO., LIMITED, Montreal

Niagara Silk Co., Limited, Brantford, Canada



Hand-kerchiefs

Neckwear Scarfs

Novelties *for the* Christmas Trade

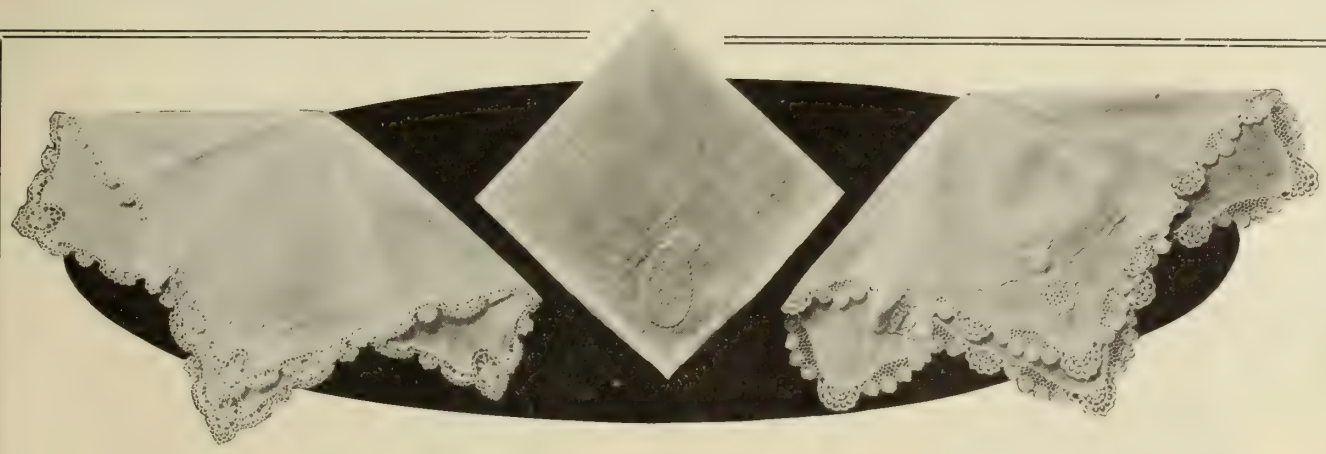
ALSO THE LATEST DESIGNS AND MATERIALS IN
Laces, Veilings, Chiffons, Nettings, etc., for Your Regular Trade

Request us to send you a small assortment of Novelties on approval, boxed for Xmas Trade.

Novelty Lace & Veiling Co.

MILTON J. TELLER MAURICE A. TELLER

NOTE OUR NEW ADDRESS 76 Bay St. TORONTO



A Great Selling Line—Xmas Handkerchiefs

Are you ready with a good range of Christmas Handkerchiefs? Though always a big selling line around the Christmas Season, handkerchiefs will be very much more in evidence this year than ever before. The idea of useful gift-giving has taken hold and will be very pronounced this coming season.

If you are short in any prices of Plain or Fancy Handkerchiefs, send us an open order and we will send you some on approval.

Khaki Handkerchiefs are scarce—anticipate your wants, and order now for Nov. 25th delivery.

Laces and Embroideries

Novelties in these lines coming forward every week. If you need any, write in.

Mail orders are given our prompt and careful attention.

Goods are sent out for your approval always.

THE LACE GOODS CO., LIMITED

64 WELLINGTON STREET WEST TORONTO, CANADA



Queen Quality

Silk Gloves

and **Italian Silk Lingerie**—"Made in Canada and sold by the smartest shops" -that's what we're telling the women of Canada in the ads. reproduced on this page.

Free newspaper cuts for wideawake merchants who wish to connect up their stores with our National Advertising Campaign.

Write for "Proofs of Our Co-Operation."

St. Catharines Silk Mills, Limited

Richard L. Baker & Co., Sole Selling Agents

100 Wellington Street West TORONTO



SUGGESTIONS FOR CHRISTMAS ADVERTISING









SUGGESTIONS FOR CHRISTMAS ADS.—Here are shown several reproductions of ads. used last Christmas. Those of Smallman & Ingram, London, are excellent samples of holiday publicity. What we like best about them is that certain definite ideas stand out in each, clear cut divisions, such as gloves, hosiery, the baby, handkerchiefs, jewelry; not jumbled together as in so many ads. Another point is the information that goes with each item; you know exactly what the line is as well as what it will cost you; you know, therefore, whether you want to buy it for Christmas or not—you are "sold" on the ad. So many ad. writers content themselves with mere lists: "gifts for father," etc.

Notice also, a third point, the persuasive general introductory notice before each section, gloves, etc. Undoubtedly the illustrations add to the attractiveness and the selling power of the announcements.

The ad. of Finch Bros. has not an equal "sectional" force, but it is a different type of ad.—it is a price-reduction, week before-Christmas announcement. The display lines come out clearly, and the price is well played up—just as valuable or more so at Christmas as at any other season.

The "Kids' Kristmas Kontest" is a section of "The Arcade" ad. an event that drew in a large number of contestants, but may not be repeated again, as it is difficult to satisfy children or their parents with the awards in a child's contest.

FUR DEPARTMENT

Big Advances in Furs

At London Sales Fox, Beaver and Other Lines Advanced 50 Per Cent.—All Trimming Furs Up—Late Sets May Go Up

WHILE it was known that prices at the London sales late in October would show heavy advances, owing both to the sudden demand for fur trimmings and better selling conditions than one year ago and last Spring, the manner in which the figures jumped came as a surprise to most. Fifty per cent. advances over last March were common in cross, white and grey fox, wolf and Australian opossum and red fox was very strong at about 40 per cent. up.

The Lampson figures are given in the market reports, in this issue. Cables show the following advances at the A. & W. Nesbitt, Ltd., sales:

Kitt fox, 50 per cent.; red fox, best grade, 50 per cent.; white fox, 50 per cent.; silver fox, 50 per cent.; cross fox, 50 per cent.; Japanese fox, 75 per cent.; Chinese red fox, 75 per cent.; Indian red fox, 75 per cent.; Australian red fox, 75 per cent.; Karaganka red fox, 75 per cent.; American wolf, 75 per cent.; Russian wolf, 100 per cent.; fisher, 100 per cent.; ermine, 15 per cent.; bear, best grade, 10 per cent.; bear, cub and low grade, full June prices; wolverine, 50 per cent.; Russian sable, 10 per cent.; fitch, 30 per cent.; kolinsky, 60 per cent.; hare, 15 per cent.; squirrel, 15 per cent.

Some of the prices in the earlier days of the sales showed advances as follows, compared with June prices:

Cross fox, 100 per cent.
Beaver, white fox, 50 per cent.
Canadian musquash, 40 per cent.
Red fox, lynx, 30 per cent.
Wolverine, musk ox, wolf, 25 per cent.
Fisher, silver fox, skunk, 20 per cent.
Unchanged—Ermine, mink, and all bear skins.

Among the offerings of the Hudson's Bay Co. were: beaver, 15,000 pelts; muskrat, 90,000; mink, 15,000; ermine, 9,000; red fox, 2,000; cross fox, 600; white fox, 4,400; lynx, 4,000; marten, 4,000; skunk, 500; otter, 640; wolf, 750; blue fox, 60; fisher, 320; bear, 2,200.

At the Lampson sale offerings included muskrat, 750,000; squirrel backs, 50,000; squirrels skins, 10,000; Australian opossum, 80,000; wallaby, 50,000; Australian red fox, 22,000; house cat, 10,000; mole, 50,000; skunk, 10,000; American opossum, 10,000; wild cat, 1,700; wolf, 1,000; Russian sable, 100; ermine, 3,000; kolinsky, 6,000; lynx, 200; silver fox, 20; tiger, 10; baum marten, 400; fitch, 7,000.

No Immediate Advances in Made Goods

While these prices stiffened the market and advanced quotations on trimming furs, there is not likely to be an immediate effect on the retailer. One manufacturer stated that as the skins needed for this season had been bought at the lower prices there would be no advance made on coats or sets that were in stock.

"But," he added, "the New York men came over and cleaned up a good portion of our skins so that now with the unexpected demand for trimming furs which we cannot meet, we have to go over and buy them back at a higher price.

"The result of this will be that sets made up after our present stock is cleared out must be advanced."

Retailers state that the demand for fur trimming is not likely to cause a drop in the demand for sets.

The Craze for Fur Trimmings

Met Here in a Superb Array of Wide and Narrow Bandings

AND the demand increases as Winter comes rushing toward us. Fur, fur, fur!—it is the outstanding vogue of the season.

And it is in all the fashionable varieties for the trimming of suits, coats, cloaks, hats and frocks—obtainable in any width from ½ to 6 inches. The following table gives the price per yard of 1-inch bandings. The prices of other widths are calculated on this basis. Thus, for ½-inch width you will halve the amount, for 2-inch double it, and so on.

One-inch Bandings

	Per Yard				
Beaver	$2.00	Black Fox	$6.00	Hudson Seal	$ .85
Skunk	2.00	Mink	1.25	Persian Lamb	2.25
Striped Skunk	1.25	Fitch	2.25	Grey Lamb	1.25
Civet Cat	1.75	Ermine	6.00	Isabella Dog	.75
Black Opossum	1.50	Imitation Ermine	.50	Brown Coon	1.25
Black Wolf	1.50	White Coney	.50	Chinese Coon	1.50
		Belgian Hare	.50	—Main Floor, Centre	

Reproduction of section of T. Eaton Co.'s ad. at end of October, showing interesting schedule of prices for fur trimming.

FEATURE FURS



FOR CHRISTMAS

FINE FURS are Popular for Christmas Trade

This year, with existing prices, and the many ingenious combinations of the manufacturers to meet conditions, leaves no reason why you should not do an exceptionally good business if you go after it right.

Feature furs in your window displays and give them a prominent place in your store and advertising.

And as a finishing touch be sure they are the old reliable *Moose Head Brand.* The kind that has built up and held trade for over sixty years — the kind where *quality, style* and *price* go hand in hand for more and better business.

We have everything "the very latest" in furs. Have you our current season's illustrated catalogue? If not, let us send you one.



L. GNAEDINGER, SON & COMPANY

90, 92, 94 St. Peter Street, MONTREAL

Nearly Every Fur Going Up: Trimming Did It

Latest Advance is Muskrat, Owing to Strong Demand for Hudson Seal — Unexpected Turn in Market Brings Joy to All Parties—Beaver Easier—Good Prices Likely to Continue.

ALL kinds of fur appear to be on the upgrade with the exception of mink, and the latter, which has not been at all strong this season, is beginning to have a firmer tendency. This can only be attributed to the remarkable turn in the tide of fashion towards fur, particularly for trimming purposes. While the demand for fur coats and sets is much ahead of what it was last year, it is because people are demanding fur trimmings on cloaks and suits, as well as many other articles of wearing apparel that has caused the remarkable advance in the price of all kinds of furs within the past few weeks.

Particularly strong are the markets for skunk, marten, raccoon, muskrat and opossum, and prices have been secured on wolf and fox within the past two or three weeks that were never expected this season. Particularly gratifying is this turn of the tide to fur people, because, on account of the markets of Germany and Austria being cut off, it was not expected that the demand for fur this year would be at all heavy, and that prices would be at the low level they reached shortly after the outbreak of war. It is this vagary of Dame Fashion which has transformed the outlook from one of gloom to one of extreme hopefulness.

High Levels Will be Maintained

Now that the cloak and suit trade is practically over, there may be a lull in the demand and possibly prices may steady from now on. Evidence of this is seen in the case of beaver, which a month ago was undergoing advances which were the despair of the fur trade. Beaver was required as trimming for cloaks and suits, and as the requirement for each garment was not heavy, manufacturers did not mind paying heavy prices for it, as the increase of a dollar in the cost of the coat did not matter so much. In the case of furriers, however, they are not as able to pay the higher prices, which has resulted in a rather easier market on beaver. However, the opinion of the largest Montreal furriers is that the new high levels reached by many furs during the past two or three weeks, will be maintained for the balance of season.

There have been further advances in the price of muskrat, as the demand for Hudson seal coats continued unabated. It is not so much a matter of price with the New York trade as getting the goods over there. Dealers are coming into this market and are buying dressed Hudson seal skins at almost any price. They are having them dressed here, as there is a deadlock among the New York dressers, and furriers cannot get the stuff as fast as required. Every dresser in Montreal has more work on hand probably than he ever had before.

Advance of 25 p.c. in Muskrat.

The demand for muskrat has been so heavy of late that the supply is practically exhausted, and the trade will have to wait until the next crop comes in, which will not be until the season is over. Prices then will be the same as they are now, or will be higher. It is not likely that the demand for muskrat will fall off next year, as they have been too much the rage for the past two or three years for that. Nevertheless, the price of this skin was the lowest last year it has been for some years, which price continued until six months ago.

Since then there has been an advance of twenty-five per cent. It is expected that the demand for this skin will continue, especially if the war should end, as then there would be an exceptional demand from Europe, where the demand now has dropped to a very low level.

While the big and unprecedented call for fur trimmings has had the effect of strengthening the fur market, there has been a general demand for fur coats and sets.

The influence of fashion is seen here too, and the amount of business done in this country has been much greater than was expected.



Many comical sketches are appearing in the newspapers as a result of the craze for fur trimming. Fur appears not only on "day" costumes but on boudoir robes and lingerie. The New York World pictures the outcome.



Exclusive designs made in

Alaska Sable and Opossum

A CARD BRINGS OUR CATALOGUE

JAMES CORISTINE & COMPANY, LIMITED

MONTREAL



High stock collar with tippet finish of embroidered organdie; stock and tippet edged with white Belgian hare. Shown by Rogers, Frankfort Co.

TRADE NOTES

THE SWING TO BETTER TIMES

For the first six months of the fiscal year ending Sept. 30, 1915, *the total trade of Canada was* $559,529,000, *compared with* $500,634,000 *in the corresponding period of* 1914. *The customs revenue was* $44,418,000 *as against* $42,857,000, *the latter of which included four months before war broke out.*

TO EMPLOYEES BUT NOT OTHER FIRMS.

At a meeting held on Oct. 19, the Hamilton branch passed the following resolution, covering the case of employees: "That all discounts be discontinued excepting the discounts usually allowed to employees and in the case of employees the privilege be confined to the houses in which they are employed; no exception to be made in the discount formerly allowed in the courtesy of exchange between the houses themselves."

FUR EXPORTS PROHIBITED

An Order-in-Council from Ottawa, dated Oct. 30, provides that the exportation of the following goods be prohibited from Canada to foreign distinations in Europe other than France, Russia (except through Baltic ports), Italy, Spain and Portugal, viz.—

All manufactures and products of cotton except cotton waste, which remains prohibited to all foreign destinations, and cotton lace; also furs, dressed or undressed, and manufactures thereof.

Hints to Buyers

"TOY PRODUCTS OF CANADA"

Under the firm name of "Toy Products of Canada," Frank W. Robinson, Ltd., of Toronto, have installed a novelty toy department and are turning out a large variety of wooden articles for children. Among these are phonographs, building blocks, and other constructive toys.

* * *

ARLINGTON SKIRT CO. ON FIFTH AVE.

In order to have a more convenient and central location for buyers, the Arlington Skirt Co., colored petticoats, has leased quarters at 302 Fifth Avenue, at 31st St., for showroom purposes. Following extensive alterations, the company expects to occupy its uptown premises about January 1st. The factory and offices will remain at 119 west 25th Street.

CIRCLE BAR KNITTING CO.

A new knitting company has come on the Canadian market, The Circle Bar Knitting Co., which was incorporated in October, with capital of $100,000, and headquarters at Kincardine, Ont. They will manufacture cashmere, silk, cotton and lisle hosiery for men, women and children. The managing director is Mr. William Mitchell, of the Wm. Mitchell Co., Kincardine, whose long experience with the dry goods trade has given him first hand knowledge of its requirements in the matter of hosiery.

A large modern factory is being erected and will be operating in December. There will be two floors and a basement, each 40 x 110 feet, with drying and boiler room, 20 x 30 feet. The basement will be used for drying, storage, and shipping, and the first and second floors for manufacturing. The equipment will be modern in every particular and the object will be to give to the trade a first quality line.

* * *

PARISIAN CORSET CO.'S EXPERT

Mr. A. Probst, the announcement of whose appointment as designer for the Parisian Corset Co. was made in The Review last month, was at one time connected with the Professional School of Corsetry in Paris and served as an expert at the Commercial Court of Justice of the Seine. Coming to America, Mr. Probst was for over nine years



MR. A. PROBST

superintendent of corsetry in one of the largest United States factories.

Mr. Probst has brought back to Canada from a late visit to the Corset Society of Paris, many new ideas which he will introduce through the Parisian Corset Co., with their splendid facilities. This concern has been forced to enlarge their factory three times in five years and now has a capacity of 5,000 pairs daily.

THE SWING TO BETTER TIMES

The market value of the Canadian stock of five Canadian industrial concerns has increased $25,000,000 *since last December. Canadian security markets are reflecting the change that is taking place in commercial conditions.*

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Buyers' Guide

FOUNTAIN AIR BRUSH

Model A Price $20.00

The Standard Air Brush of the World

Show-Card Writers and Window-Trimmers cannot afford to be without one.

Send for Catalogue C-79.

Thayer & Chandler, Chicago

LARGEST MANUFACTURERS

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.

The Botanical Decorating Company
(Incorporated.)
504 South Fifth Avenue, Chicago, Ill.

BROCK & PATERSON
ST. JOHN, N.B. HALIFAX, N.S.
LIMITED

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.

MAIL ORDERS OUR ESPECIAL HOBBY

ASSIGNEES AGENTS, LIMITED

154 Simcoe St., Toronto

Assignments. **Collections.**

Book-debts are money in the other man's pocket. We are good collectors of past due accounts—consult us. Charges moderate. Phone Adel. 919.

Fitchburg Horn Goods Co.

Manufacturers of
HIGH-GRADE HAIR ORNAMENTS
HORN AND CELLULOID HAIR PINS
CELLULOID BACK COMBS
SIDE COMBS AND BARRETTES

FITCHBURG, MASS.

Factory and Main Office: Fitchburg, Mass.

ATTENTION!

Canadian Window Display Managers

SCHACK flowers are undeniably the most economical on the market—cost is actually one-half of the price of imported flowers. Write for our seasonable FLOWER BOOKS, free for the asking. They contain hundreds of ideas for window and interior displays.

SCHACK ARTIFICIAL FLOWER CO.
1739 Milwaukee Ave. Phone Humboldt 30
CHICAGO, ILL.

WANTED

AGENT — WITH LARGE OFFICE AND show-room in Glasgow, Scotland, is open to represent manufacturers of Woolen Hosiery and Knitted Goods. Good connection with wholesale houses. "Hosiery," William Porteous & Co., Glasgow, Scotland.

SITUATIONS WANTED

POSITION WANTED -- DRY GOODS OR ready-to-wear department. Young man (married), with 12 years' experience. Highest references. Address Box 154, Estevan, Sask.

WANTED

DESIGNER, EXPERIENCED IN WAISTS, neckwear and aprons, open for position January 1st, 1916. Apply Box 160, Dry Goods Review.



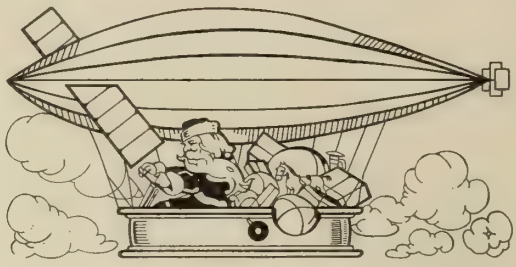
No. 1—60 cents.



No. 2—40 cents.



No. 3—50 cents.



No. 4—50 cents.



No. 5—50 cents.



No. 6—75 cents.

Illustrate Your Christmas Advertising

A PICTURE in an Advertisement is an attention-getter. The illustrations shown on this page are all related to Christmas.

Put the Christmas note into advertising by the use of one or more of these illustrations. Advertisements will "pull" better.

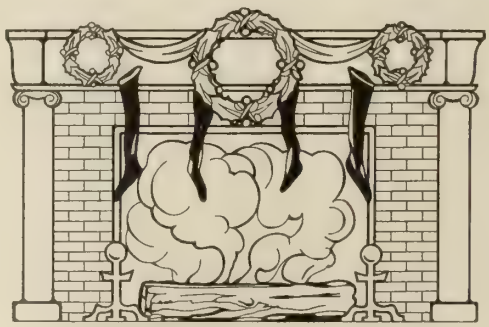
Select the cuts you desire—order by number. Remit the price with your order.

Electros are sent carefully wrapped, postpaid. You can use them this year, next year and the year after. A good investment.

Dry Goods Review, 143 University Ave., Toronto



No. 7—50 cents.



No. 8—50 cents.



No. 9—40 cents.

KEEP DRY GOODS REVIEW CIRCULATING

MR. MERCHANT, do you want to get out of Dry Goods Review the greatest possible advantage for your buyers and clerks as well as for yourself?

We are as anxious as you that you should, and yet we feel that often through the lack of a systematic handling of the copy or copies that reach your store there are unnecessary delays, and in some cases the heads of departments are not given the opportunity to study the articles and—equally important—the advertisements. Frequently there is no definite arrangement carried out for passing on the issues to each department in regular order. There are a large number of buyers who subscribe personally and thus secure their copies promptly. Where this is not done, however, the merchant is failing to provide a valuable service and training for members of his staff who may chance to be passed by.

The plan is a simple one: just tear off the slip given below, attach it to this issue on the cover page, and write down the names of the staff members whom you wish it to reach. It is a matter of only five minutes and in each issue hereafter another slip will appear for use with that particular number. See to it that your managers and clerks keep up to schedule also in passing on their copies promptly. Provision is made for copies being sent back later to those who wish a second study of the contents.

Some merchants, while they examine carefully pages of The Review themselves fail to realize the value that lies therein for those behind the counter—clerks as well as managers. They are kept in touch by type and illustration with the new lines that are being brought out in their own departments; with the conditions of supply and market changes; with selling methods culled from a wide field by visits of staff writers. Not only is the information valuable in buying, but it should be of equal help to the clerk that sells; it supplies him with a more intelligent viewpoint than he could otherwise obtain.

But apart from the department articles, there are a large variety in each issue covering many incidents of store life; on store systems, on advertising, on the handling of customers, on such problems as mail order competition, credits, approbation, etc., stock-taking, window trimming, and scores of others.

Reading them will not only benefit your staff, but will add an interest and a zest to their work; they will understand better and as a result do better.

If one or two copies are not enough to go around, try taking a second or a third.

Cut This Out and Paste on the Cover

This issue of DRY GOODS REVIEW Belongs to

Firm .....

Those whose names appear below are requested to read as soon as possible those pages in this issue that apply directly to their own departments, check off their names, and pass on to the one directly below in the list. If you desire to secure the copy again later for a further reading, place a check in the last column opposite your name.

Dept.	Name	Have Read	Wish Back
Office			
Dress Goods			
Ready to Wear			
Dress Accessories			
Fancy Goods, Notions...			
House Furnishings			
Millinery			
Knit Goods			
Furs			
Footwear			
Window Trimmer			
Card Writer			
Advertising			
....			
....			

The Publisher's Page

By F. M. A.

On Tuesday Last Fourteen Retailers Wrote Us For Information

The editor was in an enquiring mood and figured out the buying power of these fourteen merchants, and at a conservative estimate their buying power amounted to $950,000. Just think of it!

These merchants, and hundreds of others, not only read Dry Goods Review, but use it, and correspond with us with reference to their different problems of buying and selling and store management.

The paper that has such a hold on its subscribers is a valuable advertising medium indeed for the manufacturer or wholesaler with anything to sell to the dry goods and general merchants of Canada.

These merchants not only read the editorial pages, but also the advertising pages. They are in business to sell goods and have to keep posted on new lines and also new selling arguments of the established brands. They have found from experience that some of the most valuable information is obtained from the advertising pages.

Don't hesitate. There is nothing to be gained by keeping your business a secret. Give your house and your goods a little of the light of day through Dry Goods Review, the paper retailers have confidence in. It will do you good and put extra pep in your salesmen. Try it.

Start with our December number. It will close November 30.

THE DRY GOODS REVIEW

Publication Office—143-153 University Ave. TORONTO



28 "Service" Branches Throughout Canada.

Canadian Consolidated Rubber Co., Limited
MONTREAL, QUE.



LET "SERVICE" BE YOUR "BUY" WORD

When Purchasing Waterproof Clothing

You cannot "serve" your customers well unless you, in turn, are given real "SERVICE" by the manufacturer from whom you buy.

Real "SERVICE" not only means prompt deliveries and courteous treatment; it also includes salable and stylish goods of high quality and excellent workmanship.

WE PROVIDE "REAL" SERVICE

Our line-up is complete, our quality is unexcelled, and our prices are right. Let us show you what we can do.

IT IS OUR DESIRE TO SERVE YOU.



Canadian Consolidated Rubber Co., Limited
MONTREAL, QUE.

28 "Service" Branches Throughout Canada.





Birmingham's Christmas Neckwear

THE Birmingham range presents as usual the latest creations of the neckwear world, recognized by Canada's largest and best stores as above the average.

The numbers illustrated above are representative of the Birmingham line, which embodies a fine range of distinctive models most enticing for Christmas selling.

B. 1226—Funnel Collar, $7.50 doz., made of organdie voile, hemstitched, trimmed with velvet.

B. 1266—Aeroplane collar, $9.00 doz., made of velvet, finished with taffeta ribbon.

B. 1296—Stock collar, $10.50 doz., with flared sides, made of taffeta, fur trimmed with taffeta bow.

B. 1227—Funnel Collar, $15 doz., made of taffeta silk, fur trimmed, cord fastener.

B. 1231—Funnel Collar, $18 doz., very fine fluted net, picot edge, trimmed with velvet band, black buttons, dome fasteners.

THIS year, why not encourage early shopping by showing some really attractive neckwear models—excellent values of the Birmingham type? Get the Christmas buying spirit in the air by showing your patrons some Birmingham numbers.

SEND FOR SAMPLES

T. H. Birmingham & Co., Limited

93 SPADINA AVE., TORONTO

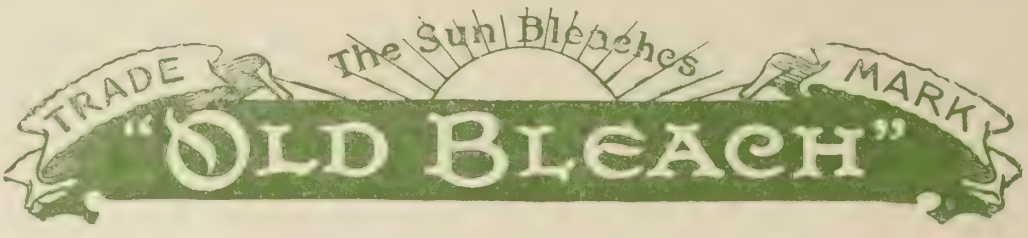
DRY GOODS REVIEW



December
1 9 1 5

Xmas
Number

THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE - - 143-153 UNIVERSITY AVENUE. TORONTO



Gifts of Elegance—
"OLD BLEACH"
exquisitely patterned Towels, Art Table Damasks, etc.

It's an easy matter for any person to select a gift for a woman whether married or with matrimonial intentions, when linens are given.

"Old Bleach" Linens are always acceptable and appreciated. Their delightful, snowy whiteness, their exquisite, soft, durable texture, bleached by the sun instead of by injurious chemicals, carries a direct appeal to every woman.

There are hundreds of patterns to select from in "Old Bleach" Table Damasks and Towels.

O. B. stock in Toronto

R. H. COSBIE, LIMITED
IRISH LINEN AGENCY
30 WELLINGTON STREET WEST - TORONTO, CANADA

The Embroidery House of Canada

EMBROIDERIES
—the Thoma type
will ensure success of your White Sale

Start your January white sale off with a whirl by putting on a sale of Thoma Embroideries.

They are popular because of their quality of fabric, design, workmanship and price.

We carry a complete stock in Montreal of all the newest patterns.

Samples submitted on request.

G. Thoma *and* Co.
Manufacturers of Swiss Embroideries
ST. FIDEN-ST. GALL (Switzerland)
AGENT
J. H. Gagnon, Unity Building, Montreal

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St. E.C.

Publishing Offices:

Melbourne,	Fink's Buildings
Sydney,	Post Office Chambers
London,	71 Queen St., E.C.



Greenshields Limited

wish to extend to each member of the Trade their best wishes for a very Happy Christmas and a Bright and Prosperous New Year.

Throughout the coming year, as in the past, we offer you our hearty co-operation.

We thank you for your favors during the present year and look forward to your continued patronage for 1916.

GREENSHIELDS LIMITED

VICTORIA SQUARE, MONTREAL

"Everything in Dry Goods"



Spring Styles Favor English Mohairs

Fashion changes increase but never decrease the popularity of English Mohairs, because it rests on the solid foundation of their extreme utility and beauty.

Style predictions for 1916 reveal new possibilities for Mohairs, because of the great ease and grace with which they can be wrought into prevailing and forthcoming modes. No fabric is better adapted to folds, drapes, plaits and all 1916 Spring style requirements in flare of skirt, coat, peplum, tunic or mantle.

Leading costumers are using English Mohairs almost exclusively in their smart street costumes, and automobile garments.

Feature English Mohairs for Spring Styles. It will pay.

Guaranteed by the B. D. A. — a mark of Mohair Quality.

YOUR WHOLESALER CAN SUPPLY LATEST COLORS and COLOR COMBINATIONS.

THE BRADFORD DYERS' ASSOCIATION, Limited, of Bradford, England

American Bureau: 235 W. 39th St. New York

Christmas "Rush" Orders

Sent to the right house result in satisfaction and profitable business instead, as is so often the case, of disappointment and worry.

Promptness and Care

Due to the shortness and rush of this season letter orders sent to us are given special attention. If at all possible the goods are shipped by return and should we be out of a line every effort is made to procure.



John M. Garland, Son & Co., Ltd.

Ottawa, Canada

Staple and Fancy Dry Goods, Smallwares, Carpets, etc.

MENNEN'S TALCUMS

FOR a generation Mennen's Borated has been the standard of purity and safety in a Talcum Powder and has merited the endorsement of thousands of doctors, mothers and nurses. The demand for Mennen's is universal. It is extensively advertised, and you will find that the mere display of these Talcums in your store is sufficient to "make a sale."

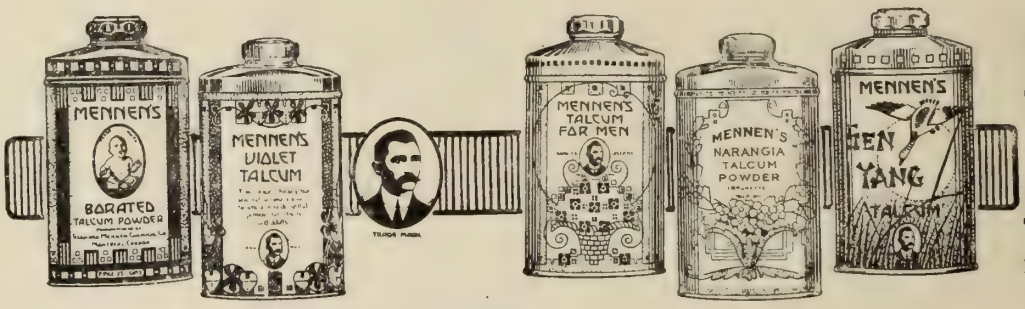
Selling Agents—Harold F. Ritchie Co., McCaul St., Toronto

Made in Canada by Gerhard Mennen Chemical Co., Montreal

Mennen's Borated Talcum

Mennen's Violet Talcum

Mennen's Sen Yan Powder



Mennen's Narangia Talcum

Mennen's Talcum for Men

The McKinley Edition of Ten-Cent Music

will always hold first place as an Edition of **Standard, Classic and Teaching Music.**

An established demand for this line of music exists throughout the United States and Canada. It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself, to thousands of dealers, to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 200%** to the dealer.

The McKinley Edition (Revised for our Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealers' imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for Samples and Particulars to-day.

Also we want you to know our Jobbing Department is one of the largest and most complete in the country. We can take care of your wants for anything in Sheet Music.

McKINLEY MUSIC COMPANY

The Largest "Exclusively Sheet Music House" in the World.

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WILL P. WHITE, LTD.

Manufacturers' Agents and Importers

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Luke Turner & Co., Leicester, Eng.—Garter Elastics, Webbings and Beltings. Gold Label and Silver Label (Registered) Qualities.

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Rosenwald Bros., London, England—Coiffuretta, Tidy-Wear and Silk Hair-Nets, Can.-Anglo Brand Dress and Garment Shields.

George Goodman, Ltd., Birmingham, England—Safety Pins, Hairpins, etc.

Morris & Yeomans, Redditch, England—Needles, Needle Cases, Crochet Hooks, Hatpins, etc.

Donisthorpe & Co., Leicester, England—Wool Mendings.

Howard Wall, Ltd., London, England—Dean's Tape Measures, Corset Fasteners, Babies' Bootees and Shoes.

Colonial Weaving Co., Peterboro, Canada—Beltings, Feather Stitch Braids and Embroidery Trimmings.

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Schott Bros.—Button Moulds, Schott's and Diraco Machines.

The Winwal Co.—Buttons that can be covered by hand.

PEARL BUTTONS
English, French and Japanese.

JAPANESE HAIR AND TOOTH BRUSHES

THE WELL-WORTH BINDING BRAID
Made from selected Twist.

THE "GLOBE" BOOTLACE CABINET

"GIVEASE" COLLAR SUPPORTS
Made in England.

"SURESTAY" DOME FASTENERS
Manufactured in Spain and U.S.A.

MANUFACTURERS AND WHOLESALE TRADE ONLY SUPPLIED.

"MATRON" & "MAID"

The World's Best-Known Wash Fabrics



"CORONA" and "IDRI"

The best substitutes for "Matron" and "Maid" for the medium and lower-priced trades.

These famous cloths are each identified by the diamond-shaped ticket every five yards on the selvedge. They are all-the-year-round cloths, making up into smart washing frocks for ladies' and children's wear, maids' dresses, boys' washing suits, jumpers, overalls and other garments.

They are all done in a wide range of stripes and plains.

Names of wholesale houses can be had from the manufacturers' agents:—

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A. H. Parks, 77 York Street

MONTREAL
W. E. Rhodes, 33 St. Nicholas St.

VANCOUVER
W. James, P.O. Box 447

QUEBEC
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TAPATCO
REGISTERED BRAND TRADE MARK

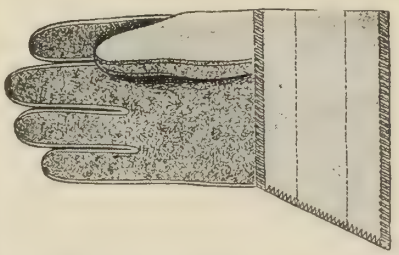
When you've looked them over



you will fully understand why "Tapatco" Cotton Gloves are creating bigger business for dealers everywhere.

Made entirely of Canadian materials by expert Canadian workmen, "Tapatco" Gloves give that satisfaction which creates profitable customer confidence.

This popular selling line embraces Gauntlet, Knit Wrist or Band Top Styles in Heavy, Medium or Light Weights. Also Leather Tip and Leather Face Gloves, and Jersey Gloves and Mitts, in Tan, Brown or Oxford.



"Tapatco" Cotton Gloves are probably the one thing necessary to put your Glove Department on a better profit-producing basis.

Why not try them out? Get a sample order, to-day.

American Pad & Textile Co.
CHATHAM ONTARIO



When buying Hosiery ask for

HAWLEY'S "HYGIENIC BLACK"

There is no better Dye in the World.

Every Pair Warranted Fast to Washing, Hard Wear and Perspiration.

Works - Hinckley, England.

"The Specialty House of Canada"

McINTYRE, SON & CO.

LIMITED

Montreal Canada

DRESS GOODS
Gabardines, Broadcloths, Crispines, Ottoman Cords, and many other popular lines.

SILKS
Poplins, Plain and Shadow Marquisettes, also full range in plain and fancy Crepes and other novelties.

COTTONS
New effects, Silk Chiffon and Embroidered Voiles in White and Colours, Viyella and Kimona Flannels, Crepes, French Delaines.

GLOVES, HOSIERY and UNDERWEAR
Kid Gloves in Glacé, Suede, Mocca, Cape and Chamois. Hosiery and Underwear for Men, Women and Children.

SMALLWARES, EMBROIDERY and LACES
Splendid range Embroideries and Laces for January and early Spring trade. Complete assortment of Smallwares, and many novelties now being shown.

LINENS
Damask Table Cloths and Napkins to match. Thirteen-piece Madeira sets. Fancy and staple lines.

BEST MADE IN FRANCE
Trefousse Gloves
BEST SOLD IN CANADA

"VIYELLA" (REGD.)
FLANNEL
DOES NOT SHRINK

We are sole selling agents and distributors in Canada for

"TRÉFOUSSE" and "ROUILLON"
Kid Gloves

"VIYELLA"
Flannels and Shirtings

"NIAGARA MAID"
Silk Gloves, Hosiery and Underwear

To the Trade throughout the Dominion we convey the

Season's Greetings

and most sincere wishes for

A Happy and Prosperous New Year



Wash Goods Spring 1916

We have already booked for Spring probably the greatest amount of Wash Goods ever booked at this date.

We are particularly well provided with **Voiles,** which are in immense demand.

Plain Voiles—White and Colors—27-inch and 40-inch.

Printed Voiles—27-inch, 36-inch and 40-inch—in *Conventional* and *Floral* Designs.

Embroidered Voiles—36-inch—in all the leading colors.

Striped Voiles—36-inch—Plain White and Colored Stripes on White.

THE W. R. BROCK COMPANY
TORONTO (LIMITED)

Inquiry Comes From Firm in India

Just a Few Samples of the Directions in Which the Service Department of The Review Furnished Information to its Readers During the Past Month

WHEN you become a subscriber to "The Review" this is part of the service you buy. Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured. We have facilities for procuring information about new goods, novelty lines, etc., and our Service Department is at your disposal at all times. We are glad to be of any possible assistance to our readers, and requests for information are most welcome. Cut out the coupon below and use it when you would like us to give you information. The following are a few of the inquiries received and answered during the past month:

Karachi, India—We find in your Review an advertisement of "Craftana" hosiery. We are interested in the line and shall be glad if you will kindly let us know the name of the manufacturers of the line. It will save considerable time if you pass on our request to the manufacturers, asking them to send us samples and their terms?

Answer—Wm. Raven & Co., Leicester, Eng.

Woodstock, Ont.—Kindly give us the English address of the makers of Fox's spiral puttees?

Answer—Fox Bros., Wellington, Somerset, England.

St. Thomas, Ont.—Will you please advise us by return mail the best source for procuring rubber waterproof coats, such as are used for postmen, firemen, etc?

Tavistock, Ont.—Where can I procure spats for men?

Answer—Philip Jacobi, Wellington St. E., Toronto; Rauh & Co., 316 South Ave., New York City.

Medicine Hat, Alta.—Where is the E. C. Scuffer boot for children made?

Answer—Boston, Mass.

Brigden, Ont.—Where can I procure elastic stockings, silk or mixed, made to measure?

Answer—Authors & Cox, College St., Toronto; Ingram & Bell, McCaul St., Toronto; J. F. Hartz Co., Yonge St., Toronto.

Fernie, B.C.—Can you loan us a few illustrations or cuts of a suitable background for a good, but not too expensive Christmas window?

Welwyn, Sask.—Can you inform us where we can get cuts in Canada for all departments? We have been getting them from————, but the duty is so high it almost puts them beyond our reach.

Belmont, Man.—Where can we procure ladies' ready-made dresses in Fall materials? Ask for catalogue to be sent.

Sherbrooke, Que.—Where can we procure cheaper grades in hosiery, underwear, embroidery, lace and notions?

Humboldt, Sask.—Is there a concern in Canada making a specialty of lines usually handled by 5, 10, 15 and 25-cent stores?

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____191

PLEASE TELL ME WHERE I CAN PROCURE_____

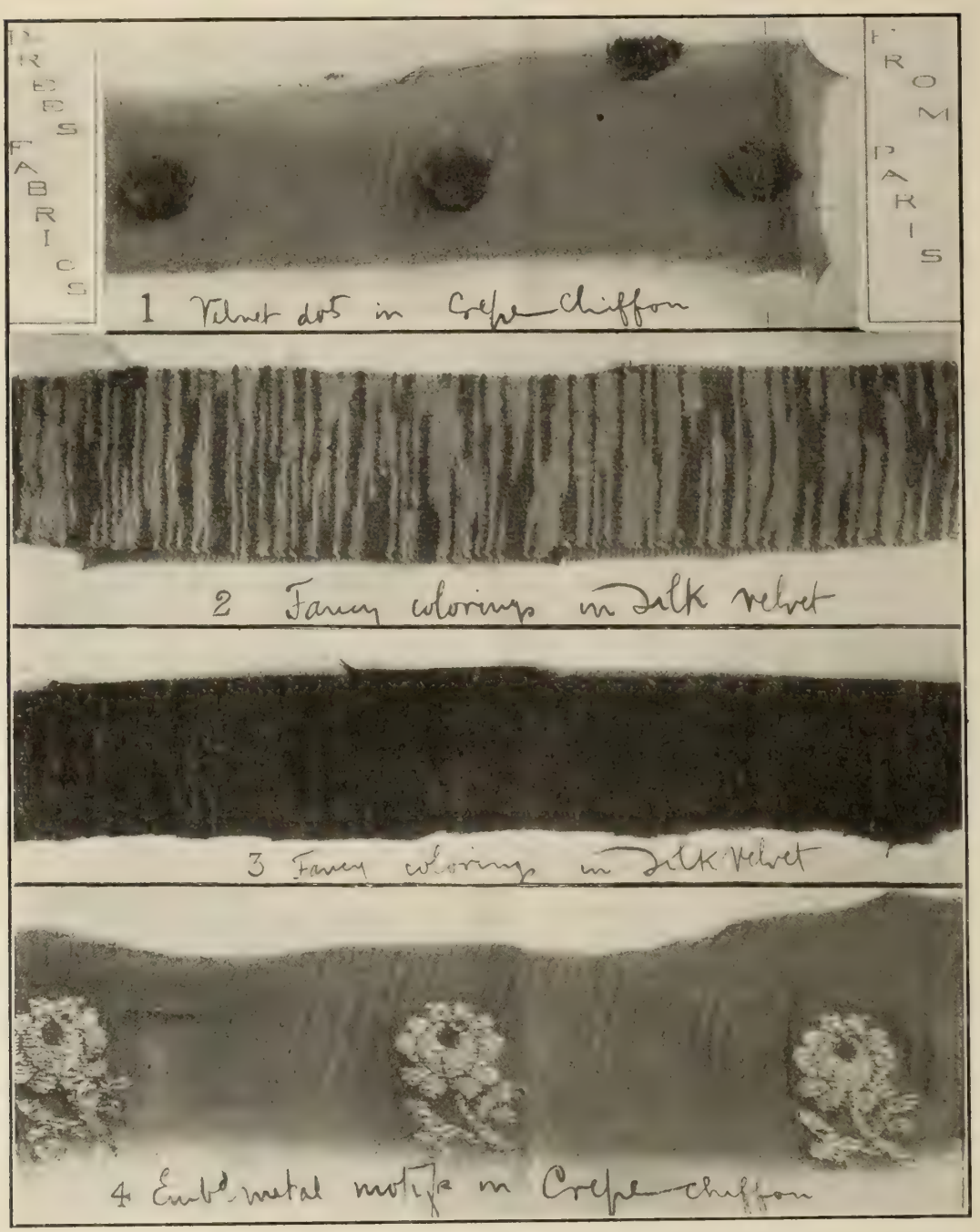
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_____

NAME_____

ADDRESS_____

New French Dress Fabrics Sent Direct to The Review





The top and bottom samples are crepe chiffon—one marine blue embroidered with silver flowers, the other deep, sombre purple, with velvet dots the same color. The centre samples are extremely lightweight chiffon velvet in two colors,—one in French blue and ruby, the other in darkest purple and rich wine color. See letter from our correspondent on opposite page.

Dry Goods Review

VOL. XXVII. TORONTO, DECEMBER, 1915 No. 14

From the Trenches in France

Special Correspondent of The Review on the Battle Front Resumes Our Paris Service of Last Year by Translating Letters From the City and Forwarding With Samples—Velvets in Vogue in Crepe Chiffon, With Velvet Dot and Metal Motifs

SOMEWHERE in France, Nov. 5.—We have now completely entered upon the Autumn Season and November brings on the earth the first fogs with their melancholy and sadness. We have not been able to wear very much our light dresses of the Summer time, but we must add that we owe it in great part to the present conditions in our country. How could we dress as nicely as we used to fifteen months ago, when our hearts are so anxious!

Velvet is now one of the materials most in vogue for the present season. Bright colorings have completely disappeared or are hardly worn, and French women seem to show by this that the gravity of the present hour is always alive in their minds.

* * *

RETURN OF TAFFETAS AND VELVET

MANY families being in mourning, black is generally worn, and this has also brought us back two materials which match exquisitely. I mean to say, Taffetas and Velvet.

I have noticed also some afternoon dresses made half in woolen stuff, ended by a band of velvet, either in black or fancy colors, such as samples two and three, or the same tone as the woolen fabric; also velvet collars and cuffs.

SILVER OR GOLD METAL CLOTH

I WANT to give a special notice to one of the latest novelties issued: the trimmings made of embroideries in gold or silver. Collars and ends of sleeves are trimmed with silver or gold metal cloth, and some other cloths with stars of metal. The metal ornaments, and especially the stars, seem to be taken as a distinction in the grades of the French army, and be looked on as a sort of remembrance for our soldiers; also for the strength of our faith in the future victory and better days to come.

All afternoon dresses are generally made in two different fabrics: wool with silk, for instance. The matching of these two cloths gives very pretty effects, but the shades remain practically the same.

The sleeves of the bodice are made in the most cases in chiffon, which gives much lightness, and is also more agreeable to wear than the long sleeves in a heavy stuff. I find that the light sleeves give to the appearance an aspect more elegant and feminine.

Evening dresses are made as usual in light fabrics. Velvet is combined with the light fabric, either in plain or in fancy, at the end of the flounces made of net or voile; or else at the belt. Fur has lately appeared as trimming at the same places, and at the ends of the sleeves.

Translating on the Battle Front

EDITORIAL NOTE—We believe history fails to furnish a precedent for the present arrangement under which Dry Goods Review has reorganized its Paris fashion service. Our valued correspondent was drafted into the army: he was seriously wounded, and in a hospital in the south of France for months; in another, he convalesced. He is now in the front lines again,—but made an arrangement for fashion news and samples of the latest and approved fabrics to be sent him from two expert sources in Paris. He translates the letter into English for readers of The Review, though it still retains its French flavor. On the page at the left are shown samples sent out; and above, the news article with its valuable hints of future fashions in Canada.

A strange, roundabout but effective method of communication!

Monsieur Gagnereau has just passed through the Champagne campaign. "I escaped without any new injuries," he writes, "although I never saw such a fire of everything combined since the beginning of the war. I have not heard anything more for the post of interpreter with the British forces . . . . . which is very regretful."

GETTING A LIGHT WINTER FABRIC

OUR manufacturers have tried to combine velvet with a light cloth, such as silk, voile or crepe, in order to give to the eye the aspect of a winter fabric, silky and rich, being altogether very light and supple. I give you an illustration of this fabric in sample 1: Velvet dots woven on chiffon crepe.

In this same idea I have seen also velvet stripes treated in a similar manner.

* * *

AUBERGINE, THE POPULAR COLOR

CONCERNING shades, as I said before, they are generally dark this season. The one most in vogue is, as we say here, "Aubergine"; others are bishop, taupe, dark brown, dark green. **This color, Aubergine (in sample 1), is the great hint at the present time,** and very young ladies wear it to-day very much. In ordinary times it certainly would be considered as a great deal too cold and serious.

* * *

LONG JACKETS FAVORED

THE tailor-mades are always very much appreciated, and outside the short jackets, which are generally worn by short ladies, I have noticed that they had a tendency to get longer and to come nearly to the end of the skirt; sometimes covering it completely.

These long jackets will certainly be favored, as although making a tailor-made suit with a skirt of a different cloth, they can be used as a mantle to wear over any afternoon dress. The shapes are very different, but they have all a belt or a band which shows the waist. Sometimes the belt is put at the correct place, in some others a bit lower. The jacket is also made in a few cases of one piece, and the belt gives the waist line; but generally the garment is made in two parts.

SKIRTS CONTINUE SHORT

SKIRTS remain what they were at the beginning of the war, that is to say, fairly full, with deep folds and rather short, showing the tops of the shoes. A few ladies had begun to criticize this fashion as they did the slashed and narrow skirts we saw the season before, but this sort of criticism may be looked on as a sort of habit and I never take a view like this as long as the garment does not run to extremes and is worn with taste and judgment.

* * *

EMBROIDERED WITH GOLD OR SILVER

I WANT to give a special notice to one of the latest novelties issued: trimmings made of embroideries in gold or silver. Collars and ends of sleeves are trimmed with silver or gold material; some others with stars. These metal ornaments, and especially the stars, seem to follow the differences in rank of the French army and may be looked on as a sort of remembrance of our soldiers, and a proof of the strength of our faith in future victory and better days to come.

* * *

WOOLEN SERGES, VELVETS, GABARDINES

THE fabrics used, most are woolen serges and velvets, also gabardines. The trimmings will be made of furs, or of embroidered galoon, which will give to the whole piece an aspect of great richness.

* * *

TWO TYPES OF COLLARS

REGARDING collars, there is no definite rule. However, in accordance with the season we will certainly see high collars on mantles and jackets, but for home wear ladies will keep their blouses with the open collars, which are so nice and elegant.

As the latest novelty, I should mention also sample 4, embroidered motifs of metal on crepe, which will make ravishing little blouses.

Forecasts of Our Paris Correspondent

EVERY BUYER SHOULD CAREFULLY READ the letter given above from The Review's French correspondent, giving as it does an outline of what fabrics Paris is using, and preparing. Of supreme interest are the references to the new velvets and to the established vogue of sheer transparent fabrics; the decoration of such materials with motifs in gold or silver or of velvet and also the manner in which such fabrics are combined with velvets and other materials.

The statement that velvet is one of the materials most in vogue is backed by the lavish use of velvet in the models Paris is sending over. The velvet samples from our correspondent, illustrated on another page, are as light in weight and as supple as the very lightest chiffon broadcloth, and therefore are eminently suitable for spring wear. Sheer transparent fabrics on the voile and crepe chiffon order have been gaining ground for some time. For spring they will doubtless be combined with faille and taffeta as well as velvet, and it is expected that the silk foundation will be again in evidence.

The embroidered metal patterns in the form of a small single flower, star, or similar set designs are a new idea.

A feature that should be noted also is that the open collar is still retained as a finish to the blouse, though for winter wear the high collar is used on separate coats and jackets.

The short full skirts falling in godet folds continue fashionable, and the variations that have marked the lengths of the suit coat still continue to hold good. As a matter of fact Paris has never held to one hard and fast length, but has always used the length best fitted to bring out the style idea embodied in the garment to the best advantage. The long suit coat mentioned that can also be worn as a separate coat would seem to point to the introduction of a new type of garment.

Fashion Developments of the Month

A Cape Revival is Possible—Showing Skating Costumes — Gorgeous Hosiery — Fancy Ideas in Sleeves—Long Directoire Coats—Hosiery With Puffs

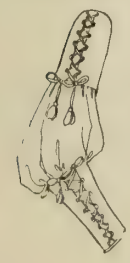
IN this article, and in similar form each issue, there will be described in brief the chief developments in fashions of the month with style tendencies that are appearing upon the horizon. Where advisable, these will be taken up in greater detail in their special departments.

Poiret Comes to Life.—Great interest attaches to the first collection of models shown by Paul Poiret since the outbreak of the war. Poiret, who was fighting in the ranks, is back again in Paris. He has sobered down and the garments he is showing are more wearable, and the color effects much softer. He still retains his love for black and white, and his treatment of this combination is masterly.

Capes Threatened.—Fashion is not satisfied with the success of the flared skirt: the peplum must flare also and therefore it is stiffened with horsehair or boned fabric. Following out the same lines comes the cape or tippet. The cape has had a long rest, but cape collars are promised on coats, and even capes themselves are threatened.

Fur Umbrella Handle.—Fur has been applied to everything: the latest and the most unlikely is the fur umbrella handle. This handle is Directoire in shape, with a large ring through the end and both handle and ring are fur-covered. Another handle exactly the same in shape is of natural wood with the ring of a heavy silk-covered cord.

Fanciful Sleeves Coming.—Sleeves have been very simple affairs for some period of time now, but a glance at any book of costumes or the old files of a fashion paper shows the elaboration that can be applied to this point when Dame Fashion gets busy. Every indication points to more fanciful sleeve fashions—to sleeves with the dropped shoulder, with caps, puffs and frills.



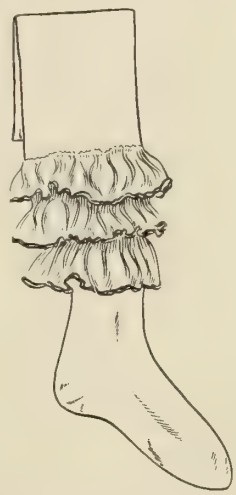


Leather Neckwear is a recent development. Stocks are made of glazed kid or suede in all the new colors. Bow ties and collar and cuff sets are among the collection. Many of these sets very appropriately are trimmed with fur. High frillings set on a deep band ornamented with folds, tucks and other trimmings are showing. These frillings come in both white and flesh, and the variety of styles is being added to every day. They come in collar lengths, and can be worn to fasten either under the chin or at the back of the neck.

Kid Costumes.—Paris, as usual, started it by showing the very smartest coats imaginable made of glazed kid combined with fur. Now New York is showing kid costumes, and hats that are made of fur and kid, also leather trimmings in the form of bands stamped with gold and colors in curious Chinese patterns are showing.

The Skating Craze.—The liveliest trade this Fall, if the weather behaves, will centre round Winter sports. The sweater people, the skirt, and the section devoted to separate coats have all cleverly opened up the campaign. Skating windows and special shows of skating togs are very much in evidence these days.

Frills on Hosiery.—Hosiery grows more gorgeous: silver and gold hose are to be worn with slippers of the same. It looks as though pantalettes would have to be reckoned with in the coming Spring. Some of the latest novelties in stockings show frills set just above the ankle. There are, as a rule, three frills, the first one just clearing the top of the high boot.



Gorgeous Effects in Materials.—It cannot be said there are any new materials, but those used are very rich: velvet, brocade, metallic cloths and laces, faille, taffeta, satin or charmeuse, as well as tulle, mousseline and chiffon cloth. Gorgeous effects are gained by combining black and gold, white and silver, silver and pink or blue, and mauve and gold.

A Spanish Touch of Lace.—One way in which the Spanish touch is emphasized is by the use of silver lace. Lanvin is using this kind of lace both for yokes and around the edge of the skirt. Another development of the same idea is the transparent hem and lace flounces that show the feet through. Many evening gowns show this fashion.

Long Directoire Coats of faille or taffeta, both in plain and Pompadour patterns, are shown, to be worn over gowns of silk materials or of voile and chiffon.

Ripple Below the Waist.—With the short full skirt comes the flaring, full, rippling peplum effect below the waist which can only be achieved by the use of a haircloth or a boned interlining. One reason why the ripple below the waist is introduced is because it makes the waist look small.

BUYING FOR RELIGIOUS INSTITUTIONS

Goodwin's Limited, Montreal, have opened up a new department under the name of "Salle des Communautes," in which business is transacted exclusively with the religious institutions of the city, and for which a special office has been opened, elaborately furnished for the entertainment of priests and nuns who visit the store. The department is in charge of Henri Gagnon, formerly their head window trimmer, who accompanies these clients through the store, and assists them in making purchases.

At Least 30 p.c. Ahead

Up to Nov. 15, increase from Oct. 1 exactly 20%. At least 30% increase expected by end of 1915. Business for November to date ahead of November, 1913. Whole year to date only 4½% below 1913.—Brown's Limited.

Portage la Prairie, Man.

25 to 35 p.c. Up

October business and November's to date exceed last year's by 25 to 35%. Judging by present indications we should have a bumper October-December record. Business for 1916 should show a substantial increase over 1915.—Regina Trading Co.

Regina, Sask.

40 p.c. Ahead

October increase 30% over 1914; November increase to 24th, 40%. Prospects for at least 40% increase for the last three months of 1915. We are now doing practically 1913 business. For 1916: "Selling prospects good, buying prospects poor."—Stanley Mills & Co.

Hamilton, Ont.

Retailers Report Business is Speeding Up

Letters Covering a Wide Area With Few Exceptions Quote Figures for Last Two Months With a Gratifying Advance Over 1914—Conditions Improving and Confidence Returning—Prospects Good for 1916—Benefit to Country and City Alike

WE had heard from manufacturers and manufacturers' agents; from wholesalers and jobbers; from the commercial agencies: almost all had agreed that the tone of business was improved, that collections in most districts were better, that merchants were easing up the brakes a little in their purchasing.

But we wanted to hear from the great body of retailers as to how it was going with them, whether their increased activity was a reflection of actual results in increased sales or mainly an earnest of their faith that the consumer would loosen up and build up a turnover that was still rather lean.

A list of merchants in widely scattered districts in Canada was picked out at random, in order to make the test the more dependable and representative ones of these are presented below as they were received. Over 90 per cent. reported that the closing months of 1915 were considerably better than those of 1914, and in some instances a remarkable improvement was noted. With two exceptions the replies held that business conditions were more favorable than one year ago, mentioning war orders and the huge crops—and also an improved sentiment whose influence the majority of merchants are quick to appreciate.

Below appear representative answers and The Review believes that the publication of some of these, or a summary, in store advertising will help still further the brighter trend of business. The questions submitted were as follows:

1. Was your October business and November's to date ahead of last year's and by what per cent? .....
2. Are the prospects good for the last three months of 1915 beating last year's, and by how much? .....
3. What is your view of prospects for 1916? .....
4. Is trade likely soon to approach the figures of 1913? .....
5. What more favorable elements are there now in business conditions compared with the latter part of 1914? .....
6. Other remarks.

QUOTATIONS FROM THE REPLIES

AMONG the first replies received was from the John White Co., of Woodstock, in general terms:

"Business with us, all along, since the war commenced, has uniformly been quite satisfactory, and the regular increase has been fully maintained.

"We look for a continuation of brisk business, so long as we receive such immense orders from the Home Government for munitions, and other war supplies, to which we largely attribute the present general prosperity of Canada."

Ottawa, Ont—Charles Ogilvy, Ltd., report business for October and November to date ahead of 1914. As to a comparison with 1913, this firm writes: "With us we are ahead of 1913."

Good Prospects in West for 1916

Regina, Sask.—R. H. Williams & Sons bring a hopeful and strong message from the West: business ahead of last year on first and second counts.

Prospects for 1916: "Good. A great deal more money in the country this 1915 on account of wheat crop."

Belleville, Ont—The Ritchie Co.: (1) Business ahead 10 per cent.; (2) "We expect to make a considerable advance (for Oct.-Dec.). The year 1916 will depend on the progress of the war.

More favorable elements—"Better crops and people more hopeful."

Other Remarks—"The best part of a dry goods business is the fancy end of it. There are no teas, receptions, etc., that cause ladies to require several hats and extra dresses. It is all knitting and extra clothes are not required. Brilliant successes at the front in our favor would help trade greatly. Until that comes we cannot hope for trade as of old."

West Rapidly "Coming Back"

Above appear summaries of three replies. Nothing could be more pleasant and impressive reading than the reply for example of Brown's, Limited, of Portage La Prairie, Manitoba, a firm with a big turnover, and widespread connections. They furnish convincing evidence that the West is "coming back" at a rapid rate.

They were ahead—up to Nov. 15—20 per cent. as compared with the corresponding six weeks of 1914.

The last three months of 1915 would be 30 per cent. ahead of 1914.

"By the end of December we expect to be ahead of 1913."

"Business should be normal in 1916."

Running Ahead of 1913 Now

As to approaching 1913—"At the present time our business for November is ahead of business to same date in November, 1913."

There are "better crops, which means more money. The feeling regarding the war generally is better.

Other remarks: "Business has been very good with us all this year and at the 15th of November we stand just 4½ per cent. below 1913 for the year."

"Bumper Trade" in Regina

The Regina Trading Co., another solid institution of Western Canada, operating of course in a more populated local field, is quite as cheering in its report.

The report from Oct. 1 to Nov. 18 was 25 to 35 per cent. ahead of 1914.

"A bumper trade" they look for to the end of the year.

"The volume of business for 1916 should show a substantial increase over 1915."

This firm under the heading of "Other Remarks," points out that now business is being conducted along more reasonable and economic lines; that men have come to realize—by bitter experience—the need for capital, business ability and systematic organization as well as a merchandise system. This portion of the reply is reproduced in full on the editorial page in this issue.

Hamilton Leaping Ahead

Coming to the remaining one of this trio, Stanley Mills & Co., of Hamilton, Ont., the figures quoted by Mr. Robert Mills for the firm should cause confidence to pulsate at the huge possibilities. Ahead by 40 per cent!

And only those who have any conception of the total turnover of this firm of three brothers will realize just what a 40 per cent. increase means.

They add: "We are now doing practically 1913 business."

There is a note under prospects for 1916, which is repeated in varied phraseology in several others: 'Selling prospects good; buying prospects poor."

St. Catharines, Ont—McLaren & Co.: "Yes," was the reply to each of the first two questions, with "good" prospects for 1916. Trade would "very soon" return to the 1913 figures.

Other Remarks—"Factories busier, crops better, and more settled policy."

Big Business in 1916

Owen Sound, Ont.—McKay Bros.: 1—10 per cent. ahead. 2—At least 10 per cent. increase. 3—"We think conditions are favorable for a big business in 1916,—providing we can get the goods to sell."

With this firm 1914 was a better year by 10 per cent. than 1913.

Good for Rural Communities

Newburgh, Ont.—H. M. Ryan: 1—25 per cent. ahead; 2—25 to 30 per cent.; 3—Should be one of the best for dry goods in rural communities for the last four years."

4.—Soon.

5.—More favorable elements now. "Farmers here have better crops. They will not have to spend the money for food for their stock."

25 to 35 Ahead in Alberta

Dropping back to the West for a moment: The Royal Store, Lethbridge, Alta., 30 per cent. ahead to Nov. 15, with expectations of 25 to 35 per cent. to the end of December. 3.—Better than 1915.

More favorable elements are: "More money in circulation and a better feeling among the buying public."

Hamilton, Ont.—The Arcade: "Although hampered by building operations our sales this fall considerably exceed those of 1913. General conditions are much better, while at the same time a great deal of extra work is being provided by war contracts."

Chatham, Ont—Spencer Stone: Expect that turnover for Oct.-Dec. will be practically the same as last year.

More Philosophic Outlook

Mr. Spencer Stone makes the following suggestion in regard to trade: "In our opinion the falling off in trade is caused not so much by the scarcity of money as by the fact that it is going into other channels. People are subscribing with remarkable freedom to all the war funds and this must necessarily to a great extent cause retrenchment in other directions."

But, the outlook is better as people in general are looking at conditions more philosophically and are not so blue as they were this time last year."

25 to 30 p.c. Ahead

October-November to date is about 25 per cent. ahead of 1914, and October-December should be ahead 25 to 30%. The year 1916 should be one of the best in the dry goods trade in rural communities in the last four years.—H. M. Ryan.

Newburgh, Ont.

25 to 35 p.c. Ahead

October and November to date 30 per cent. ahead of 1914. Prospects for last three months of 1915 being 25 to 35 per cent. above 1914. Prospects for 1916 are that business will exceed 1915.—The Royal Store.

Lethbridge, Alta.

40 to 50 p.c. Ahead

October was a little ahead of last year, but November will be 50% better, and the last three months of 1915 promise to be 40 to 50% better than 1914. 1916 should be good.—Brault & MacDonald.

Cornwall, Ont.

War on Discounts in Maritime Provinces



N. C. CAMERON, St. John, N.B.,

Secretary of the New Brunswick branch of the Retail Merchants' Association of Canada.

The Dry Goods Review, *St. John, N.B.*
Toronto, Ont.

Dear Sirs,—

I notice by a late issue of your paper that you ask for information as to how some merchants are dealing with dressmakers' and ministers' discounts. I may say that I had the pleasure through the Retail Merchants' Association of Canada, to have these discounts abolished in two out of three places where I made the attempt. The first place was Peterboro, Ontario, where all the merchants signed an agreement not to allow any discount to dressmakers, ministers and employees of other stores. One of these merchants kept track of all the discounts allowed in one year and it amounted to about $1,500.

I have also had these discounts discontinued in the town of New Glasgow, N.S., where I used the same tactics. I find that nearly all the merchants are anxious to get rid of this old-time abomination.

The third place in which I tried to stop this evil was in Truro, N.S., where I found that all the merchants were anxious to discontinue the discount to ministers, but one or two wanted to still allow the dressmakers' discount. Therefore, we could not bring about the matter of discontinuing the evil. Messrs. Boyd Bros., of that place, individually discontinued giving this discount over a year ago. They say that as a result, they have lost only a little business from the dressmakers, but they found it paid them not to allow the discount.

It is our intention to take this matter up in every village, town and city throughout the Maritime Provinces.

Trusting that this may be of some interest to you.

N. C. CAMERON,
Per F. P. G.
Secretary N. B. Provincial Board,
The Retail Merchants' Association.

Paris, Ont.—J. R. Inksater: "October was fully 25 per cent. over last year: November will show a small increase. We are confidently looking forward for an increased business."

As for comparison with 1913: "Yes, general conditions are fully better for increased business."

Peterborough, Ont.—"Business is good."

Niagara Falls, Ont.—One of the leading factories was closed down until lately although now working nearly full time. No munitions being turned out here.

Ahead of 1913 in Moncton, N.B.

Moncton, N.B.—Peter McSweeney Co.: October business was 15 per cent. ahead of last year's, and November to date 12 per cent. Weather lately has been too wet and too mild. Prospects for 1916 are good in Moncton, "as we are mainly dependent upon I.C.R., and traffic is very brisk and likely to be even more so, when St. John and Halifax handle all overseas business."

"1915 so far is well ahead of 1913 to end of October. Shell and underwear factories in Moncton are working day and night with greatly increased staffs compared with a year ago."

1916 Record Year in Farming Districts

Glencoe, Ont.—J. N. Currie: "A gratifying increase is expected if seasonable weather conditions exist.

As for 1916: "With that feeling of confidence and optimism among farmers and most manufacturers there is every indication of 1916 being a record business year. Trade is already better than 1913. This applies more particularly to towns and villages in good agricultural districts."

Far Better Than Last; Coming Strong

The manager of The Right House, Hamilton, Ont., wrote: "I beg to say that our Fall business is far better than the corresponding period of last year, and we look for still greater improvement for the balance of the season, and we will undoubtedly have satisfactory trade during the Spring months, as the Hamilton factories are all very busy, which, of course, means that there will be more money spent in the city than there was last year, at which time the factories were many of them idle.

Yours very truly,
A. W. DAY.

ADULTERATION OF DYES

PRICES are being paid for dyes that are almost unbelievable: colors that before the war sold around 50c or $1, sell now anywhere from $10 to $15 per pound. Black dye for carpet wool, for instance, is specially short and the sale for $5 of a keg of this dye that usually costs $1.25, is reported. At a sale of lost property held by the Midland Railway at Derby, a keg containing $1\frac{1}{2}$ cwt. of methylene blue was sold for £310. Before the war a similar lot would have cost about £10 or £12. A silk house bought dye at $3.80 that cost 40 cents before, and the $3.80 dye was only 1-10th strength.

MOTOR SHOW IN A STORE

The Montreal Auto Trade Association have decided to hold the 1916 Motor Show in a department store—that of Almy's Ltd.—from Jan. 22 to Jan. 29, inclusive. The building is one of the largest available in the city, but only the basement will be used for this purpose. It will bring a large crowd into the store.

Knitted Goods, Silks, Cottons, Etc., Higher

Manufacturers Declare Sharp Advances Will Take Place in Hosiery, Underwear and Sweater Coats for Fall, 1916—Cottons Up as Much as 25 Per Cent.—Raw Silks in Sensational Rise—Many Other Lines Firmer

Reports on the Market Situation

SILKS, cottons and knitted goods divide interest this month in the procession of advancing prices. We forbear to include woolen dress goods, for that is such an old story that it may be taken for granted. Linoleums and floor oilcloths have been advanced by the Dominion Oilcloth Co. one to two cents per square yard on all lower grades. Other advances in housefurnishing lines are dealt with in their own department in this issue. Linens are very firm. Ribbons are up 5 to 10 per cent.

Some Cottons Up 30 Per Cent.

THE further advances in cotton goods were intimated last month when price lists were withdrawn. One cotton house is still holding off committing itself to a definite schedule. Another has announced considerable advances. The raw cotton market slumped in the latter part of November, but on the 27th the bullish influences drove it up again, and it stayed—with further advances. Reports from the South, as picking ended, showed smaller crop estimates than had been anticipated, and with Manchester business improving and Liverpool more active—with 150,000 bales less on hand than two years ago—the market continued strong. From Nov. 9 to the end it advanced 110 points, or $5.50 a bale.

Three large Eastern textile mills have new lists under way: one became effective late in November and another is on the press. These lists are expected to last through December, but even this is uncertain.

In one list heavier lines such as denims and dark flannelettes, where a large quantity of color is used dyeing, are up 15 per cent.

Some of the comparisons of the last three price lists appear below, but a more extended account of the situation is given in the Dress Fabrics Department.

Cloth.	Spring, 1915x White	Col.	Sept., 1916x White	Col.	Nov., 1916x White	Col.
Black suiting, 28 inches	....	8½	....	9	8¼	11¼
Rice cloth, 28 inches	....	12½	....	12½	13	16
Gabardines, 30/40 inches	....	....	20	24½	25	30
	....	....	21	25½	26	31
Piques	....	....	10	....	11½	....
Lingerie muslins, 39/40 ins.	....	8½	8½	....	9¼	....
	....	9	....	9	9¼	....
Mercerized French Batiste, 39/40 inches	....	....	10½	11½	10½	11½
Voile, 39/40 inches	....	....	10	....	10½	....
Duck, 27/28 inches	8½	8½	8	8½	8½	12
Nainsook, 36 inches (A)	11	....	9½	....	10	....
(B)	12½	....	12	....	14	....
Near linen, 35/36 inches	10½	....	10	....	11	....
Middy cloth, 36 inches	....	....	10	....	12½	....
Fancy Check Muslin, 26/27 inches	6½	....	6½	....	6¾	....
Indian Head, 36 inches	....	....	9½	....	11	....
Sateens (black only)	....	10½	....	11½	....	14½

xWhere two prices are given, the first refers to white and the second to colored.

Prices Steadily Up in States

A report from New York states: Higher prices are being paid steadily on colored cotton goods, and buyers are making little fuss about it. Agents, as a rule, have ceased to talk about dyestuffs scarcity as a factor in price advances, as they grew tired of being taunted when certain lines of goods were offered below the market, and at the same time guaranteed fast colors. Those who want fast colored goods now are willing to pay for them. Those who would not buy fast colored goods a few months ago, when they were offered very much under replacement cost, are now talking of very high prices that are sure to come. Recent advances named on colored cambrics, indigo denims, seersuckers and dress ginghams, attracted little or no attention.

Some Sweater Coat Advances

KNIT goods manufacturers announce that prices for next Fall will advance considerably. One tabulates as follows for The Review:

	1915	1916
1.	$2.25	$2.75-$3.00
2	3.00	4.00
3	4.50	6.00

Another declares that sweater coats that sold for this Fall at $36 will be $42 or more likely $44 for next Fall. General advances, they claim, will be 20 to 30 per cent.

Makers of hosiery and underwear are working on their price lists now, and big advances are certain. In many cases larger percentages of cotton are being used in an effort to hold prices down, but cotton yarns themselves are high and rising, partly through the greater demand as a substitute for wool; partly owing to the condition of the raw cotton market.

The London wool sales in November resulted, on the whole, in an advance of about 7½ per cent. on both medium conditioned merinos and crossbreds. The buying of Russia and United States was held responsible for this.

Raw Silks Up $1.25 Per Lb.

RAW silks have gone up from $1 to $1.25 per lb. in a few weeks and all varieties are affected. One of the best known silk buyers in America writing to Toronto from New York said: "They don't know here where the market will go. Raw silk dealers all say that higher prices can be looked for still. There is not likely to be any change in the situation until the new crops in May or June. All say they never before saw such a rapid advance." No contracts are being made.

"Three weeks ago," said the head of a large silk firm, "we were talking of a 75-cent advance. Now it is $1.25."

As a result of these advances partly, prices of silk piece goods are going up and ribbons are now up 10 per cent. Another reason is an advance of 15 per cent. in dyers' prices coming into effect this month.

Artificial silk is showing even more sensational rises and is at the time of writing higher than real silk. England, Belgium and Germany were our chief sources of supply.

What One Year Has Done in Silks

Some of the raw silk prices in New York compared with one year ago are as follows:

	1914.	1915.
Italian—Best Classical	$3.45	$4.50
Japan—Double Extra, Cracks	3.45	4.65
Sinshiu No. 1	2.90	4.10
Canton Ex. Ex. A. Cracks	2.45	4.05
Shangrai—Steam Filatures	3.20	4.70
Tussahs	82½	1.60

In a letter on raw silk, Chabrieres, Morel & Cie., of Lyons, France, state that prices of Canton fil have advanced 15 to 20 per cent. in the month, and 60 to 70 per cent. as compared with Dec., 1914. Almost equal advances are noted in Japan fil., China steam fil., and Italian raws.

Suggestions for January Sale Cards

Minute Descriptions of Large Streamers and Small Price Cards Suitable for Semi-Annual Clearing Sales.

Twelfth of series by R. T. D. Edwards

THE month of January was known for many years as the sale month for white goods. All goods that were white, whether made up in garments or sold by the yard, were the only kind of goods included in this sale. But time has changed this custom. The merchant, knowing of the reaction after the Christmas rush, and seeing the great success which the white goods sale met with, has gradually brought in other classes of merchandise until the month of January is now the greatest sale month of the year. In large and small stores alike sales are carried on in the effort to stimulate business.

Keep Sale Name Prominent

These sales are run under various names, but the most popular are: "January Sale," "Mid-Winter Sale," "Annual Clearing Sale," "January Sale of White Goods," etc. The main thing which should be emphasized is to keep the name of the sale continuously before the public. It should be worked in on all price cards, both large or small. It also should be used on show-cards and paper posters throughout the store and in the windows.



Suggestions for posters or streamers: for detailed description see article.

It can be put on in dozens of different layouts or designs, either by printers' type, plates made from hand work, or the actual hand itself. If a great quantity is wanted, it is advisable to have them printed, but when the store is small and the quantity of cards used does not run up into the hundreds, they can be written by hand. Many designs that are of an exclusive nature can be made up easily and quickly.

Many stores have a striking design made up and use it year after year and the public becomes so familiar with this that as the season of the year approaches they look for these tickets.

Different From Any Other Cards

The coloring of these cards is a thing which must receive careful attention. Care should be taken to have them entirely different to any other cards used at other seasons of the year. A bright, striking card is necessary, but the colors used must harmonize with one another and also with the surroundings.

Color Combinations

Here are a few suggestions for the price ticket color combinations:

White card with green headline and price.
White card with red headline and price.
Green card with black headline and price.
Blue card with black headline and price.
Yellow card with black headline and price.

Never use red color on blue cardboard or blue ink on red cardboard, or yellow color on green card, or green color on yellow card. Red color on pink card is also not permissible.

Posters or Big General Cards

Posters or large show-cards are a necessity in connection with a big sale. These should be used to stick on windows and to put in prominent places throughout the store. If posters are desired, make them on good tough strips of paper. They should be made as attractive as possible, as these are the means by which you announce to the public that something out of the ordinary is going on inside. Half-sheet cards displayed throughout the store in prominent places announcing the sale also keep the customers' interest up. These can be made with the same design as that which is used on the posters.

Fig. 2 shows three different layouts and designs which can be worked up in colors. These can be made very attractive. The wordings can be changed to suit your particular line of merchandise.

Suggestions For Posters

Design "A" shows the style of lettering, as taken up this month, in use within the circle. This lettering is black with a background cut in around it of pale green. The broken circular line is of a dark green shade. The heavy border is of pale green and the remaining lettering

(Continued on page 31.)



Geo. Robinson, Ltd., Hamilton.—Albert Searls, Wm. Brighton and Bert Johnston have enlisted from this store.

Richard L. Baker & Co., Toronto—Among those who have enlisted are Walter Davis, Charles March, and Percy Reynolds.

Halifax, N.S.—George H. Keating, the well-known Lower Water street dry goods merchant, has reached camp in England after a trip on the Saxonia with 2,500 troops.

Hamilton, Ont.—It is proposed to organize for the 120th Battalion a full company of 250 men, of office and retail shop and business men, including dry goods store clerks, bookkeepers, stenographers, etc.

Hamilton, Ont.—Sergeant A. E. Anderson died of wounds received at the Dardanelles. Sergt. Hamilton lived here six months in 1912, and then went to Brandon to work with a wholesale dry goods firm. When war broke out he went back to England to rejoin his old regiment in Manchester.

Gordon, MacKay & Co., Toronto.—Private T. B. Rodger, late of Glasgow Highlanders, wounded near La Bassee last January, has returned to his home in Toronto. He was a salesman with this wholesale firm but was on a holiday trip when war broke out and enlisted. He was struck by a bullet in the arm but will soon have the use of it.

KHAKI BACKGROUND FOR THIS BUYER



This is Mr. Chas. McMillan, lately in charge of the staples department of Grant, Andison & Co., Woodstock, Ont., who enlisted with the stretcher bearers of the 71st Battalion, now in winter quarters in that city. The firm write: "As a token of appreciation for his faithful services and the sacrifice he has made by enlisting as a private to do his 'bit' for the Empire, his position with us is being held open for him until after the war, and he will also be remembered from time to time by soldier comforts both from the firm and staff." The cut is reproduced from a group snap-shot of Mr. McMillan's corps.

THE DEATH OF LIEUT. REVOL

LIEUTENANT A. T. REVOL, associate manager of Perrin Freres & Company, whose death was announced in last month's issue, was killed by a bursting shell while leading his company in the big drive in the Champagne district. The story of his military activities is replete with incidents of daring and success. When he left Montreal, July 28th, 1914, on a business trip to England, he little thought that his arrival would witness the whole of Europe involved in a vast, monumental struggle for existence.



Already a non-commissioned officer in the French Army, Mr. Revol lost no time in rejoining his regiment. The ability that he displayed quickly elevated him to the rank of Lieutenant in the 112th French Territorials. He has been recommended by his Lieutenant-Colonel for the Certificate of Honorable Mention for valorous conduct.

Among the officers of the 112th, there was none more popular. Lieut. Revol was especially well liked by his men, who followed him with the utmost confidence in several notable engagements. As a business man the loss of Lieut. Revol will be much regretted. Still a young man, but 38 years of age, he had attained considerable prominence in the business world, especially in England, France and Canada. For the past 15 years Canada has been his home, and he filled with honor and success many important positions of responsibility. He was Conseiller du Commerce, Exterieur de la France, Ex-President de la Chambre de Commerce Francaise; Vice-President de l'Alliance Francaise and Associate Manager with Mr. H. W. Austin of Perrin Freres & Cie.

Lieut. Revol was unmarried. He leaves a father and five sisters.

Perrin Freres & Cie. have contributed largely to our brave army of defenders. Two other members of this organization, Messrs. Mounier and Lavie, have given their lives for their country, and many others are now at the front.

January White and Clearing Sales

January Now a Month of Sales in All Departments — Better Grade Whitewear Than a Year Ago is Expected to Sell—Silken Lingerie in White and Flesh a Feature—Some Holding Off Until February—Caution Against Slashing on Rising Market

JANUARY sales are an institution, and are as sure as the January snows. The big white sale always begins the month, but it merges into a general clearance and pre-inventory sale as the month advances. January is one of the logical sales months of the year, and January bargains have always been relied upon to produce business, and to keep up takings during one of the dullest portions of the year, since like Friday it was associated with special low-priced sales.

January is a month of sales in all departments, a month in which to get the stock down and the shelves clear for the spring merchandise that will commence to come in in February.

Happy is the store that has gained securely the confidence of its customers, for it can put on a reduction sale and draw the business it wishes to secure. Of course the majority of stores wish to make a wider appeal and to compensate for the lessened profit by making fresh customers for the store. To do this the management in many stores are now thinking overtime to put over something different that will attract attention.

Starting Off With Lingerie

Though the lingerie sales are not of the importance that they were some years ago, the majority of stores begin the new year with a rousing selling of lingerie garments. But in the majority of stores this sale is only part of a general white goods sale in which all departments that can possibly feature white goods do so. In some stores lingerie no longer counts in January; and the sales are not put on until February. The idea behind this change is to make it more attractive, by bringing the selling period nearer the time when it is needed. The majority of people do not buy their supplies until the need develops, and from this standpoint February is deemed the better month in which to feature white wear.

The bulk of the merchandise offered is bought specially for the January sales, but there are always some broken lots and soiled garments that it is beneficial to clear out. Last year the demand ran very largely to the cheaper garments and materials: this year good business is expected in better grade goods. This is all the more certain because buyers can assure their customers that extremely good values are offering as the cotton used was bought before the recent advances.

Garments made of silk fabrics such as crepe de chine, washable satin and taffeta, Milanese knitted silk fabric, and even chiffon are entering into keen competition with those made of fine nainsook or batiste in the better grade goods, and some of the most attractive window and interior displays will consist of garments of this kind. As these garments come in both white and flesh these displays will have the extra attraction that color gives.

Windows After Christmas Ends

Early in the week between Christmas and New Year's the decorating force begins the task of putting in windows for the white goods sale. As a rule elaborate backgrounds are not used, nearly all the skill at the decorator's command being concentrated on the arrangement of the merchandise. The most attractive garments are shown on wax figures, and a very usual idea is to show a figure in negligee attire seated before a dresser as though searching through the stock of lingerie in the open drawers. Garments are thrown over chairs as though just taken out, and are grouped as the taste of the director directs. Soft shaded lamps that cast either a rosy or a golden glow can be used with telling effect and are particularly attractive when the days are dull and stormy.

Fine Goods and Stocky Displays

The white goods windows—windows showing domestic and household linens are of the stocky variety, the goods being shown in the web and piece. Some of the most attractive windows seen last January depended wholly for their color relief upon the trade marks of the manufacturer. Windows of this kind take considerable time to arrange and are usually left in for a longer period. After the first opening windows have been shown, a rapid series of sales windows follow featuring the special bargains for the day. As a rule the window refers to sales that will be held a day or perhaps two days after, and so that there may be no confusion large cards are prominently placed announcing the day the goods are on sale. Price tickets are also made prominent for special prices and values are the drawing power behind the sales.

The majority of stores decorate the interior for the January sale, but as a rule some inexpensive scheme is

(Continued on Page 37.)



A nicely balanced clearing-sale ad., the purpose indicated prominently at the top and the divisions well marked.

Might we suggest, in your own interest, that you send us a list of your Dry Goods wants

BY LETTER
and
FREQUENTLY

At the same time we send you our very best wishes for Xmas and New Year's 1916.

THE W. R. BROCK COMPANY, (LIMITED)
MONTREAL

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXVII. TORONTO, DECEMBER, 1915 No. 14

GREETINGS

THE season approaches for the ringing Christmas carol and message of "Peace and Good-will" as applying in its broader sense to all the nations of the earth. But for the second time the sound will be drowned out by the cannon's roar on four great fronts of war, and by the echo that reaches from the battle lines to the uttermost corners of the world. We prize as never before that ideal of Christmas-tide, but peace is not for us yet. That grotesque, vaudeville performance being played out, as we write, upon the stages of America and Europe, is a travesty upon the name of Peace. Only confusion can follow upon those who cry for "Peace" when there can be no peace. Peace can come only when Honor and Justice can stand as its helpmeets, ensuring permanency and a lasting benefit to all mankind. Peace must mean not merely a cessation of fighting,—then were the life-blood of millions shed in vain. For the peace the world needs we still must "Fight on, fight on!" In the year that has passed, however, we have come, we believe, sensibly nearer our goal, and with a stronger and a more understanding confidence we look forward.

"Good-will"—surely our sympathies, hardened in one direction for a time, have broadened through a realization of the great sacrifices that have been made by those around us, by our kinsfolk in the Mother Land and in the sister colonies, and by our Allies and life-long friends. "Good-will" to these and a special measure for our sons who are at the front this Christmas time; a stronger resolution to uphold our cause to the limit of our national and individual powers; a firmer faith in victory and the peace that is to come. This be the tenor of our greeting to our readers for Christmas and the New Year.

CAUTION IN JANUARY SALES

ORDINARILY it has been the practice of the most shrewd merchants to clear out stocks in January, preparatory to the annual inventory, goods that had not sold as readily before the new year as was expected and all other merchandise that might be affected by a change in fashions. The latter class should be cleared as usual this year; with the former, most merchants will be disposed to move continuously. For instance, woolen dress goods in staple lines are almost certain to be higher next Fall than the goods cost for this season; prices for underwear, hosiery and sweater coats have been advanced 20 to 30 per cent. for next Fall already; linen stocks are falling steadily and the flax supply cannot be replenished in a twelvemonth.

The Review consulted one of the shrewdest merchandise buyers in Canada on this point. "It is a rigid principle in our store not to hold stock over," he said, nearly always it deteriorates and fresh stock, even at a higher cost, will be more satisfactory to the customer as well as to us. Moreover, in 80 to 90 per cent. of departments it is always the best policy to compel our buyers to keep their stocks clean, and it would be dangerous to let it be understood that this tested policy could be departed from; a dangerous and unprofitable precedent, even if in a few cases we feel certain we would make thousands of dollars. What we are doing is contracting for our goods for next year as early as possible; we are taking no chances, but arranging for deliveries whenever we can get them—for it has become a practice for many manufacturers during the past year to add on for dye costs, for freight charges, extras of many kinds, to meet sudden changes in conditions, even when we have a contract with them, and we 'take them or leave them,' as we please.

"What I would say for the average merchant is to hold to his safe policy of forcing his buyers to clean up in January and February, except where, in special cases, he feels that he cannot be reasonably certain of a new supply of goods for next season to replace those he would sell now at marked-down prices. If he cannot, he should hold on to the goods he has."

We submit this as a balanced policy that is worthy of serious study.

Why Business is Better

As Merchants View It

WE confess that apart from those that covered the Costs of Doing Business—which we are now resuming—we have never received so interesting a series of replies as those now coming in, dealing with business conditions, present and prospective. The favorable nature of these reports surprised us, as we believe they will the public in general, if, as we trust, our readers will give publicity to these and other "prosperity" facts—bank clearings, customs receipts, lack of unemployment, etc. Several reasons underlying this resumption of prosperity as suggested are as follows:

From Newburgh, Ont.—"Farmers here have better crops. They will not have to spend the money for food for their stock."

From Chatham, Ont.—"We consider the outlook better at present than a year ago, because undoubtedly the people in general are looking at conditions more philosophically and are not so blue as they were this time last year."

From Paris, Ont.—"Work is more plentiful and manufacturers here are all working on profitable business. During 1913 Western conditions were beginning to tell on Eastern trade to a very marked extent and I believe with the great crops throughout Canada, the immense war contracts which have been placed, Canada is bound to have a general revival in business during the coming months—so mote it be."

From Hamilton, Ont.—"Plenty of work, mechanics' wages never known to be so high."

From Owen Sound, Ont.—"Conditions locally are much better than last year, as our factories are now running full time."

From Cornwall, Ont.—"Besides our industries working well, our farm trade is better than ever, which has been a great help to increase our business."

From Lethbridge, Alta.—"More money in circulation and a better feeling amongst the buying public."

From Portage la Prairie.—"Better crops, which means more money. The feeling regarding the war and generally is better."

From Belleville, Ont.—"Better crops and people more hopeful."

SIGNS OF THE RISING TIDE

THE reports from retailers published in this issue. The subscription of over $100,000,000 to the domestic loan where only $50,000,000 was asked.

A gain of 29.5 per cent. over last year in bank clearings in the East at the end of November, and of 53.6 among Western cities.

Unemployment falls to an almost negligible quantity in big Canadian cities.

Canada's national revenue for the eight months ending November was $104,750,000, compared with $90,400,000 last year.

Customs receipts at Toronto for 11 months of 1915 amounted to 16,788,562, an increase of $1,319,582 over last year. Increase for November was 107.9 per cent.

Montreal customs receipts for November were $2,187,490.94, compared with $1,317,616 for November last year.

Increase of nearly $85,000,000 in savings in Canadian banks, and contraction of nearly $30,000,000 in current loans.

Orders for shells by end of 1915 will reach $375,000,000,—all distributed in Canada. Required for these: 45,000,000 lbs. of brass and copper and 800,000,000 lbs. of steel, giving an unlimited market for the new industry of copper and zinc refining in Canada, and taxing to the limit the output of every steel plant.

Official announcement that, now Canada has ceased to borrow from Great Britain, we will pay our own way in the war henceforward, and in addition, will provide something like $500,000,000 credit for the Mother Country on munition orders!

The Silver Lining to the War Cloud: 1915 vs. 1914

"Business is being conducted along more reasonable and economic lines; there will be comparatively few under capitalized business in the trade; many business men will have realized by bitter experience that it requires capital, business ability and systematic organization to conduct successfully a business, especially so when competition is keen and when trade conditions are abnormal. A merchandise system is absolutely essential in the conducting of a retail business to-day, thereby accurately tabulating weekly sales, weekly purchases, margins of profit, reductions of margins of profit by price-cutting, etc."—Extract from letter of Mr. A. F. Little, General Manager Regina Trading Co., Ltd., Regina, Sask., to The Review.

READY-TO-WEAR

New Paris Styles

Cape Collars and Full Length Silk Coats Featured—The Influence of Cape Effects Shown in the New Blouses.

ONE of the most important items that comes through from Paris is that Paul Poiret feels himself sufficiently free from his military duties to re-open his establishment and produce new models. The first Poiret models seen since the war started were exhibited in the hundred models shown by the much discussed Defence Syndicate. These models, while very beautiful, are along the lines already shown and indicate the development of present styles rather than any new style idea. Now it is stated that Poiret intends to show advanced Spring models early in January. This is a time of the year when fashion is in the making and it is only a straw here and there which shows which way the wind is blowing.



Just out from Paris—satin blouse with net sleeve caps. Courtesy of Women's Wear.

Since the idea that garments should be drawn in at the waistline gained ground, styles that emphasize this effect have been developed. The bolero is one of them and another is the flaring peplum, and latest of all comes the short cape or the postillion collar effect as a neck finish. The new Spring tailor-made, it is hinted, will have a full flaring peplum, in many cases stiffened with an interlining, and the tippet or cape reaching to the line of the shoulders will decorate the neck. A suit sent from Paris has as a feature one of these capes, but only in the front, for at the back it formed a bolero which ended in a belt in front, and below was a full and fully-flaring peplum. The skirt was moderately wide and just touched the tops of the high boots.

Paris is bringing out "three-piece" costumes, so called. A dress of tobacco-brown faille has a waist of the same silk embroidered in silver with the sleeves of tulle. Over this dress is a long coat drawn in to the waist line with rows of shirring with a cape to the elbow line lined with the embroidered silk. Several of the model houses are showing costumes of this kind—the point being the full length silk coat worn over a dress of the same silk.

Fashion is becoming extravagant again and simple suits and gowns have had their day. This cape development is already influencing other garments and the new blouses are showing cape-like tops to the sleeves. Paris is busy with the sleeve nowadays, and caps and puffs are being introduced.

Infants and Children

Yokes of Hand Embroidery With Hemstitched Hem on Skirt—Square Yoke and Panel Front.

MANUFACTURERS are busy with infants' and children's lines for Spring. Because, perhaps, daintiness counts more than style, for the type is unchangeable, the infants' line comes first. Fine, sheer materials, and suitable laces and embroideries are the choice, and the tendency is towards the avoidance of over-elaboration and in favor of simple designs. It is good material and perfect workmanship that sells the garment, not the mass of trimming. This is a sensible development, as the simple, dainty frock is not only more becoming, but it lightens the heavy burden of the laundry work.

For the wee folk a favored style are little dresses with round yokes of the so-called hand embroidery with buttonhole finish at the sleeves and neck and having the skirt finished with a hemstitched hem, above which comes a line or two of tucks and fine Valenciennes lace. Dresses that are a little more elaborate have the yoke and the seams outlined with a beading and both the sleeves and neck are lace edged.

Rather more elaborate but still quite simple are the little dresses of lawn or muslin with the square yoke with panel front. Both yoke and panel are embroidered in small floral sprays. The material is gathered to the yoke with a beading at the sides of the panel in front and also across the back and both skirt and sleeves finish with a narrow Valenciennes lace-edged ruffle put on with a line of insertion.

Some little frocks in this style have the skirt part of baby embroidery, and the panel finished with one or more lines of Val. insertion.

Some of the sweetest little frocks have the yoke and panel front formed of lines and groups of tiny tucks and Valenciennes insertion, while other dresses show lace medallions in addition to the groups of pinch tucks. Smocking is introduced into some models and one pretty little dress has a round embroidered yoke with smocking across the centre front.

The Perfection *of the* Medium-Priced Corset

THE increasing demand for the medium-priced corset during the past few seasons has prompted The H. W. Gossard Company to give special consideration to this line of merchandise until a perfection has been reached which places it beyond competition.



We offer our new models with the assurance that they represent a quality value, a style value, and a wearing service which will meet the most exacting demands of a discriminating trade.

We cannot too strongly emphasize the physiological correctness of

Gossard Corsets

Every corset is modeled on a living figure by our designing experts, and passed on by our Board of Consulting Physicians, and the wearer of a Gossard Corset is assured a body support that insures her health and comfort, together with the new figure lines in the most perfect detail.



We shall be very glad to make arrangements to have our special representative call upon you and demonstrate the superiority of these world-famous corsets.

THE H. W. GOSSARD CO.

Largest Makers of Fine Corsets

CHICAGO, U.S.A.

Wear **Gossard** CORSETS
They Lace In Front



LOOKING TOWARDS SPRING

Suit developed in marine blue, wide satin-striped taffeta. The coat has a novel collar and the new flare stiffened with hair-cloth, and an ornate cuff. The pipings and hand-made trimming which finish the skirt are of white faille.

"ANNOUNCEMENT"

We beg to inform our friends that our new range of Wash Skirts, including the

HAMPTON SPORT SKIRTS

will be ready early in January.

Special efforts have been made to provide even better values than last year.

We will offer a wider selection of fabrics in styles that will be right, while the fit and workmanship will be the same, the best.

We strongly advise early booking to ensure satisfactory delivery.

The Hampton Manufacturing Co., Limited
Colonial, Cadieux and Elmire Sts.
MONTREAL

Makers of the "Jack Tar," "Admiral," "Kiddie" Middies

The Whitewear Sales

Bargain Whitewear Still Important —Growing Prominence of Silk Lingerie—New Models Developed in Washable Satin, Crepe de Chine and Milanese Silk.

THOUGH bargain whitewear still forms a not unimportant part of the merchandise offered at the January sales it has no longer its old importance. This is due to the style changes that have worked a complete alteration in the nature and make-up of the garments offered. Daintiness and elegance are now achieved by the use of sheer cottons and washable silks, with the trimming reduced to a minimum, and lines of beading and a little good lace taking the place of the ruffles and frills that accounted for yards and yards of lace and embroidery. Crepe de chine is now an established fabric and rivals if it does not take the lead over nainsook and batiste. Chiffon is used for camisoles, and washable taffetas and satins are coming to the front as lingerie fabrics. Even when a garment is of batiste it is not always white, but as in the silk fabrics flesh color is equally fashionable.

All lingerie garments are built on exceedingly simple lines, but they must be well cut and of good material. The gowns are slip-over in style and the decollete is brought to a V point in front. Some garments are cut with a deep yoke buttoned with beading and the short, hanging sleeves are in one with the yoke, while both sleeves and neck opening are edged with a narrow Valenciennes lace. A ribbon is run through a beading at the neck which draws the opening up so as to fit the figure, and bows of ribbon form an added decoration.

Many models are in Empire style with the line between the bodice and the skirt part defined by a beading. With this style of gown butterfly sleeves caught together by bows of ribbon are often seen.

When nainsook is used it is very sheer and groups of tiny tucks and Valenciennes or filet lace are the usual trimming. Some exceedingly desirable gowns have touches of hand embroidery at the neck and on the sleeve and a narrow lace edge to the openings.

Washable Satin

Some exquisite garments are fashioned from washable satin. This fabric has all the lustre, gleam and glimmering richness of satin with splendid wearing and washing qualities. This satin for underwear purposes comes only in flesh and white. A charming nightgown made with a V-neck was trimmed with frilled revers of Georgette crepe, and frills of the same also finished the sleeves. Envelope chemises and combination garments made of this satin are the last word in luxurious undergarments. Practical as well as luxurious are the knickers with elastic at the waist made in this fabric. Petticoats made of this satin in combination with net are "perfect dreams."

One petticoat in pink has a bound scalloped flounce over one of pleated net.

Corset covers or camisoles come both in washable satin and in crepe de chine and chiffon. These covers are cut in surplice style and the neck opening and sleeves are edged with Valenciennes lace. The fullness in front is distributed by means of a grouping of smocking below the shoulder and the waist is finished with an elastic.

Difference Between Misses' and Women's Models

The advent of the new models in women's corsets has put a distinguishing line between the misses and women's models. The miss and the slender woman with very little bust development can obtain a low bust model. In misses' lines the low bust is retained, and also the lighter boning and softer materials. Even here, however, the boning is heavier so that a more rounded outline can be given to the figure. Pink corsets are selling very freely in misses' sizes.

Front lace corsets are becoming more and more popular. The manufacturers who were responsible for their first introduction have perfected and put out some splendid models. The front lace corset gives a figure line at the back that is obtainable in no other way. The best testimony to the success of the front lace corset is that every manufacturer of any note has a selection of these models in his line.

Innovation in Brassieres

The fact that curves are coming back is responsible for a new innovation in brassieres. This brassiere has pockets under the arms and over the bust that can be filled and shaped as the wearer thinks fit. There is no danger of the filling slipping, as it is securely held and it can be removed at will and therefore is perfectly sanitary. The shield under the arm can be filled with wadding and the hollows that make fitting a task can be satisfactorily filled.

Skating Skirts

These are a New Development and Come in Bright Colors and are Trimmed with Fur—Corduroy and Checked Velours are Favored Materials.

THOUGH the season is far advanced, there are still novelties showing in separate skirts. The new skirts are put out under the name of skating models but they are really smart and modish models made up in white or high-colored broadcloth, velours or corduroy and trimmed with velvet or fur. When darker shades of the above fabrics are used or the skirt is made of tweed, these skirts are just the thing for wearing under a fur coat or an ulster. Smart cut is imperative and the two-piece and gored circular models are almost universal. Some of the latest show a line of embroidery above the hem often worked out in silver threads. Velvet battlemented trimmings form another finish, and some of the models have velvet yokes. Panels back and front connected by a yoke are seen.

Though the plain skirt leads, some models show pleated panels. Pockets are still a feature, and fur, velvet, braid and handsome buttons are the most featured trimmings. Apart from the high colors used for skating models, navy, black and dark brown are the selling colors, while serges, broadcloths, poplins and whipcords are the leading cloths.

BIG SEASON IN WAISTS

Waist manufacturers are having a big season and as usual when sales are large styles are varied, and do not run all in one groove. The new blouses are built up on simple lines, but are more graceful and feminine, and not so severely tailored as they were a few months ago. And they are as practical as they are becoming, for they are developed from crepe de chine, Georgette, and wash silks and satins. White and flesh continue to be the best selling colors; bisque is also showing and in dark shades, black, navy and brown are the leaders.

Waists of white crepe often have the collar and cuffs of crepe or silk in such colors as blue, mauve or maize. Georgette crepe models are embroidered, beaded are braided with silk soutache braid.

MIDDIES

for SPRING DELIVERY

We are shewing a complete range of Middies in Children's, Misses' and Ladies' sizes, made of fine and serviceable materials, particularly suitable for these garments.

We specialize on this line and are in a position to give you particularly favorable goods and service.

As Middies will continue to be very popular, and on account of unsettled conditions, it is important that you order early to ensure prompt delivery.

The Canadian Converters' Co. Limited.
Montreal

(John P. Black Co., Limited, Ladies' Wear Factory)

123 Vitre Street West ∴ Montreal, Que.

MADE IN CANADA

NATIONAL GARMENTS

Raincoats——Utility Coats

WRITE FOR NEW CATALOGUE

National Rubber Co. of Canada

207 ST. CATHERINE ST. WEST
MONTREAL

TORONTO—60 Front St. West
S. M. Hansher

—— SHOWROOMS ——

WINNIPEG—286 Bannatyne Ave.
C. Coppleman

FITS LIKE A GLOVE

La Rose Brassière



Satisfaction to your trade

is assured when you sell La Rose Brassieres. They meet the growing demand for brassieres of quality, selling at reasonable prices.

La Rose Brassieres excel in style and quality of material, and are featured in high-grade corset shops everywhere. For holiday trade they are ideal and will be packed in individual holly boxes, if desired. A sample dozen will prove to you how good they are. Send for one now Prices range from $2.25 to $24.00 a dozen.

La Rose Brassiere Co.
Factory: Newark, N.J.
Main Office: 341-47 Fifth Ave.
New York City

Arlington PETTICOAT QUALITY & STYLE

REMOVAL NOTICE

AFTER DEC. 20th

Our New Show Rooms

WILL BE AT

302 FIFTH AVE., Cor. 31st Street

Arlington Skirt Mfg Co.

COLORED PETTICOATS

Office and Factory:
119 W. 25th STREET

NEW YORK

TRADE MARK

"Noesting"

If you have been putting up with the inconvenience of the ordinary pin ticket—the jabbing of the fingers; the tearing of expensive fabrics—then it is time you tried out Noesting.

NOESTING (Rounded Point) PIN TICKETS

have done away with all this, as hundreds of Canadian merchants who use them can testify. They're safe, humane, profitable—and cost no more than the old-fashioned kind. So why not have Noesting? **Order from your jobber or direct from us.**

The COPP, CLARK CO., Limited
495-517 WELLINGTON STREET WEST, TORONTO

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World.

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Victoria, B.C.	Winnipeg, Man.
	Hamilton, Ont.	

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA

SUGGESTIONS FOR JANUARY SHOW CARDS

(Continued from page 18.)

is black with pale green underlining. This latter type is Roman, taught some lessons ago.

Design "B" makes a very attractive poster when worked up in the proper colorings. The words "January Clearing Sale" are in the same style of lettering as taken up later in this article. The heavy angling band across the poster is of an attractive shade of light blue. This is cut in around the letters after the lettering is done. The words "Clearing Sale" are afterwards shaded with a darker shade of blue than that used on the background. Do not allow this color to touch the edges of the letters. There should be a narrow margin of the white paper showing. The top and bottom lines are left unshaded so as to give the "Clearing Sale" the most prominence.

To the right note the index hand pointing to a facsimile of the price-card used inside the store. This ticket to match up the large sign should be on white card with black letters and a pale blue background.

The balance of the lettering on this poster is of Roman type. The ruling on both sides of the wide blue band is of the two-tone blue.

Design C is more of the plain, straight-line nature, but when attractive colors are used is just as effective. The wording, "Annual Mid-Winter Sale," is the square-faced type taught some months ago in this paper. The heavy band which forms a background for these words can be made of any bright color. Red or yellow goes well with black lettering, provided a margin of the white card is left to outline the letter. A narrow black line separates the colored band from the white paper. If a red band is used, border the poster with pale green. If yellow is used a red border would make the poster attractive.

Suggestions for Price Cards

THE collection of cards shown in Fig. 1 contains a few suggestions for sale price cards which can be reproduced. Plates should be made and the cards printed.

No. 1 shows a very neat design which can be used, not only for white goods, but for any class of merchandise. This is entirely a pen and ink drawing. This would only need to be printed in one color.

Plain designs after the style of No. 2 can be made easily. The cards can be printed from a zinc cut in a rich blue. This makes an exceptionally attractive card to use throughout the store.

No. 3 is a somewhat different design, but if printed in black and a bright red hand-lettered price in the centre would make a very attractive card.

THE CHART

THE chart shows an alphabet and numerals of bold-faced Egyptian. This sort of type is exceptionally adapted for use on sale cards where a quick-reading type is desired. This class of letter is somewhat the same as that illustrated in lesson No. 5, with the exception that it has the heavy brush width spurs. These letters and numerals are entirely of brush stroke formation, which means that each line was made with one stroke of the brush. The size of the brush to use is determined by the size of card employed and the size of letter required. For instance, if you desire about a two- or three-inch letter on a half-sheet card, a No. 8 red sable will be required. On smaller work use a No. 6 brush.

As in previous work, it is absolutely necessary to keep the brush flat and chisel pointed. All the ends of the hair must be even.

A is a six-stroke letter. This letter should be evenly balanced on both sides of the dotted line shown to represent the centre.

B.—A continuation of the two strokes, 2 and 4, form B's spurs. Note that the upper loop is smaller than the lower.

C is a three-stroke letter and needs a great deal of practice. Care must be taken to get the spur at the right angle.

D.—The spurs on the "D" are made in the same manner as explained on the "B".

E.—This letter is of straight line formation. The main thing is not to allow the spur (stroke 5) to extend to the right quite as far as that of stroke 6.

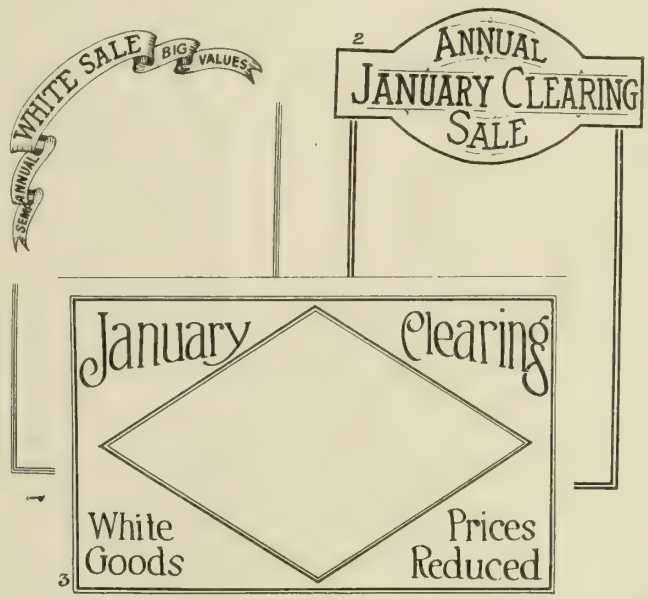
F is similar to E, with the exception of the lower line.

G.—Stroke 3 of G, as you will notice, does not extend out as far as stroke 4. This letter takes a great deal of faithful practice to get it balanced properly.

H.—The cross-bar of this letter is nearer the top than the bottom of the letter. Little points like this make hand work look different from type.

I.—Care must be taken to have all upright letters at right angles with the guide lines.

J.—The curved part and lower spur of this letter are strokes with which you must take particular care. This



part of the letter is difficult for the beginner to make gracefully and needs much practice.

K.—Note, stroke 5 of the K does not project out to the right of the letter as far as stroke 7. Stroke 2 of this letter should join stroke 1 a little above the centre.

L.—Note the angle of stroke 4 on this letter.

M is another letter which one side must balance up the other side. The lower ends of strokes 3 and 4 must be an equal distance between strokes 7 and 8.

N.—This letter is composed of 6 separate strokes. The one that beginners find most difficult is stroke 3. The point in making this stroke is to start the upper side of the brush at the upper right-hand corner of stroke 1 and finish with the lower side of the brush touching the lower guide line where stroke 4 will finish.

O.—The O is the same as in previous alphabets. You cannot give this letter too much practice.

P.—This letter differs from B because stroke 3 joins stroke 1 midway between the two guide lines.

Q.—This letter is the same as the O with the tail added.

R.—This letter is of similar formation to the P with the two strokes added. Stroke 7 projects more to the right than does the curved stroke above it.

(Continued on page 48.)

FANCY GOODS
NOTIONS & TOYS

Toys in the Bazaars

Aluminium Kitchen Sets, Aeroplanes and Animals of all Descriptions Given a Big Representation—Constructive Toys Doing Well.

SANTA arrived in many stores during November, and the toy sections and bazaars are in the thick of business. "Toys of all nations" may well read the captions, for nearly every nation it would seem is now making toys, and is represented save the countries that before the war had almost a monopoly of the industry—namely the central powers. This absence is not nearly so much felt as was expected. No country can quite compete in making certain kinds of dolls, though there are attractive dolls a-plenty. Austrian china dolls and tea-sets are lacking but to make up there are fascinating aluminium kitchen sets consisting of fry-pan, stew-pan, sauce-pan and bread-pan that will more than satisfy the housewives. Stuffed toys and animals form a magnificent line and all the animals of the jungle and farm-yard are represented although some merchants have been unable to get a supply. There is a varied display of lions, bears, and tigers, elephants and camels, and woolly dogs and fluffy cats are present in numbers, and there are cows and horses, and sheep and pigs galore.



"Fums up."

In doll-dom the French doll reigns supreme, but for popular selling Canadian-made unbreakable dolls are a big feature. Patriotic dolls stuffed and soft come in the uniforms of the Canadian and British and the Allies' soldiers.

Dolls' furniture is another big line and here the toy-makers of the Dominion shine. Brass beds, and baby carriages, dolls' furniture of all descriptions, and last but not least dolls' houses, in all shapes and sizes. Then there is the play house of cardboard that can be set up against a wall and which folds up like a screen when done with and the play furniture in a suitable size to go with this house is also on hand.

Larger Bag Returning

Indications Point to Revival of Former Fashion—Leather is Big Seller but Fabric and Even Fur Goods are Moving.

THE handbag is such an essential finish to the toilette that the changing styles in dress have a decided influence on the bag and its make-up. With the plain tailor-made and the simple street dress the leather bag is used exclusively. But styles are becoming more fanciful and the hand bag is following suit.

Velvets, plushes, corduroy, moire, satins, and heavy cord silks are some of the fabrics used, but of all these velvets take the lead and moire and silk are next in order, while some very handsome models come in corduroy and ribbed plushes. Black as usual is the best seller but such colors as nigger brown, Russian green, military and navy blue, and plum shades are also included.

As a general rule the frames are covered and the jewelled nob fits in too well to be retained. The shapes are very similar to those of the leather bags, the material being pleated or shirred, and the handles are formed of a lined strap of the fabric secured by metal slides. The bags are lined with heavy corded silk in colors matching or contrasting with the outside, or the lining silk is of dainty flowered pattern. All these bags contain mirror and change purse.

The fur trimmed bag has been followed by the bag of fur. These fur bags come in such furs as Hudson seal, nutria, beaver, marmot and hare, and the shapes are the same as those shown in leather and fabric lines.

New York is showing bags made of silk fabrics woven in Oriental designs with metal threads running through. These are termed Chinese or Mandarin bags and have been taken up by the better trade. The handles are made of imitation jade in the form of a bracelet through which the hand can be slipped. Many of these bags have a tassel as a finish.

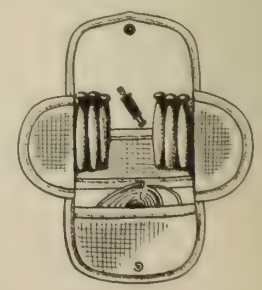
The gate-top is also seen. Bags of this kind are decidedly fanciful and are often beaded and finished with a fringe to match. There is a change purse which is attached to the frame by a chain.

Each season sees mesh bags as a selling article and they are always stocked. The bags carried in the dry goods stores are either plated or of white metal or gun metal. Shapes and styles vary slightly from season to season but the bags now selling are ornate and decorated with metal fringes and tags.

Art Needlework Active

The Year 1915 Has Made Records—This Department Will be Prominent in Connection With the January Sales.

NINETEEN-FIFTEEN has been one of the biggest years the art embroidery department has ever had since this section was organized on a modern basis. The pre-holiday selling is now in progress, and the crowded departments in the retail stores signify a big demand for goods.



Among the novelties that are offered for Christmas selling and will be even better in the coming Spring are the large "comfy" pillows modeled on the lines of the sofa pillow of Victorian days. These pillows are bolster shape and are vari-



The Best Selling Line of

Infants' Hand-Painted Novelties

Over 1,000 Fascinating Gifts for Infants.

Every one a SELLER

Every article in the Krueger line is dainty, original and attractive.

Write for this splendid catalogue to-day

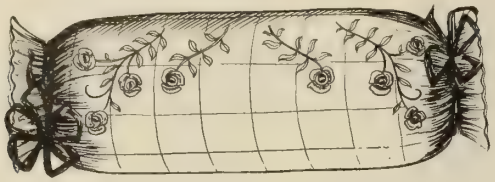
It will pay you to visit our extensive and interesting show room when in New York.

RICHARD G. KRUEGER,

MANUFACTURER OF DAINTY NOVELTIES

Show Rooms and Studios: 395 4th Avenue, NEW YORK

ously covered. All the crashes and linens are used, and many pillows are of satin in black or dark shades of color with rich silk embroidery in floral patterns framed in lines of gold or silver lace or galoon laid flat on the satin ground. More practical pillows have a covering of cretonne or printed linen variously embellished with frills



The long, bolster-shaped pillow is the latest. This one is of cotton crash with the embroidered pattern in natural colors.

and puffings of satin ribbon. The round cushion has made a permanent place for itself but is oftener developed from handsome wide ribbons or cretonne or printed linen and piece satin in the form of puffings than from embroidered patterns.

Bags come in every shape and form and there is a bag shown for nearly every purpose. Many are made of crash, rep, Turkish towelling and similar fabrics more or less elaborately embroidered. Others are made of gay flowered cretonnes, silks and ribbons, and in making these bags embroidery hoops of various sizes both square and oval are utilized.

Art needlework lines made a big showing at the January sales a year ago, and there is no good reason why even a bigger business should not be done in the January that is approaching. The articles that sell best at this period are of a practical nature for women's and children's wear and for household use. Dainty hand embroidered lingerie always makes a strong appeal, and when the price of the imported French peasant embroidered garment is compared with the cost of the home-made article the difference is greatly in favor of the latter. Besides gowns, corset covers, combinations, etc., in crepe and nainsook, beautiful matinees, negligees, etc., are shown. Mull, lawn, batiste and crepe in delicate colors are used and the patterns are worked in colored silks or mercerized threads in lazy-daisy, French knot, and cross stitch.

Combing and shampoo jackets have proved excellent sellers and are being shown in new designs. These jackets are made of Turkish towelling and are embroidered in blue, pink or multi-color designs in pastel shades. Dresses, coats, caps, and bonnets and other articles for children's wear are showing in big variety.

BOUDOIR CAPS

Dainty Mob Caps in Metal Tinted Laces, and Georgette Crepe are the Latest

Quite a big business has been done in boudoir caps, and novelties are shown from time to time. The mob cap with the soft frill around the face is best liked as it is universally becoming; therefore, the variety comes in the material rather than the shape. Metal run and tinted laces, Georgette crepe and metal patterned nets are the latest. A lovely cap of silver grey lace is trimmed with mauve ribbons and grey chinchilla fur, while in stronger tones comes one in gold with a wreath trimming of narrow quilled ribbons in pastel blue, pink and soft green. And smart for old lady's wear comes a cap of black net run with silver, with knots of silver and black striped ribbon.

Puffings are making their entrance, and a cap of novel shape had two rows of puffings divided by bands of material set on to a round crown. This cap was of Georgette crepe, and was trimmed with mauve satin ribbon and grey fur. Each cap is appropriately boxed and forms a most attractive Christmas present.

AMERICAN
Hobby Horses Doll's Cabs



Suitable for children 2 to 12 years of age. Hobby Horses, dappled, enamelled finish, also skin and plush covered. Horses made to rock or swing. Doll Cabs with wood or reed body. Rubber tire wheels. Largest and best line made in America.

Sales Agent: L. G. BEEBE, 53 Yonge St., TORONTO

WHITNEY REED CORPORATION
CATALOGUE AND PRICES ON REQUEST
LEOMINSTER, MASS., U. S. A.

Let Us Tell You How the "Handy" Button Machine



will increase your sales; make you 1,000% profit; decrease your button stock investment; do away with loss on out-of-date colors; and improve your service to customers.

Cut out this coupon, attach it to your letterhead and mail to us TO-DAY.

Independent Button & Machine Co.
3938 Ravenswood Ave., Chicago, U.S.A.

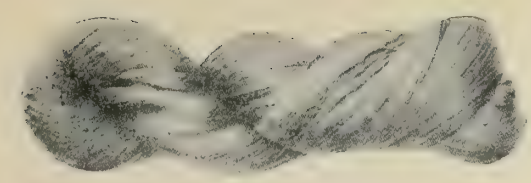
Independent Button & Machine Co.,
3934-42 Ravenswood Ave.,
Chicago, Ill.

We are interested in your Handy Machine. Send full details.

Name .....

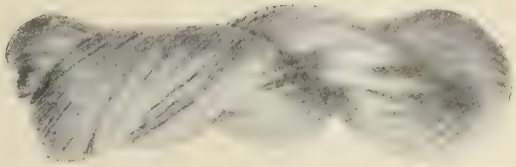
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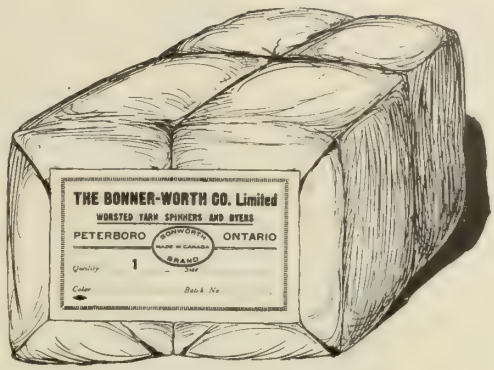


BONWORTH
MADE IN CANADA
BRAND

Registered Trade-Mark



Still Knitting and will Knit



As long as there's a soldier in France or in training to supply with sox, scarfs, mitts, etc.—that's the verdict from coast to coast. How does it affect you? Are you supplying

WORSTED AND DOMESTIC KNITTING YARN

to the knitting women of your town?

We put them up in six-pound spindles, in all colors, for the retail trade; dyes are excellent, values the best.

Mail Your Order To-day

The Bonner-Worth Co., Limited

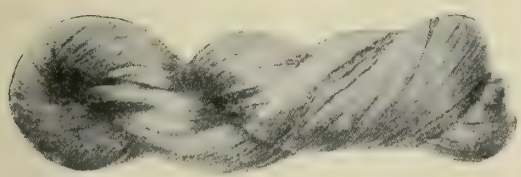
Telegrams PETERBORO, ONTARIO *"BONWORTH"*

J. E. McCLUNG, ONTARIO SELLING AGENT Manchester Bldg., Melinda St. TORONTO

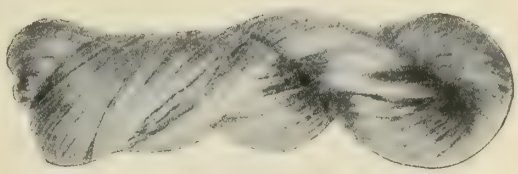
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Selling Agents for West

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243 Bleury St., Montreal
Selling Agent for Quebec

V. A. BARNWELL
Pictou, N.S.

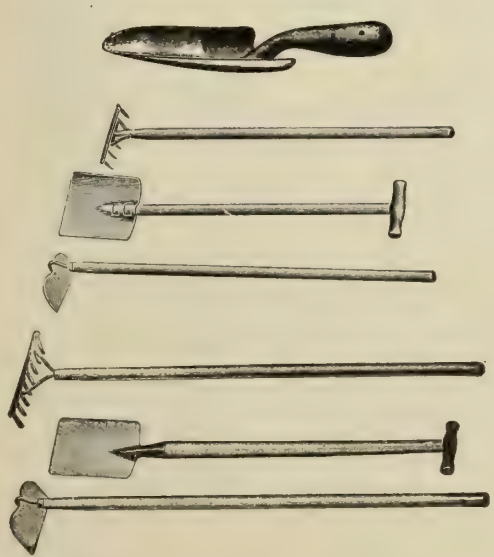


BONWORTH
MADE IN CANADA
BRAND



SEASHORE, FLORAL and GARDEN SETS

FOR SPRING TRADE



Manufactured by

THE WILKINS TOY CO.

KEENE, N.H., U.S.A.

Represented by

RIEMANN, SEABRAY CO.

11-15 Union Square West, New York, N.Y.

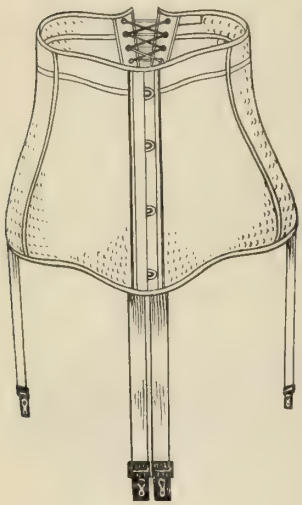
---and 8c per week will do it!

This small amount invested in the Dry Goods Review for each of your department heads will mean the difference between a wide-awake, efficient staff, thoroughly conversant with the trade, and one which consists of mere order-takers. Worth while, isn't it?

Novelties in Notions

The High Collar Brings Supporters to the Front—Interlinings and Materials for Stiffening Skirt and Coat Edges in Demand.

NOTIONS are always an important line in January and the early months of the year, for at this period the demand comes both for the staples and for the novelty lines that the fashion of the moment creates. The majority of novelties have to do with the flare; skirts flare and so does the coat and tunic, and the high open throated collar flares as well. The hoop skirt is back again, and is made of net,—three frill covered hoops of light boning and graduated so as to give a moderate flare to the dress skirt. At the edge is placed a weighted tape and by means of adjustable tapes the hoop is given either a perfect round or oval shape. Tapes are used to regulate the length, and by their means the foundation skirt can be made longer or shorter. Many women will not go to the length of the hoop skirt, and to give the more modified flare that they require horsehair flouncing, 1, 2, and 3 inches wide, is used.



The demand for boned cording and piping cord also is brisk. There is also a demand for interlining for many purposes; the new sleeves are interlined, and interlining gives the right flare to the belted tailor-made. The interlining consists of a crinoline material to which is stitched a very flexible boning material in rows about two inches apart.

Negligee girdles are being shown and sold in many stores. These girdles are made of tricot or elastic, and lace up the back and clasp like a corset in front, and have hose supporters in front and at the sides. Now that corsets are becoming more rigid these girdles find a place in the wardrobe for dancing, gymnasium, and outdoor sports wear. Very light boning is used and as the name implies the girdle does not take care of the figure above the waist.

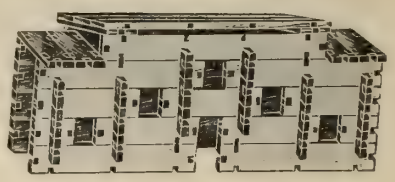
The majority of skirts are still cut so as to eliminate the belt, and beltings are a big item. Beltings are having a ready sale and come in mercerized, cotton and silk webbing, and some numbers are stayed with boning every three or four inches.

Such items as pins, hooks and eyes, snap fasteners, etc., are higher in price and care will have to be taken to secure desirable qualities. In this connection the salespeople should be informed as to the reason prices are higher so that they can answer any questions the customer may ask.

Collar Supports

The revival of the high collar is putting new life into the selling of collar supports, and supports suitable for the new styles are numerous. Supports of waved or twisted wire are shown in numerous styles calculated to make the collar fit the neck snugly and to give the proper height and flare come in various devices and styles.

A NEW CANADIAN CONSTRUCTION TOY



This is a sample of one of many designs that can be built from "Manual Construction Sets," a new Canadian invention that has come out just in time for the Christmas trade. The pieces are made of hardwood in its natural state without paint or stain, and the various sections are notched and readily lock in, keeping the structure firm. Some of the designs are castles, stores, beds, tables, chairs, houses, etc. Shown by Manual Construction Co., Bay Street, Toronto.

SHRAPNEL PHOTO FRAME NOVELTY

The shrapnel photo frame should not only form a striking last minute holiday seller, but should have a big sale at any time. For the cherished picture of the man at the front no other frame is so appropriate, and both will form a souvenir, the historic value of which will increase. Each frame is trimmed from the base of a 75 mm. shell, and therefore every frame actually represents a shrapnel shell fired in defence of the Empire. Each frame is unique as no two can possibly be alike.

GETTING THE "SNOW" EFFECT

Just like real snow, and the process of manufacture is easy; you mix the contents of a package of Santa snow with warm water, and it foams up forming a glistening white surface just like the old original. It takes the place of the rather dangerous cotton batting and crystal powders in the production of Christmas decorations, and when it is used the Christmas trees and garlands look as though they were loaded down with the real article.

CHRISTMAS DISPLAYS

Quite a new idea, but one that pulled business, was a display featuring a collection of toys, all at one price. The price chosen was $1.25, and there were character and unbreakable dolls, Noah's arks, dolls, go-carts, enameled metal tea sets, menageries, kitchen cabinets and candy shows with real candies in bottles and counter and scales. "Your choice for $1.25," read the big price ticket.

A really beautiful window that no one could pass had the white felt background decorated with cut-out branches of velvet poinsettias and leaves appliqued on to the white ground. A dull gilded carved table was placed in the centre of the window with a marble top, and carved wood electric lamps with French shades in every imaginable color and design, was grouped around. Some of the shades were of velvet brocaded chiffon, yellow and gold and rose and silver. Besides the usual shape some were in various fancy panel and pagoda shapes. The floor was green and green plush was puffed in among the lamps.

The next window was trimmed in exactly the same manner only the goods were all satin finished brass, desk sets, smokers' sets, curates, jardinieres, umbrella stands, and numerous other articles of brass went to make up this window. In some of the brass articles poinsettia branches were massed.

The H. B. McCarthy Co., Ltd., Toronto, has been incorporated to carry on a leather goods business with capital stock of $40,000.



Sells at 35c.

"Shrapnel" Photo Frame

DESIGN REGISTERED 1915

A Big Hit for Xmas Trade

—a souvenir of the great European war and at a price that's within reach of all—35c retail. This frame is actually trimmed from the forged steel base plate of a 75 MM. shell. Every frame represents a Shrapnel Shell fired in defence of the Empire.

The frame is 4 x 5 inches and has 2½ inches opening for picture. Put up in a holly box for Xmas selling. Wire, phone or mail your order to-day. Price $3.00 per dozen. Less 5% if cash.



Sells at 15c.

Santa Snow

New Snow Effect for Decorating

Looks like the real Jack Frost variety, never introduced in Canada before. Decorate with and sell **Santa Snow** for Christmas. Send your order to-day. Will dry glistening white and crisp as natural snow. 95c per dozen. Less 5% cash.

FAIRN COOKE, LIMITED 32-34 Front Street West, Toronto

MANUFACTURERS AND IMPORTERS OF *"TESSTED" TOYS THAT TEACH*



THOUSANDS OF MACMILLAN'S TOY SOLDIERS

will be handed out to the kiddies this Xmas and New Year. There are no better-selling toys on the market to-day—the designs are beautiful—and the kiddies are simply **wild** over them!

All hand-painted and put up in boxes to sell from 25c to 25 dollars. We make an assortment wholesale at $10 and $20—order **direct** or send for list. Don't delay your order if you want quick delivery. From Factory to Counter only.

MACMILLAN'S TOY SOLDIER WORKS
30 HUNTLEY STREET TORONTO
Dept. DR.

RESTRICTING APPROVALS IN LOUISVILLE

Following close on the heels of the announcement of restrictions which thereafter would surround the privilege of returning goods in the stores of members of the Louisville Retail Merchants' Association, comes the additional announcement that the local merchants will stop the practice of sending out goods on approval. It is stated that this step is in co-operation with the policies of the local health officials who have pointed out the danger of spreading contagious diseases by this manner of selling. The announcement concludes with the statement:

"In the spirit of fairness to their patronage, and to prevent as far as possible the spread of contagious diseases, the retail merchants have adopted these regulations which have been approved by the local health office, and which will go into effect Dec. 1."

JANUARY WHITE AND CLEARING SALE

(Continued from page 20)

chosen. One very effective idea was the placing of a shield of Royal blue card lettered in silver, "January White Sale" on each pillar up the main aisles of the store. All the tickets used throughout the store were in these colors. Just at the present time no more suitable decorations can be chosen than the flags of the Allies, or just the Union Jack or the Canadian ensign.

In all departments much of the merchandise is placed upon tables. This manner of showing goods always has good results, as customers can look them over and pick out what they intend to buy.

The Canadian H. W. Gossard Co., Ltd., Toronto, capital stock, $125,000; for manufacture of corsets.

HOUSEFURNISHINGS

Prices Advancing

Linoleums and Floor Oilcloths in Lower Grades Up 1 to 2 Cents Per Square Yard—Also Cretonnes, Shades and Curtains.

By a Staff Correspondent.

MONTREAL, Dec. 4.—(Special).—The Dominion Oilcloth Co., Montreal, have advanced their prices on all lower grades one and two cents per square yard. Changes on better lines are not so pronounced. It is difficult to say anything regarding what is liable to happen in future. There has been some talk of canvas supplies being cut off at the Suez Canal on their way from India. If this happened, oilcloth would certainly take another advance.

Cretonnes, tapestries and window shades have been advanced right along during the past few months in sympathy with the cotton market. There are likely to be other advances in some of these lines any day. An advance in some Nottingham curtains of 10 per cent. occurred recently, and bungalow net yardage stuff is likely to go up any day again.

English cretonnes have advanced ten to twenty per cent.

Window shades are up ten per cent., and because of dye shortage and the high cotton market, are expected to go up again.

Deliveries of English goods are very bad just at present. Jobbers advise retailers to place Spring orders at once, and draw attention to the fact that some of the largest Canadian houses, are placing their Fall orders, which they consider good business.

CARPET MILLS MAY BE SHUT OFF

CANADIAN carpet mills are busy now, and some of them are working overtime on orders for the Spring season 1916. They have put out no new patterns since the war as they have been conserving their stocks of raw materials. The outlook as far as sales are concerned is decidedly bright, but according to present indications, if no relief comes it will be impossible to continue manufacturing after next March. This situation is due to the scarcity of dye stuffs, some colors, particularly blue, black and green, being unobtainable. Though other raw materials are scarce and high-priced supplies are on the market, it is the absence of dye stuffs that constitutes the real trouble. Said the agent for one mill to The Review, "We have supplies that will last until March, after then the outlook is blank."

The carpet auctions in the States have been exceedingly well attended and the buying was spirited and the prices obtained were above the previous quotations for the Spring season. The opinion of the trade is that further advances will come.

One feature of the sale is the demand for large sized rugs.

A decided novelty that has practical features is being advertised and sold in one big New York store. This is an oval Wilton rug. The advantage of this rug is given as follows. The oval rug fits into the bay window and does away with the use of small rugs which are often unsightly in this position and out of harmony with the effect in a handsome room. Also it allows the piano to be placed on the bare floor and thus the pure tone of the instrument is insured. There are also no corners to turn under so as to accommodate the corner fire place.

Though the war is raging in the countries where the bulk of the Oriental carpets are produced there is no shortage as big stocks are held in various centres to draw from. Arrangements are also indicated whereby India and China can be drawn upon should the war last long enough to make this necessary.

Rag carpets are becoming an all-the-year-round article in many stores as these carpets are ideal for bedroom wear. They come in dainty colors with plain centres and floral borders that go well with the all prevailing flowered cretonne hangings.

"ANNUAL PERJURY

Every year she says, sez she,
'You must solemnly agree
Not to buy a thing for me!
Gifts mean nothing in my eyes—
It's the spirit that I prize—
And we must economize.'
So we solemnly concur,
And we earnestly agree—
Not a thing from me to her,
Not a thing from her to me.
Every year, I say, sez I,
Gazing gravely, eye to eye,
'Give me nothing you must buy.
You'll admit it's very true
It's a foolish thing to do—
Swapping presents—me and you!'
So each year we gravely swear:
Though we're thoroughly aware
Each will spend a little more
On the other than before."

Doesn't this verse, taken from "New York Life," exactly describe the yearly procedure of many of us? asks a Canadian store in an ad.

Without a doubt you will buy **later**; why not buy now, when everything is complete? The longer you delay, the more good things will be sold out.





Don't let Old Santa leave behind The Present for the Home





ALL NEW FEATHERS

NO RAW FEATHERS

Why not suggest to the provider of the home the good sense behind a gift of a few new and restful Emmerich all-feather pillows, not to any one member of the family, but as a gift to the home?

And not alone during the Christmas Season, but at New Year or any other time of the year.

A demonstration of the superiority of these famous fine quality pillows will convince your patrons that they alone will fill their needs.

Every pillow bears the Emmerich guarantee, which is your and your customers' protection.

Be ready to institute a good 1916 pillow business by placing a rush order for Emmerich pillows.

Sell Emmerich Pillows as the acme of sensible gifts.

Write for prices, etc. Samples sent at our expense. Ask about display rack.



CHAS. EMMERICH & COMPANY



WORLD'S LARGEST EXCLUSIVE PILLOW HOUSE

Branches: NEW YORK CHICAGO PITTSBURG

FUR DEPARTMENT

Will Prices Drop at End of Trimming Fad?

March Sales Are Likely to See Decline as Compared With October Records—Only Persian Lamb and Mink Cheaper.

THERE has been much speculation among fur buyers as to the real significance of the recent widespread advance in fur pelts. This has extended nearly over the whole list. Will the prices that have been received during the past couple of months at the London sales and others continue for any length of time, or was this merely a temporary advance? Will prices for made-up furs be higher next Fall than they were this Fall, as a result of the high cost of the skins, or will there be a decline?

The general opinion among fur buyers appears to be that the advance, or at least the greater portion of it, will not continue in force for any length of time. One buyer who has been in correspondence with a number of fur houses in Europe as well as the United States, stated to The Review at the beginning of December that in his opinion prices at the London March sales would show a considerable decline over October's. Th rason for the advance, or at least the main reason, in his opinion was simply the sudden craze for fur trimmings which caught fur houses unawares. This was a demand that had to be satisfied without delay, as it struck the trade practically without warning, as the season was upon them and trimmings had to be secured no matter at what cost. The result was, for example, that New York buyers scoured the Canadian market and depleted it in many lines, and that Canadians in their turn were forced to go to the New York market and repurchase skins which some of them had sold, not appreciating the coming demand for fur for trimmings.

10,000 Muskrat, 50 Per Cent. Up

"I have just received word from a big fur house with which I deal," said a leading Canadian buyer, "and they stated that although prices were extreme at first they had eased off a little on repeats and in the next few weeks they will be able to send me an assortment and prices. Another fur house advised me not to buy for next Fall until March, when they thought that the London sales would show a considerable drop as compared with October. I have just sent an order for over 10,000 muskrats, however, for making into Hudson seal, but was forced to pay 50 per cent. higher than I did early last Spring.

"The trimming craze has carried practically every fur up except mink and Persian lamb; the latter I consider dead for the time being. Some of the prices are simply fabulous, and there has been an enormous demand for some lines. At the present time there is not a wolf skin in the market in Canada, and fox is about the same. A great many people have been caught by the unexpected advance. This is not the case so much with the smaller houses, who probably bought their stock early and do not carry large quantities, but to the mail order houses particularly the advance will be very serious.

"So far as mink is concerned, the reason it is not selling very extensively is really on account of the low price which has been demanded for some years past which has made it rather unfashionable as compared with the higher price for fox or wolf or other skins."

A department manager in discussing with The Review the question of the effect of the sale of trimmings upon the demand for separate fur neck pieces, said that this undoubtedly so far had some influence in lessening sales. It would not, of course, influence the sale of separate muffs; these would have a good season, but in a great many cases the fact that a woman had trimmed the neck of her coat with fur would mean that she would not buy the neck-piece as she ordinarily would have done.

For the better trade, however, it was generally agreed that the latest fashion will not injure sales much. There has been a fair demand all around so far and colder weather at the beginning of December was expected to send the sales up to a fairly satisfactory basis.

In regard to the advent of the shorter fur coat to meet the demand for an easy skating costume in New York, a Canadian fur buyer gave his opinion that this would not have much vogue in Canada, as very few people can afford to buy shorter coats for skating alone, and the majority who wanted the fur coats to use for ordinary wear, to keep out the cold, would still hold to the 40 or 45-inch length.

JANUARY SALE AT ST. LOUIS

The St. Louis fur sales conducted by Funsten Bros. & Co. attracted a large number of buyers from the United States and Canada, and some remarkable prices were realized. Two skins of silver foxes brought $2,610; and two others $1,850; and four blue foxes $1,092. Otter ran from $7 to $17; wolf, $2 to $22; lynx, up to $19.30; cross fox $10 to $62; white fox, $8.50 to $25; civet cat, 37 cents; blue fox, $39 to $112; ermine, 57 cents; red fox, $10.50 to $14.50; marten, $5 to $15.20.

The total sales were $208,363. In their report Funsten Bros. said:

"We sold Government furs as follows: Blue fox, at an average of $114.47, against $42.21, average previous sale (in December, 1913), which was the first sale in the United States, an advance of 171 per cent. White fox, at an average of $24.55, against $14.77 previous sale, an advance of 66 per cent. Beaver, at an average of $12.75. All Government furs sold at highest prices on record."

A second sale will be held on January 12.

Established in 1852



FINE FURS



There is still time to order a few fine garments or small furs

FOR CHRISTMAS TRADE

HUDSON SEAL, Chapal Dye
" " Canadian Dye

PERSIAN LAMB MUSKRAT
ERMINE MINK
AND ALL BLACK DYED GOODS

SLEIGH ROBES

In Darkest Grey Goat and Black Rocky Bear

Men's Fur-Lined Coats

L. GNAEDINGER, SON & CO.

94 St. Peter Street, MONTREAL



SMART AND PRACTICAL SKATING OUTFIT

The handsome straight-line coat of Hudson seal shows a novel placing of the trimming band of skunk. The short, business-like, plain skirt is of Scotch tweed, and the skating cap is of white velvet, with band of seal fur. The skating craze is on in New York and it promises to be felt in Canada this Winter.

THE HOUSE OF CORISTINE



Two of many attractive styles
HUDSON SEAL AND ERMINE.

If you haven't a copy of our latest catalog and price list a card will bring one.

JAMES CORISTINE & CO., Limited, - Montreal

Public Auction Fur Sale

We beg to announce that we shall hold our next Public Auction Fur Sale in St. Louis, Mo., U.S.A., on

WEDNESDAY, JAN. 12th, 1916

We solicit shipments of all kinds of furs to that sale to be sold to the highest bidder.

Our commission charge is five per cent. (5%).

We keep goods fully insured under our policies while in our possession, without charge.

We shall be glad to accommodate any of our shippers desiring an advance on their consignments to that sale, on receipt of the goods. Invoices should be sent us with each shipment.

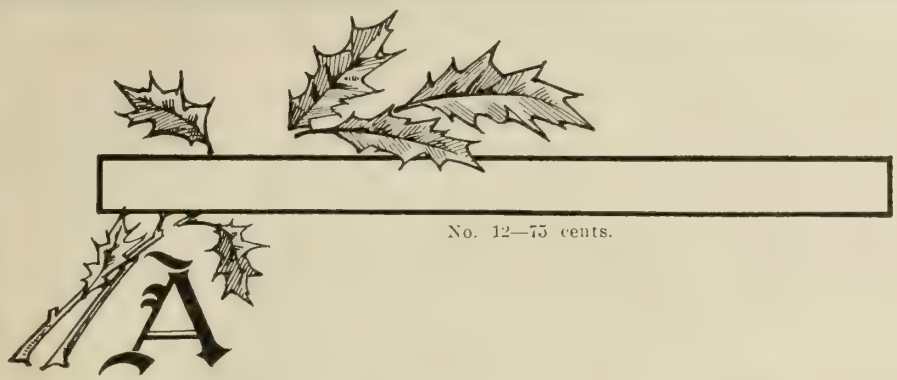
Goods intended for that sale should be forwarded to us without delay. It takes time to grade, bundle and catalogue furs for an auction sale, and they should reach us as far ahead of the date of sale as possible.

Our Banking References:—

Mechanics American National Bank, St. Louis
Mercantile Trust Co., St. Louis

FUNSTEN BROS. & CO.

St. Louis, Mo., - - U.S.A.



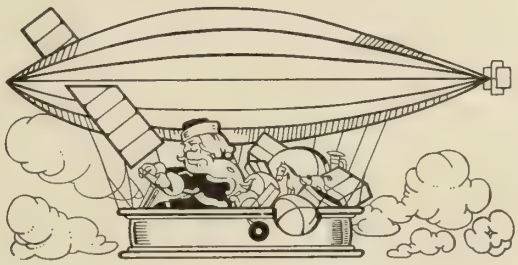
No. 12—75 cents.



No. 13—40 cents.



No. 14—50 cents.



No. 15—50 cents.



No. 16—50 cents.



No. 17—75 cents.

Increase the Value of Xmas Ads.

G. K. Chesterton once wrote goodness knows how much about the appeal of "little pictures." A picture in an advertisement catches the eye—then, if your copy is good, you've got the customer.

Put the Christmas note into advertising by the use of one or more of these illustrations. Advertisements will "pull" better.

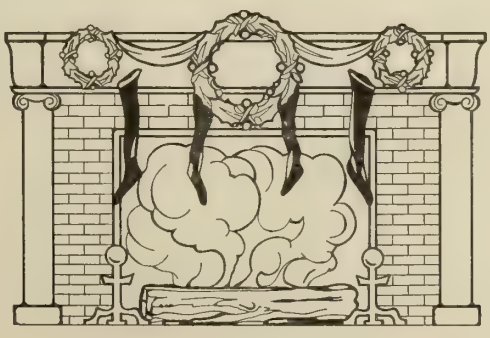
Select the cuts you desire—order by number. Remit the price with your order.

Electros are sent carefully wrapped, postpaid. You can use them this year, next year and the year after. A good investment.

DRY GOODS REVIEW, 143 University Avenue, Toronto



No. 18—50 cents.



No. 19—50 cents.



No. 20—50 cents.

DRESS FABRICS AND SILKS

Advance in Silks

Now Back to Before-the-War Prices—Active Buying as Result—Wide, Even Stripes the Novelty

BUYERS are becoming more alive to the true inwardness of the silk situation, and are placing advance orders freely. This was the chief development in the trade during the latter weeks of November and is due to a more just appreciation of the increasing difficulties that beset the manufacturer. Prices in many lines do not fully reflect the recent advances, and all lines will be moved up in the near future. Raw silks touched a very low point when the war broke out in all markets. They are back again to the point where they stood before the war. This change is due to the increasing use of raw silk and to the shortage in production. There is a shortage in novelties in wool fabrics and the trade therefore is looking to silk materials.

Prospects are bright for Spring selling and the man who has the goods in stock will do a big business, but goods promise to be scarce and deliveries slow.

Crepes Scarce

The scarcest materials on the market at the present time are crepes—crepe de chine, Georgette and fancy lightweight crepes. For Spring, taffeta leads, but failles and satins are well to the fore. In fancies the wide stripes are the high novelty, with the less striking effects selling to the more conservative trade.

Even width stripes of combinations of satin and taffeta and satin and faille come in all the dark street colors, as well as in evening shades. Pink still leads, with sky second, but maize is regarded as a coming color. Maize is also joining white and flesh as leading blouse colors.

Military and marine blues, Russian and dark sage greens, taupe and dark steel greys, African and deep tobacco browns, are the best selling street colors. To these may be added the deep, dull purple shades which are now so much worn in Paris.

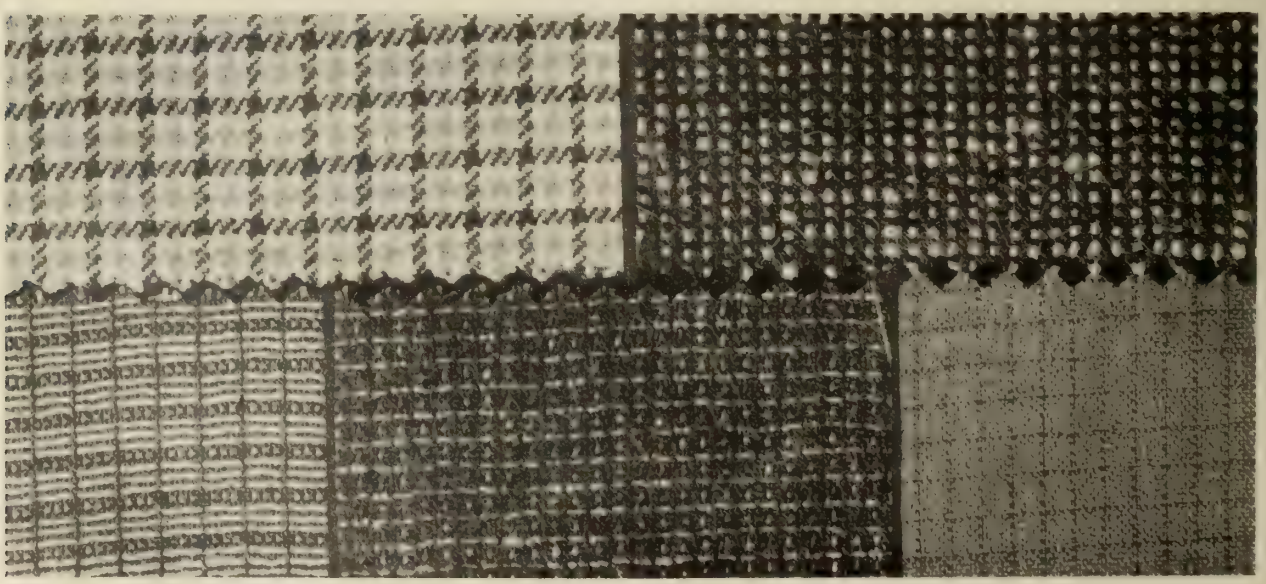
Transparent fabrics, such as voile, marquisette, ninon, etc., promise to be very much worn. These materials come in plain, printed and in striped patterns. At present they are employed for the sleeves and the waist, but the idea of a foundation silk with a veiling of transparent material promises to develop.

White for Spring Wear

The Dye Situation Favors This Development—Tweeds and Homespuns Gaining Ground.

THERE is a well-defined movement in favor of white fabrics at the present time which promises to broaden and grow with the coming of Spring. White fabrics are being added to the Spring collections, and the materials that are most promising are serges, broadcloths, gabardines and mohairs. Hairline stripes in black and the leading colors are used to decorate the white or cream ground. Among the novelties may be classed wool voiles in all weights from the sheerest to the coarse, hop-sack varieties.

There is an active demand for broadcloths at the present time, and, particularly in good quality cloths the supply is very short. Broadcloths of the chiffon variety are selling for Spring, and should the manufacturer be able



Tweeds and homespuns for Spring. Shown by Nisbet & Auld.

First Impressions Sell
"C" PRINTS
—and they certainly do
"Make Good"



"C" PRINTS, with their beauty of design and coloring, and their easily recognized quality and value, catch the fancy of customers in the store, and sell briskly. Made up, they please purchasers more than ever!

In spite of the serious shortage of dyestuffs, our foresight and our great resources have enabled us to go right on using the same reliable dyes that have made "C" Prints famous for fast, attractive colors.

Dominion Textile Co., Limited

Montreal Toronto Winnipeg

Mfrs. of 200 Qualities of Printed Goods in 30,000 Patterns—1,000 Qualities of Greys, Whites, Sheetings, Cambrics, etc.

DOMINION GUARANTEED TEXTILE CO. COTTON FABRICS LIMITED

to obtain the necessary dye stuffs, this fabric promises to round out another successful season.

Serge is the leading fabric with French serge particularly strong. This is a favorite fabric with the cutting-up trade, and the high prices are being severely felt, as they are placing a decided restriction on business. Gabardines are strong and poplins and whipcords are selling.

Wool velours in light weights are showing for Spring by American manufacturers. This is in line with what Paris is doing. One of the newest of French fabrics is a very lightweight chiffon velvet with a finish similar to that given wool velours. This fabric is particularly good in small checks, plaids, and two-tone fancies.

There is a growing disposition to favor woollens, though worsted fabrics as a rule lead for the light-weight season. This can be traced to the high price of raw wool and the greater ease with which a sightly material can be produced to sell at a popular price in woollen fabrics. These materials take less dye also. This is one of the chief reasons why tweeds and homespuns are being more and more strongly represented in the Spring lines.

Another Big Advance in Cotton Fabrics

Heavier on Lines Where Large Quantity of Color is Used—Staples Advance About 5 Per Cent.—May Be Further Increases

By a Staff Correspondent

MONTREAL, Dec. 3 (Special)—Of the three large Eastern textile mills, one has issued a new list effective early in November, another issued one on Nov. 18, and the other company has one on the press. In every case this followed closely on the heels of a previous list, with higher prices, made necessary by the increasing cost of raw material and of dyes.

In the case of Canadian Cottons, Ltd., the whole line was changed according to their price list of Nov. 18. This list is expected to last throughout December, but the situation is so uncertain, almost anything might take place between now and the first of the year. The average increase since last August amounts to 12½ per cent. It is heavier on such lines as denims and dark flannelettes, where a large quantity of color is used. These have gone up as high as 15 per cent. since August.

Dye Troubles Getting Worse

The biggest change in the price of cotton goods during the past year has been since August, that is, since the Spring range was put on the market. The advance for the whole year has only amounted to about 12½ per cent. This is due to the fact that the price softened a bit last March, due to the demand not being so active. Then the dye situation became more acute, so that now it is not so much a question of price as getting the stuff at any figure. The dye stuff is coming from England, and a cable received on December 1 by Canadian Cottons Ltd., was to the effect that further shipments of dyestuff could not be guaranteed, but that everything would be done to secure anything available. In other words, as time goes on, the dye situation becomes worse.

Cotton goods, in practically all lines on the list, as sold ahead by this firm until March and April; in fact, some houses are not taking orders for delivery until May and June, simply because dyestuff is not arriving from England. Some of the American mills are unable to produce a good blue or black denim.

Looking ahead, Canadian Cottons Ltd., see a greater scarcity. They report that those houses that have arranged for Fall purchases have submitted bigger orders than they ever did before, and are evidently anticipating an advance.

The Dominion Textile Co., who have a new price list on the press, have made two advances since August. It is rather early to give any details regarding the new price list of this company, but it can be safely stated that staples will be advanced five per cent., and that colored goods will go up in proportion to the amount of color they contain.

SUGGESTIONS FOR JANUARY SHOW CARDS

(Continued from page 31.)

S.—Much practice is needed in order to get this letter balanced up gracefully.

T.—Strokes 3 and 4 of this letter must be at the same angle and are an equal distance from stroke 2.

U.—Strokes 1 and 2 of this letter do not come to the lower guide line. They join stroke 3 a little above it.

V and W are of similar formation and need a lot of practice. You will have some trouble in balancing this letter up as in the case of the M.

X.—Strokes 1 and 2 of X cross each other a little above the centre.

Y.—Strokes 1 and 2 meet stroke 3 nearer the upper guide line than the lower.

Z.—Take care to get strokes 4 and 5 of Z the proper angles.

I will not enter into a detailed description of the lower case alphabet. The strokes are all numbered and the arrows show you the direction in which to make the strokes. If you watch carefully you should experience very little difficulty.

Of course you must remember the new thing this month is the heavy brush width spurs. They require a great deal more care than did the spur making in the brush stroke Roman lettering.

R. T. D. EDWARDS.

DEVELOPMENT OF BRITISH DYES INDUSTRY

It is announced that the British Dyes Co. have definitely selected Huddersfield for the site of their new works, which will be erected close to the site occupied by Messrs. Read, Holliday & Sons, whose factories were acquired by the company shortly after its formation, and which have been greatly enlarged since then. The new site is stated to cover an area of 450 acres, 200 of which will be occupied by the works, where a large number of hands will be employed. In due course the production of synthetic dyes should be greatly increased.

SPRING 1916

Cotton Dress Goods

We have now ready a large and varied assortment of Colored Cotton Dress Goods

Including

40-in. Printed Voiles
40-in. Printed Seed Voiles
40-in. Printed Marquisettes
40-in. Plain Colored Voiles
40-in. Embroidered Voiles
45-in. Embroidered Bordered Voiles

and a large assortment of Woven Colored Striped Voiles.

In White Goods

we have all the latest and best fabrics for Waists and Skirts

Such as

Gabardines
Seed Voiles
Honeycombs
Basket Weaves
Diagonals
Piques
Shirting Madras
Organdies,
etc., etc.

HURON TEXTILE CO., Inc.

19-25 E. 24th St. (Carlisle Bldg.) - - NEW YORK

Telephone, Madison Sq. 2030-31-32

A. W. SUTHERLAND
506 McKinnon Bldg.
Toronto, Canada

J. CADIEUX
10 Cathcart St.
Montreal, Canada

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most salable shading. They are unshrinkable, fast colors and are unequalled for quality, and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."



SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

NEW KNITTED FABRICS

Silk Knitted or Glove Silk Used for Spring Lines—Also for Skating Skirts.

Knitted fabrics in the piece are being introduced this fall. This idea cannot be said to be a totally new development, but rather the evolution of a new idea. Knitted chinchilla cloths in coating weights have been selling for some seasons, and a decade or so ago there was an enormous sale for knitted wool cloths under the name of Jersey cloths, a demand that for special purposes exists to this day. The new knitted cloths are more on the velours order and are being taken up for skating skirts and costumes.

A further development for spring comes in the introduction of silk knitted or glove silk fabrics. This fabric comes in solid color and fancy patterns and is given the Cravenette finish, made spot and shower proof and therefore more desirable for outdoor wear.

TRAFFIC DEPARTMENT OF R. M. A.

A new department has been opened by the Retail Merchants' Association of Canada at their head office in Toronto, which is proving a remunerative one for the members of the association. This is termed a "Traffic Department," and is in charge of J. W. Barrette, who has had some 25 years' experience in the traffic departments of various railways.

Members of the association are urged to send in their freight bills, no matter how old they are. The manager of the Traffic Department will go into them carefully to determine whether there are any overcharges or not. If an overcharge on a bill is found, the department collects it, retains 50 per cent. of the overcharge, and the other 50 per cent. goes back to the merchant. This, to the latter, must usually be considered as "found money."

ASKING WHOLESALERS FOR BETTER TERMS

The Dry Goods sections of the various branches of the Retail Merchants' Associations of Canada have under consideration a resolution calling on the wholesale merchants to adopt again the old rate of credit, that is, 4 months net or 5 per cent.; 10 days for woolen and general merchandise, and 30 days net or 3% 10 days for cottons. The resolution declares that this would be an inducement for retail merchants to take the discounts and place them in a better financial position in other ways.

CHANGES IN ZIMMERMAN MFG. CO.

Some important changes have just been announced in the management of the Zimmerman Manufacturing Company, manufacturers of underwear and knitted goods, says the Hamilton Herald. J. F. Thompson, general manager, and Percy Smith, superintendent, the two American experts who came here when the company was organized, and have been in charge of its affairs ever since, have both severed their connection with the concern. Alex. F. Zimmerman has been appointed general manager to succeed Mr. Thompson, but a successor to Mr. Smith has not yet been named.

During the past six weeks British war orders aggregating $2,000,000 have been secured for Canada by the Canadian purchasing agent, E. Fitzgerald, working with the aid of the supply system of the C. P. R. Among the late orders are sweater coats, underwear and rubber coats.

TRADE
D J A
MARK

YOU CAN SELL WITH CONFIDENCE
IF YOU HAVE THIS MARK ON YOUR

SHIRTINGS

There is an enormous range of fine designs, and you are sure to find just the one you want!

The **SHIRTINGS** include Zephyrs, Cheviots, Silk and Cotton, Fancy Mattes, Ceylons, All-wool and Union Taffetas.

The Dress Goods include the **ORIGINAL SCOTCH GINGHAMS** and latest novelties in Voiles and Crepes.

David & John Anderson, Limited
ATLANTIC MILLS, GLASGOW
REPRESENTED IN CANADA BY
GREENSHIELDS, LIMITED, MONTREAL

Every Day Is Liddell's Linen Day

Whether it's Christmas, Thanksgiving, or any other day in the year, its festive board calls for the use of Liddell's "Gold Medal" Linens in all their snowy white beauty and their soft, wear-resisting quality.

Liddell's Gold Medal Linens represent that which is best in dainty napery for the household, from the dining-room to the bedroom, bathroom, etc.

Send for 1916 Samples.

Gold Medal Linens take their name from the number of gold medals awarded to them by the world's expositions.

R. H. COSBIE, LIMITED
IRISH LINEN AGENCY
30 WEST WELLINGTON STREET, TORONTO

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

Some advertisers say:—"As soon as business picks up I'll advertise." Fancy a gardener saying: "I'll wait till harvest time to sow my seeds."

KNITTED GOODS

Big Advances Next Fall

Sweater Coat, Underwear and Hosiery Manufacturers Announce Heavy Increases for Equal Quality

THE knit goods manufacturers advise that we must be prepared for a big advance in prices for next Fall, such that will make the increase for the Fall of 1915 over the Fall of 1914 seem very small. So far from there being any improvement in the situation of the cost of the yarn, it is much more serious, and the prices are rising considerably, often week by week. Not only is yarn keeping very firm and advancing, but even more so is there a difficulty over dyes, and no relief from this trouble is in sight yet, either in England, the United States or in any other of the neutral or allied countries in Europe.

The Review wrote to a number of the knit goods firms in Canada, and the universal reply was that they were figuring on very heavy advances for their Fall lines which will go to the retail trade about February 1. One firm wrote as follows:

"Prices will be raised considerably. The $2.25 lines will go up to $2.75 and $3, the $3 to $4, the $4.50 to $6. Sweaters must be advanced $8 or $10 per dozen for the popular-priced ones, and even more for the higher-priced ones. Of course this will mean many more cotton mixtures in all lines, but the dealer cannot expect to get anything very cheap in that either, for with worsted yarns around $1 a pound and cotton on the jump, the average per pound of cotton and wool mixture going in all knitted goods is now higher than what wool was a year and a half ago."

Another firm wrote mentioning an advance of 15 to 25 per cent., and followed this up with another letter stating as follows:

"Since writing you we have been compelled to make a further increase in our prices (that is, for Spring), so that the figures recently given you do not apply and we now prefer to say 20 to 30 per cent. as being nearer correct. The increase in the price of a $36 garment will not be less than $6, or up to $42, and we rather expect that it will have to go to $44."

Scarf and Tam Furore

Sales Already Good in Canada Following on Introduction of Fancy From the States—Mostly for Sporting Wear

A KNIT goods buyer in discussing the chances for sales of the new scarfs and tams, or as they sometimes are called the "throw-over" or sports scarf, which has created quite a furore in New York, and several other large American cities, said he looked forward to a fair sale of these goods right on through December and January. Where he could not sell any a year ago sales were coming on very nicely now, and when the colder weather arrived, and the ice rinks began to open he believed that these knitted goods would become quite popular. He did not think that there would be the general demand for them that there was in New York, where already the artificial rinks are in operation and where an ice view at the Hippodrome has been given credit for the spread of the popularity of this sport through a great many American cities, but he thought that the notice and advertising that had been given this line would help it considerably in Canada.



FOR SPORTS AND SKATING WEAR

Set consisting of scarf and cap in brush finish; model above is Saxe blue with white stripes. Shown by Monarch Knitting Co.

A number of Canadian houses are now turning out these goods and they are meeting with a fair reception in this country. The scarf is anywhere from 75 cents to $1.25, according to the quality and the combination of scarf and tam run to $2 and $2.25 and upwards. This is a combination of knit goods which is distinctly new for this year although it was selling in England years ago, and there have been attempts made on several occasions before to have it adopted in Canada but without success.



WE wish to take this opportunity of thanking our many friends for kind favors extended to us in the past and wish all the Compliments of the Season.

UNDER the present unusual conditions our splendid equipment will assist us greatly in taking care of your requirements for the coming season, when we hope to be favored with a continuance of your esteemed patronage.

The Monarch Knitting Co., Ltd.

DUNNVILLE, ONT.

One firm is showing these scarfs in a window on a stand about six feet wide and six inches high, covered with velvet. The scarfs are thrown over a table, or on a chair or set up on stands. Another firm is seeking to popularize them by showing a window with mirror glass edged by snow composition, and two figures of girls in sweater coats and tams, one on skates, the other standing at the side of the ice. A man in a sweater coat with a hockey stock and another without skates also appear to balance up the other two figures.

These goods are being shown both in the neckwear and woollen goods departments.

Another buyer stated that this neckwear would hardly take the place of furs and indeed would be used only for sports purposes. He claimed that they did not look so neat and dressy for wear on the street as a set of furs—which few will deny—but for outdoor wear, tobogganing, snowshoeing and other sports which do not approach to the ceremony of an afternoon tea, or even an entertainment, he believed that the knitted goods would prove quite popular.

Send Orders Early

Conditions of Supply Steadily Getting Worse — Yarns and Dyes Higher

MERCHANTS will at once see the wisdom of placing their orders well in advance for next season's requirements in sweater coats. To postpone ordering until there is an actual demand may bring them face to face with the impossibility of securing goods. There are good reasons for this assertion. Wool is still at high level prices and very scarce, and in addition to this, the dyestuff situation is exceptionally serious. When it is considered that dyes that formerly cost 30 to 40 cents a pound are now bringing from $4 to $6 a pound, the merchant will realize that he cannot hold off until the eleventh hour and expect to make satisfactory arrangements. Assortments in blues and reds will be most difficult to those mills that have not been able to cover their requirements in dyestuffs, and for this reason greys and white will likely have a prominent showing.

Conditions in the worsted yarn market may best be judged by the fact that some lines of pure worsteds have advanced from $9 to $12 a dozen, and wool that 12 months ago averaged 30 to 33 cents a pound is now selling up to 55 cents. No improvement is in sight, and confronting even more difficult conditions it would appear that the merchant who places early is likely to make no mistake.

SILK SWEATERS

IT is predicted by manufacturers that the silk knitted coat will be a strong factor next Summer. Last Summer the trade was starved on silk coats. They could not be had, although they had a pronounced vogue in the U. S. Prices for next season range from $36 to $108 a dozen, and so confident is one of the largest stores in the country that silks will be the feature, that it has already placed very heavily. Here, too, the necessity for early buying will be evident to everybody, for yarns are scarce. Orders placed by manufacturers in June last are only being delivered now, and in most cases mills have had to accept a very small portion of their original orders.

LADIES', MISSES' AND CHILDREN'S FINE UNDERWEAR

Zenith BRAND

Crescent BRAND REGISTERED

"Velva" BRAND

FOR Spring

have the full approval of the Canadian Underwear trade. Don't decide on your Spring, 1916, stock until you have considered well these three popular brands of ladies', misses' and children's underwear.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents

RICHARD L. BAKER CO., 100 Wellington St. West, Toronto, Ont.

Made-in- **Peerless** REGISTERED *Canada*

Underwear

REPRESENTATIVES

Ontario—
C. & A. G. Clark, 35 Wellington St. West, Toronto.
British Columbia—
J. J. Mackay, 504 Mercantile Bldg., Vancouver.
Quebec—
Ernest Hamel, 66 Rue de L'Eglise, Quebec, Que.
Maritime Provinces—
E. R. Woodill, 21 Roy Bldg., Halifax, N.S.
Manitoba and The West—
The Hanley & Mackay Co., 139 Albert St., Winnipeg.
Montreal—
W. A. Kennedy, 101 Mappin-Webb Bldg., Montreal.

leaves no room for doubt

as to the quality and volume of your underwear sales for 1916.

Peerless Underwear 1916 samples present a proposition more than ordinarily attractive to the live merchant.

They speak more emphatically than all the printers' ink we can use. They tell of coming big business.

Why not look them over? Drop a card to-day.

The Peerless Underwear Co., Limited
HAMILTON, CANADA



"Colonial Knit"

perfect in every detail

You will make no mistake in stocking up on "Colonial Knit" Sweater Coats, for we have eliminated every chance of dissatisfaction—as for workmanship, only expert Canadian operators are employed. The material consists of absolutely pure worsted wool that holds its shape perfectly. The styles are snappy, up to the minute, correct—all that could be desired by the most particular dresser.

If you are not now selling "Colonial Knit," send us sample order to-day.

COLONIAL KNITTING CO.
LIMITED
Guelph - Ontario

ATLANTIC
UNDERWEAR

—the name

that implies quality superior in men's wool underwear — quality that is developed from the long, fine, sea-breeze toughened wool of the maritime sheep, processed, cleaned, spun and woven under the most approved factory conditions and tailored into fine quality undergarments that are absolutely unshrinkable and perfect in fit.

Our 1916 showing under the new label "Atlantic" underwear will make most interesting selecting. The values are right.

See the 1916 samples.

E. H. Walsh & Co., Toronto

Selling Agents for Quebec, Ontario and Western Canada

ATLANTIC UNDERWEAR, LIMITED

MONCTON, N.B.



Xmas and New Year

1915-1916

"CARRY ON" The order that the British Navy has been obeying for 17 months "Somewhere in the North Sea" and in so doing has proven the Bulwark of Civilization!

This is the second Christmas under war conditions, so entirely at variance with the spirit of the season, and in sending greetings to our friends this year we feel that no better motto could be adopted than the well-known Navy order

"Carry On"

As a British company we have continued to contribute men from our staff during the year, and are "doing our bit" in other ways. At the same time it is necessary for us to **"Carry On"** our business, and those of us on warehouse duty in various parts of the Empire are endeavoring to supply the needs of our customers in the best possible way.

We send to all Jaeger supporters our heartiest good wishes for Xmas and New Year. May it be as prosperous as it promises to be:—To this end we will continue to **"CARRY ON."**

DR. JAEGER'S
SANITARY WOOLEN SYSTEM CO. LIMITED.

243 Bleury Street, MONTREAL

The Best Knitted Novelty of the Year

The New
Bobby Burns Bonnet and Muffler

BE FIRST TO SHOW THIS IN YOUR HOME TOWN

Made in White, Cardinal, Navy, Saxe or Brown, in plain colors or with contrasting Pompom on Bonnet and Contrasting Stripe on Muffler.

Price $21.00 per Dozen Sets

ORDER NOW.

R. M. Ballantyne Limited
Stratford, Ontario



"Craftana"

Registered No. 262,0



THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

YOUR LAST CHANCE
To make a clean-up on

"CEETEE" UNDERCLOTHING

ALL PURE WOOL - GUARANTEED UNSHRINKABLE
MEANS ECONOMY PLUS COMFORT

Sorting orders are pouring in from live merchants throughout Canada. Dress your windows so as to connect *your* store with our great Advertising Campaign and make all the money you can out of it.

The C. Turnbull Co. of Galt
LIMITED

GALT - ONTARIO

Manufacturers of the famous CEETEE Underclothing, also Turnbull's Ribbed Underwear for Ladies, Children's Vests and Combinations, Infants' "M" Bands, Nu-Tex Waists for Children, etc., etc.



Penmans Underwear

Made in many styles and fabrics
for Men, Women and Children

PENMANS LIMITED, PARIS, ONTARIO, CANADA

Two Splendid Socks for Men—and Men's Trade

Do the men in your district want a soft, comfortable sock, well knitted, well dyed, good in appearance, but reasonable in price? Stock and show them Marathon and Pedestrian.

Marathon — Pedestrian

A low-priced half-hose for men, same quality as the famous Three Eighties for women. Wears well and looks well. Boxed in dozens.

Black—Tan and Colors

A better quality of half-hose—made of soft, two-ply lisle yarn. An attractive line, well known and profitable. Boxed in dozens.

Black—Tan and Colors

Order From Your Wholesaler

The Chipman-Holton Knitting Co., Limited

Largest Hosiery Manufacturers in Canada

Hamilton - - - - - **Ontario**

MILLS AT HAMILTON AND WELLAND, ONTARIO

Sole Selling Agents:
E. H. WALSH & CO., Toronto

Branch Offices:
MONTREAL AND WINNIPEG

EVERY PAIR OF HOSE PROTECTED BY THIS TRADE-MARK

SUNSHINE HOSIERY REGISTERED

DRESS ACCESSORIES

Ribbon for Trimmings

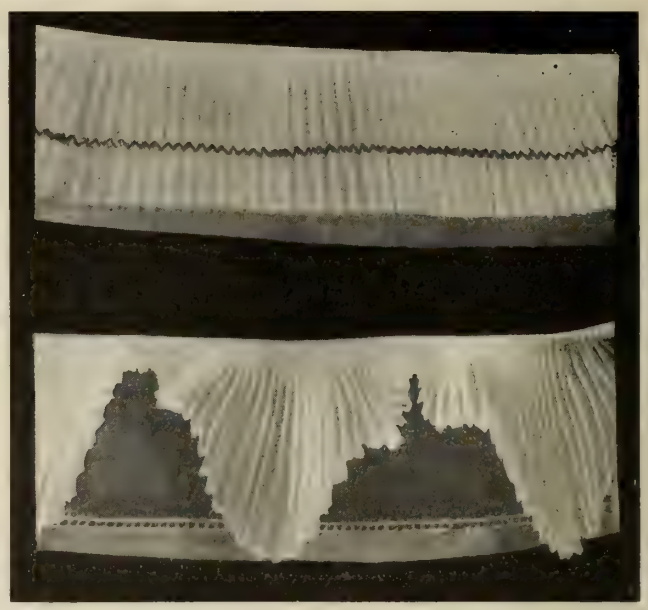
Used on Many Evening Gowns—Neckwear Novelties Made of Ribbons

RIBBONS are always a big before-Christmas item, but it is the business for the mid-season that is of interest now. The outlook would seem to be better as so many of the new evening gowns are ribbon-trimmed. Wide ribbons are being mounted on net to form flounces, and tunics and flounces are ribbon edged and trimmed. Bodices are made of chiffon and lined with net, and these net linings are banded with rows of moire or faille ribbon. Ribbon girdles and sashes are worn, and handsome wide ribbons are formed into collar and cuffs for finishing tailored dresses.

January as a rule brings a demand for narrow satin and lingerie ribbons because so many women are engaged in embroidering the under garments destined for summer wear, and even the plainest gown now-a-days is ribbon-trimmed, and the majority of articles for intimate wear are drawn in to the figure with ribbons.

Ribbons in Form of Neckwear

The ribbon department has invaded the neckwear field and among the latest novelty ideas to help the sale of ribbons, many are in the form of neckwear. There are high choker collars made of ribbon shirred on each side of the neck, and at the back and finished by a length of the latest high neck ruching. Other chokers are made of velvet ribbon or of faille with wide points standing out on each side. Other models show the high collar surmounted with leaf-like tabs shirred at the lower edge. As a rule three of these tabs are used.



NEW DEVELOPMENT IN NECKWEAR

1. *Fine knife pleating of transparent organdie with hem finished with fancy black stitching mounted on high band.*
2. *Organdie pleating cut into leaflike points set on high hemstitched band.*

Shown by T. H. Birmingham & Co., Ltd.

Ruchings and Rufflings

AS usual at this time of the year the neckwear manufacturers are deluged with last minute orders for holiday selling. Buying this year has been delayed until the last minute, and this adds considerably to the



Christmas suggestions for dainty uses of ribbons.



Greetings to the Trade

WE'RE taking this, the last opportunity we will have this season, of thanking the ribbon trade for their excellent support during the past year in making a new high record for our business, despite existing conditions.

We are prepared to fill last minute orders for

XMAS RIBBONS

with the finest stock in the land. Duchess Ribbons in patterns Nos. 124,647 and 98, in widths 1½, 3, 5, 9, 16 and 30, are especially big sellers.

We're also in a position to supply narrow ribbons of all kinds.

Mail or wire your orders. Prompt delivery.

Walter H. Barry & Co.

THE SPECIALTY RIBBON HOUSE
OF CANADA

6 St. Helen Street
MONTREAL

Winnipeg Branch
222 McDermott Ave.

volume of business now being done. It was unusually late before buyers decided what they wanted this season, if it can be said that they are decided now, for they have taken practically every type and all the styles, high, low, stocks, and open-throated neckpieces are selling.

The only really new development comes in throat rafflings and frillings. These are made of high frillings or ruches that stand up around the throat set on to a straight high band. Some are single, others double, and many come in neck lengths. Some are high behind and hollowed out to fit the chin in front, and as a rule all these ruches fasten at the back. Some are white with an edge of net or silk, while others come in delicate pink or blue, or in a combination of both colors. Others are in black and white, the black being either an edge of net or introduced as a line of hemstitching.

These ruches come with a black band or stock of silk or velvet, or with a band of fur. They are also used as a finish with the high collars of the new suits and coats.

Another type of frilling consists of side pleatings mounted on a wide band of organdie or muslin. Some of these pleatings are scalloped, forming a shell pattern that is very pleasing. These frillings are developed in organdie, Ninon, Georgette or net. Frillings and ruchings of this description are gaining ground and are expected to grow more in vogue as the season advances.



Velvet or Satin Stocks

Tailored stocks of velvet or satin form another style that promises to develop as the season advances. Stock collars with long pointed tabs at each side, or cut in such a manner that the back is high and the sides roll away from the face, and revealing the neck in front, are numerous and well liked. These stocks are made of black and white, all white, black and blue and black, or very dark colors and plaid satin. Some of these stocks show a pleated square of lace or embroidered organdie at the back.

Stocks of all descriptions of fur or of silk, velvet or satin are finished with three leaf-like points. The lightest and filmiest of lace, Georgette crepe or organdie finished with a picot edge forms these points.

Fur Trimmed Neckwear

Fur-trimmed neckwear will in all probability last the winter out as it is wonderfully pretty and becoming. The narrowest bands of fur possible are combined with creamy lace. In other neckpieces the fur produces the effect of a narrow fringe as it is used to edge jabots and cascade effects, and the flaring points above mentioned are exquisite when edged with fur.



Collars that are high behind but show the open throat that is so comfortable, are seen in varied styles, and equally well represented is the flat collar. Smart little sets of taffeta or satin show a narrow frill hemstiched on to the edge, and sometimes the frill has a fringe of fur.

Vestees of lace, net, or embroidered organdie are having a steady sale, and there is a very considerable demand for the long-sleeved guimpe of net. These guimpes have various styles of neck finish, that is, the high stock with a ruche or the circular flare, the collar high at the back and open in front and the flat collar finish. The sleeves are full and gathered into a ruffle at the wrist, and more or less elaborately trimmed.



Vestee of sheer Swiss, hand embroidered organdie. The high stock collar is edged with fine Venise lace and the buttons closing the front are of pearl. Shown by Williams, Greene & Rome Co.

Sports Scarfs

Sports scarfs promise to be a big item. These scarfs are intended for skating wear, and are selling best in gay colors. They are of wool with the brushed or angora finish, and so soft, bright, warm and becoming that many women are prefering them to furs.

Another variety of sports scarf is made of piece satin, crepe de chine, or soft twilled silk, doubled and tightly shirred and finished with a handsome silk tassel at each end. These scarfs come in striped, dotted, and Oriental patterned silks, and in both soft and gay colors.



A Good Chance for Canadian Merchants to Make Money Making Buttons

THE NEW MODERN BUTTON MACHINE AT $5.00

With the New Modern Button Machine Buttons can be covered in all sizes, and in all styles.

Price of machine, including cutting block attachment, and set of screws for fastening machine, $5.00.

Send for interesting literature on Button Machines—dies and parts.

Illinois Modern Button and Machine Company
507 W. Jackson Blvd., CHICAGO

THE PRACTICAL XMAS GIFT

"DENT'S"

Our Nation-Wide Advertising Campaign will send more "DENT" customers than ever to your store this Xmas.

TAKE ADVANTAGE of our publicity, display the goods prominently, introduce them, let the public know that you have them. If you do not your competitor will.

NOTHING affronts a customer quicker than to suggest a substitute, because the public have **known** for two centuries of

Dent's Perfect Cut, Fit, Style and Durability.

AGE, SIZE AND REPUTATION

are the priceless assets of our organization.

DENT'S

Advertising is backed by the merchandise and the popular demand.

RUSH YOUR ORDERS.

DENT, ALLCROFT & COMPANY

MONTREAL

After a good year

— a bumper 1915 business — we feel it our duty to thank our patrons for their loyal support.

Notwithstanding the prevailing unsettled condition of the past year, our business has gone ahead very rapidly and Phoenix Novelry Neckwear has upheld its enviable standing in the neckwear trade of Canada.

We wish the trade the best that the New Year can offer and nope to deserve a continuance of the patronage that has been ours during the past year. Yours for a big Christmas business.

PHOENIX NOVELRY CO. Dry Goods Novelties Toronto

Phoenix Novelry Company

TORONTO, ONT.

PHOENIX NOVELRY CO. Dry Goods Novelties Toronto



Covered Buttons

are a commodity every lady needs for her suit, dress or outer garment, and are a line that offers the merchant large profits. With a

"Defiance"
Button Machine

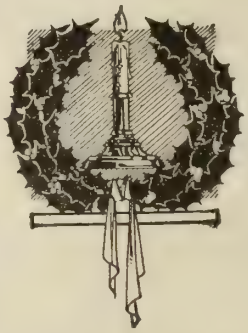
you can cover your customers' buttons with goods supplied by them and make a profit of 500%. This is a proposition which you cannot afford to overlook — a proposition that on an initial outlay of $10.50 will net you 500% profit year after year.

SPECIAL INTRODUCTORY OFFER:
Complete Button-Making Outfit for $10.50,
Comprising

1 Hand machine (including 3 implements to make 3 sizes, 24-30-36 half-ball)	$ 7.50
5 Gross 24 half-ball black moulds, 15c.	.75
5 Gross 30 half-ball black moulds, 20c.	1.00
5 Gross 36 half-ball black moulds, 25c.	1.25
Total 15 Gross. Cost of complete outfit	$10.50

The half-ball moulds can be reordered any time you want them at a slight cost.
Mail your order now—don't delay—go after the business.

DEFIANCE BUTTON MACHINE CO.
53 East 8th Street NEW YORK, U.S.A.
OVER 25,000 DEFIANCE BUTTON-COVERING MACHINES IN USE.



Your Rush Orders For Neckwear

Wire an open order to-day

To get the very best results from the Xmas trade, you should make sure of having an ample supply of Finnie neckwear in stock. Finnie quality and style places this line pre-eminently above all others as the Neckwear of distinction.

Wire your open order to-day and receive a few selected lines of attractive Xmas Neckwear ideas.

Our service is the promptest possible We ship same day as order is received.

House Aprons

These are good selling aprons that "Coverall," made of prints, ginghams, etc.

ASK FOR SAMPLES

A. Bruce Finnie & Co.

Corner Craig and Gosford Streets
MONTREAL

The Effect of the Great World Struggle

upon business and upon investment values has been far-reaching. The business man and the investor has never been in greater need of accurate knowledge of conditions—and of the best possible business and financial counsel.

The Financial Post
of Canada

through its unexcelled sources of information, and its exact analyses and forecasts, supplemented by its

By-Mail Information Bureau

which deals with financial or business problems, furnishes a service of unsurpassed value.

ANNUAL SUBSCRIPTION $3.00 A YEAR
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JOHN BAYNE MacLEAN, President

R. G. DINGMAN M. A., Managing Editor

JOHN APPLETON, Editor

THE FINANCIAL POST
OF CANADA

Published by The MacLean Publishing Co., 143-153 University Ave., Toronto, Can.

ALEXANDRE KID GLOVES

Highest Grade French Kid Gloves

Perfection in Fit and Finish. Unsurpassed in Wearing Qualities.

TWO LEADING LINES:

TRYPHOSA .·. ALEXANDRINA

Two of the Best Known Gloves in Canada

Many other lines for women, children and men, to sell at all popular retail prices, but all of Alexandre quality.

HOSIERY— Full range Cashmere Hose, plain and ribbed, in all weights and qualities.

SEE OUR TRAVELLERS OR WRITE FOR SAMPLES.

ALEXANDRE GLOVE CO.

46 ST. ALEXANDER STREET, MONTREAL

Toronto: 77 York Street Quebec: 80 Rue Du Pont



One of our styles "THE GORDON" UMBRELLA —Closely Wound

"Eclipse" Umbrellas

in the newest styles make a very useful Christmas Gift

"Something Useful" will be the keynote of Christmas shopping this year.

Can you think of anything more useful and acceptable than a nice umbrella for Ladies and Gents?

In the "Eclipse" line of umbrellas you will find the latest and best, including many new styles for Christmas and Spring trade.

A stock of "Eclipse" Umbrellas will meet with a ready sale—write to-day for an assortment.

Eclipse Umbrella Co., Limited

100A LATOUR STREET, MONTREAL

Awarded
GRAND PRIZE
Panama-Pacific
Exposition

What Shall I Give For Christmas?

THAT'S the question that worries all your customers every year.

They want something *different* for mother or daughter, for sister or for a friend, but the right idea won't come.

No daintier or more pleasing gift can be made than a pair of "Niagara Maid" Silk Gloves, a "Niagara Maid" Silk Undergarment, or a pair of "Niagara Maid" Silk Stockings.



Prominently displayed in your store, and featured in your advertising, these lovely silk products will solve many a Christmas problem for your customers, with a liberal profit for you.

The handsome little cutouts shown here (one-fourth size) will attract customers to the counters where your "Niagara Maid" silks are on sale.

And remember that now is the time to place your advance order for "Niagara Maid" Silk Gloves with our

Sole Selling Agents

McINTYRE SON & CO., Ltd., Montreal

Niagara Silk Co., Ltd., Brantford, Ont.

B.P.C. BELDING PAUL CORTICELLI LIMITED B.P.C.



This Carton Contains 40 5-yard-pieces of

XMAS RIBBONS

Send Us Your

RUSH ORDERS

for Plain and Fancy

RIBBONS

for Xmas Trade

WE WILL GIVE THEM SPECIAL ATTENTION

Dresdens, Wide Duchess Satins, Narrow Satins, Narrow Taffetas, Fancy Baby Ribbons, Holly and Yuletide Ribbons, every variety, color and width.

Wire or 'phone your last-minute wants.

Wishing you the compliments of the season.

Belding Paul Corticelli Limited

Toronto Montreal Winnipeg Vancouver

WE MANUFACTURE BELDING'S AND CORTICELLI SPOOL SEWING SILKS

B.P.C. B.P.C.

Annual Spring Number
Dry Goods Review

will be mailed to every worth-while dry goods and department store in Canada about January 10th.

As usual, the information in this number will influence buying for Spring, and the buyers know it. See that your advertisement is there to influence buying your way. The advantage is always with the house that is well and favorably known.

ADVERTISING FORMS CLOSE DECEMBER 31, 1915

FOOTWEAR DEPT.

Dark Colors in Shoes

The Fine Black Shoe the Best Seller—Colors for the Early Spring and White Shoes for Summer Wear.

THE connection between the short skirt and sale of the high, trim, buttoned or lace shoe is very obvious, and so long as the one is the vogue the other will sell freely. The woman who would be smartly dressed must pay great attention to the covering of her feet. Not only must the shoe fit the foot, but it is required that it give it elegant lines. This is the reason why the shoes selling are so light, and why there is growing up a marked distinction between the street and the walking shoe.

There is a tendency to match the color of the shoe and suit or costume. This is easily done, now that such dark colors are fashionable. The smart boot is now all of one material, the preference being given to mat or glazed kid. Very dark blue, African brown and dark slate or taupe are the leading colors. Bronze kid is very much worn, as it tones in with the majority of the dark colors.

Black shoes are the leading sellers and even the smartest women wear high buttoned or laced boots with any gown. Many black shoes show just a suggestion of white in the narrowest of pipings and lines, but the all-black shoe is the big seller. With these black shoes spats are often worn, the white spats being best liked, but grey, castor and tan shades are also selling.

It is noticed on the days when the weather is at all suitable very many women are wearing low-cut shoes. Sometimes they wear spats over them, but more often they are without, and if the shoes are in black, tan or grey the stockings match. If black, the stockings worn are in some fancy effect, such as black and white stripes or checks, or black with white clocks.

Here and there one notes boots with fur tops, but as a rule this fashion does not appeal to the kind of woman whose adoption of it argues for its continuance. Even when the gown is fur trimmed the boot topped with fur is not generally worn.

In many stores bands of fur closing with a snap fastener to wear around the top of the boot are showing.

In fabric boots the velvet boot is the latest. The very smartest are gipsy-cut models, and in addition, pipings, stitchings and trimmings of white are used. Black and midnight blue are the colors in which these boots are shown.

For the Spring season, pumps, Colonials and ties all are selling. Colonials are showing again and some models have the big flaring tongue, and the big buckles of a few seasons ago. Small tongue models with the ornament as a covering to the real tongue of the shoe are also well shown.

In both boots and shoes there is a tendency towards the longer, narrower toe. Heels are high and scooped out in graceful fashion. Dress models are unusually high, and the Cuban-Louis, Louis, and French-Louis are the leading styles.

White Strong for Summer

There is a pretty general idea that colors will be of more importance when the Spring season opens. For the early season they will be in dark shades of blue, grey, and brown. Bronze will also be strong. When the Summer season comes along the demand is expected to be almost entirely for white shoes, and this applies both to sports and to dress models.



Graceful Spring model, shown by Ames, Holden, McCready.

Evening Slippers

The Satin Slipper and Hose to Match the Gown the Most Worn—Ornaments are Small so as Not to Break the Line of the Shoe.

THE wearing of short dancing frocks is making for extra business in slippers for evening wear. Not only must the slipper match the gown, but it is so noticeable that it must be as elegant in outline and as handsome as possible. The favorite slipper is a low-cut one of satin matching the shade of the gown. The ornament is so small that it does not interfere with the lines of the foot, and generally consists of a small rhinestone buckle or ornament. Some new shoes are finished with a small ribbon bow, or have a tiny French flower by way of ornament. All the best shoe departments carry silk hosiery, as it is imperative that the hose and the shoe be a perfect match.

Very elaborate slippers are worn with the rich gowns

Gentlemen—

"The King"



of

Boot Polishes—

"NUGGET"

THE "NUGGET" POLISH CO., Limited 9, 11 and 13 Davenport Road TORONTO, ONT.

ELASTIC SIDES

Freakish ideas include boots with elastic gores set in at the sides, the elastic being in the same color as the leather. The idea behind this innovation is the production of a boot that is an exceedingly close and easy fit.

Also new are the models with the leather in front, cut out in fancy patterns, so that the high-colored fancy hosiery shows through. These perforations are carried to the extreme in some models, reaching from the toe to the top of the boot.

of velvet metal brocade, gold and silver laces, and spangled nets. Some are of either silver or gold tissue, or of the same rich brocade as the gown. Plain black satin slippers are worn with the black gown. Sometimes they are beaded with jet or steel, and sometimes a small rhinestone ornament is used as a finish.

NEW BOOTS FOR SKATING

Skating is to take the place of dancing as the smart fad—this does not mean that we are not to dance, but that skating is to supplant dancing as the pastime of the hour. It is said that the ice ballet at Hippodrome in New York, was the starting point, and it is certain that the Castles have stamped it with their approbation by placing a small ice stage by the side of the dancing floor. Where natural ice rinks are not available, artificial ice is being provided. Skating boots are sure to be a big item this winter, not just in black and tan alone, but high boots of white buckskin are being ordered by the woman who is planning an all-white skating costume. A few boots of grey buckskin have also been seen worn with suits of grey corduroy, and some of these skating boots have carried lines of fur as a trimming.

ANGLING FOR THE NEWLY-WEDS

SOME merchants make it a practice to follow up those newly married. They secure their names and sometimes the house addresses from the engagement and marriage notices, and send out letters of congratulation, following these up by a letter stating that such-and-such a store is prepared to render them the best service possible, with often a list of household goods and store sale items enclosed. Sometimes names are secured from clergymen or issuers of marriage licenses. Care must be taken, of course, not to treat all the same way; a small proportion of newly-weds would resent this special attention.

MACHINE HELPS SELL GLOVES

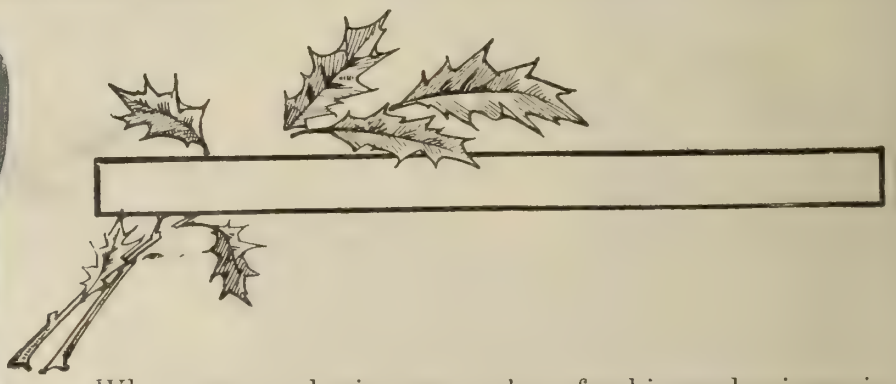
A DEVICE now being shown in a departmental store window is held largely responsible for a recent big increase in the glove sales. A machine inflates and deflates, alternately, a pair of sample gloves whose seams are thus subjected (without yielding, of course) to a heavy air pressure.



Child's Patent and Black Cloth



Child's W. S. Dongola Button



When you are laying your plans for bigger business in 1916 do not overlook

Adams Shoes for School Children

They're a regular trade-creator, their style and material capturing the children's patronage and attracting that of the parents who accompany them.

We take this opportunity of wishing our many friends in the trade the compliments of the season.

The Adams Shoe Co., Ltd.

333 College Street **TORONTO**

Suggestions for January Sale of White

Featuring Artistic and Appropriate Window Background Setting and Trim in Connection With White Goods Department—Use of Cotton Bolls, Asparagus Vines, Etc.—Curtains for a Background.

Special to The Review by G. A. Smith

IT is nearing the time when preparations will have to be made for the big January White Sales. This event, falling directly at the ending of the holiday season, leaves little time for the preparatory arrangements which displays of this nature call for. Therefore, it is essential that the display man prepare the decorative scheme and general campaign several weeks or a month in advance.

White goods, as a general rule, require much in the way of arrangement in display and accessories. In order to make it stand out properly the nature of the merchandise itself necessitates a very careful arrangement and additional embellishments in order to bring out its special features, also to relieve the solid masses of white so noticeable in displays of under-muslins, especially true of stocky displays. In order to do this class of merchandise justice, it is essential that a proper sort of setting be used in connection, which should consist of a color scheme that will be in accord with the entire display.

Dainty Nature of Window Accessories.

Then, again, it should be constructed along lines of a very dainty character so as to conform with the nature of the merchandise; the flowers used in conjunction should be of very delicate colors and of a seasonable nature, the colors to be in pale pink, light blue, lavender, or delicate shades of yellow. Flowers may consist of rambler roses, and all sorts of Spring blossoms, ferns, etc., these to be arranged in a graceful manner over the background in jardinieres, gold-wicker baskets, vases, etc.

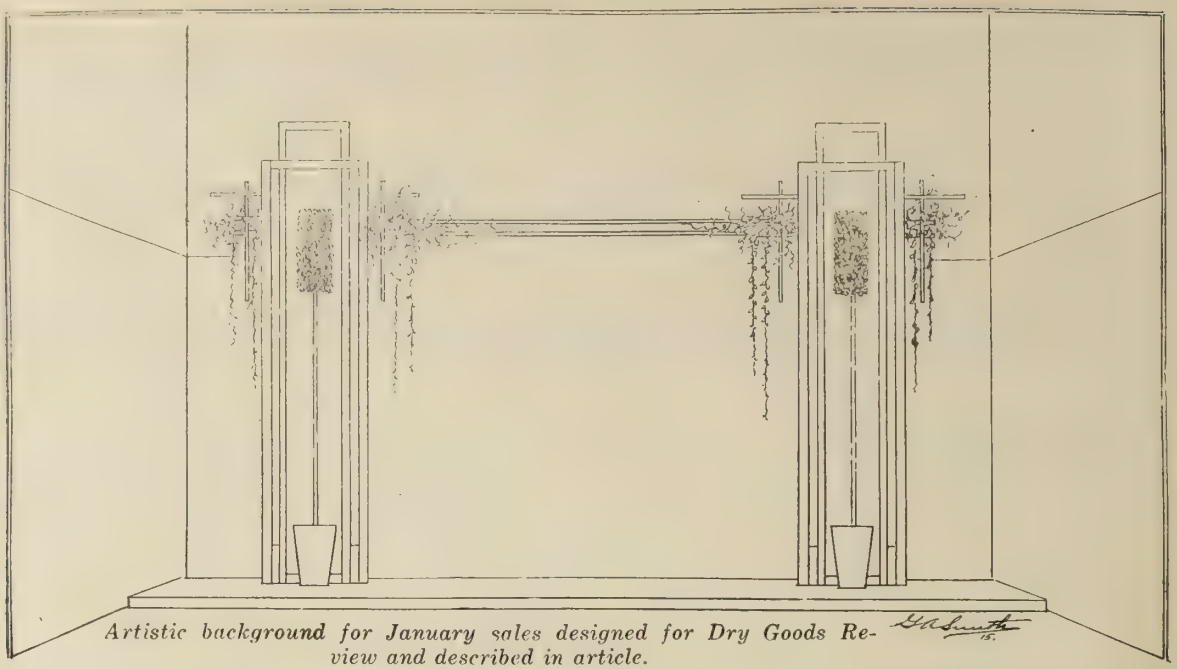
An unusual treatment can also be secured through the use of natural asparagus vines in which blossoms have been entwined. These may be festooned in various ways in connection with your setting. You will find this to be a very inexpensive decoration and one that lends itself to a most graceful and pleasing treatment.

Bottles of Toilet Water

Next in consideration are the accessories shown in connection with the merchandise, which may consist of delicate colored hosiery, combined with evening slippers of a like nature. A few bottles of toilet water and perfume may also be arranged very sparingly throughout the display. A few bouquets of flowers, taken from the millinery departments, and tied with bows of delicate shaded ribbon



This is the right-hand half of an entire store front given up to whitewear last January and it was a display that stood out brilliantly, especially at night, with good pulling qualities. Note the wax figures posed in various positions in connection with the dressing table, chairs, etc., combined with a beautiful arrangement of cotton bolls and cotton boll sprays worked up in a graceful and effective decorative treatment. A noteworthy point is the very neat arrangement of the merchandise in which every garment shows up to the best possible advantage. Where sales of this character are being featured it is a good idea to utilize the entire front of the store for this purpose or several windows as you see fit.



Artistic background for January sales designed for Dry Goods Review and described in article.

will also add much to the display. Several wax figures, garbed in beautiful nightgowns, etc., may be used to excellent advantage.

Green, Blue or Lavender Curtains

Several large dolls, dressed up in dainty lace frocks may also be utilized in connection with your muslin underwear displays. It is always well to keep in mind the fact that merchandise of this nature should have a background of a dark color, such as green, blue, or lavender curtains. These may be composed of plush or velours. Almost every large store has curtains of this sort for use in connection with displays of this class of merchandise. Therefore, it is quite essential that you use these at this time.

However, if you do not happen to have curtains of this type, no doubt your backgrounds proper are made up from dark colored wood. In this case, these will answer the purpose very nicely. However, if you wish to use a curtain, and do not care to spend any great amount for the same, a most suitable curtain may be made up from serpentine crepe or lining. In addition to this, we might add that the merchandise should be shown in connection with strips of plush or velours draped over the pedestals and slabs in various ways, producing in all a very good back-

BACKING UP TOWN'S RED CROSS CAMPAIGN



This window marked a very effective contribution by Beamish & Smith, North Bay, Ont., to the town's campaign for $5,000 for the Red Cross, and played its part in beating this by $3,695.19. It was the only one shown in town.

Of the three forms used, the one on either end represented Red Cross nurses, and the one in the centre, Britannia. The three cards used in the window had on them:

1. "Listen! Can you hear the call from the wounded hero in khaki?" 2. "North Bay's citizens will welcome the opportunity to help." 3. "If we could hear Nelson speaking to-day, what would he be saying?"

The flags used are all Union Jacks, with the exception of those on the ends of the large flag on centre of back, and the two flags standing on the small tables. The two pictures shown, one of King George, the other "The Battle of Trafalgar." Red, white and blue bunting was festooned across the top of the back of the window over the large Union Jack—white bunting was used on the floor.

Opportunities for similar excellent patriotic windows will arise.



Your Christmas Windows can be Brighter and More Attractive than ever

The brightest, most brilliant windows are the ones most alluring to shoppers. And at no time of year is the lure of the brightly lighted windows more potent than at Christmas time.

Frink and the J-M Linolite System

Make Your Windows and Show-Cases a Magnet for Christmas Crowds

Every article in your windows and show cases can be rendered doubly attractive to the prospective buyer. **Better light can do it** and J-M Linolite Units and Frink Reflectors have been perfected for just this special purpose.

The ability of J-M Linolite and Frink Reflectors to enhance the beauty and desirability of your goods in the eyes of the passing Christmas crowds means a whole lot to you in dollars and cents. Surprising results in increased sales are reported by hundreds of merchants.

Now is the time to install this system. We will see to it that the job is done with the least possible inconvenience to you. Give us the address of your local Electric Lighting Co. and we will co-operate with them to arrange the matter for you. **Write us for information.**

Sole selling agents for Frink and J-M Linolite Systems of Illumination; Mitchell Vance Lighting Fixtures and Bronzes, and Gill Bros. Co.'s Parian Ware

The Canadian
H. W. Johns-Manville Co., Limited
Toronto Montreal Winnipeg Vancouver



Actually Posed with Clatworthy Wax Figures

This scene was posed for and used by the Red Cross in their Toronto Campaign. The figures which lent a **really human** touch to the display were manufactured and loaned by us.

The setting presents the possibilities which are yours when you use the truly human Clatworthy wax figures.

The expression in each is natural, is intelligent and unwax-like.

When writing for photos of our latest wax heads ask about our washable hard finished enamelled forms, full figure or bust style.



One of our many beautiful models

CLATWORTHY & SON, LIMITED

"The largest makers of Store Fixtures, Forms and Wax Figures in Canada"

Established 1896 **Incorporated 1908**

161 King Street West, **TORONTO**

ATTRACTIVE EXTERIOR CHRISTMAS DISPLAY



In this beautiful display by R. E. Walker, Fort William, nine large Christmas trees were used with hundreds of of yards of heavy hemlock and fir festooning. The central figure is a hand-painted picture, about 20x15 feet, of the Madonna and child. At the highest point in the centre was a large star, representing the Star of Bethlehem. About 2,000 electric lights were used in the trees and festooning. This display was very beautiful at night and attracted hundreds of people.

ground for bringing out the good qualities of the merchandise.

Use Leaves With Cotton Bolls

Much interest is now being shown in the use of cotton bolls and branches as decorative material for these White Goods or Cotton Goods sales. It is not a very good idea to use the cotton boll branches alone as a decoration, for they appear too stiff and bare. A good way to overcome this, is by the use of artificial leaves. The cotton stalks, as they come from the South, are barren of these, containing only cotton bolls, but artificial cotton leaves can be obtained easily from some artificial flower houses, and twisted upon the branches, or you can use almost any other spray of leaves in connection if you so desire.

These can be used in your window displays, also on the interior of the store in the White Goods department. There is no limit to the amount of ways in which these decorations can be worked up. For example, the branches may be used as a decorative feature over the store columns by fastening the branches to narrow wooden strips that have been attached to the columns by means of fine wire to hold them in position.

Green-leaved sprays in combination with the adrantum and asparagus ferns can be worked in connection with these branches and produce a very attractive decoration. In addition to this, we might say that single cotton bolls may be suspended from brackets attached to the post by means of narrow baby ribbon. Several good examples of decorative treatment are shown in the illustrations herewith.

A Window Background.

In the sketch, No. 1, we present a very simple and artistic decorative setting suitable for window backgrounds, the panels being made up from narrow strips of 7/8 inch lumber, painted a delicate shade of green, or gold. This panel is then backed up with cream or delicate shade of green silk. An ornamental tree, resting in a pot, is painted thereon over the silk in green and gold, or any colors you may deem fit.

Attention is directed to the delicate lattice treatment at each side of the panel, being worked out so that it extends across the entire back of the windows between the two panels. A very dainty rambler rose-vine is shown used as a decoration in this setting. This entire design rests on a very low platform placed at the back of the window. This setting may be used in connection with most any background proper, or curtain, as above mentioned.

Christmas Displays

Trimmers Using White Felt—A Cut-out Christmas Tree a Novel and Attractive Trimming Feature.

PERHAPS because up to date there has been little hint of true Christmas weather, nearly every store decorator is making extensive use of white felt. The most original background shows a plain smooth panel with cornice and massive block pillars on each side. On the big centre panel is a Christmas tree in silhouette cut out of deep green felt and here and there on the tree are candles cut out in white with the flame as though blown to one side in yellow. Similar Christmas trees are used on the window cards and on large posters that decorate each of the four sides of the pillars in the store.

With this background are used puffings of crimson

Facts and Queries

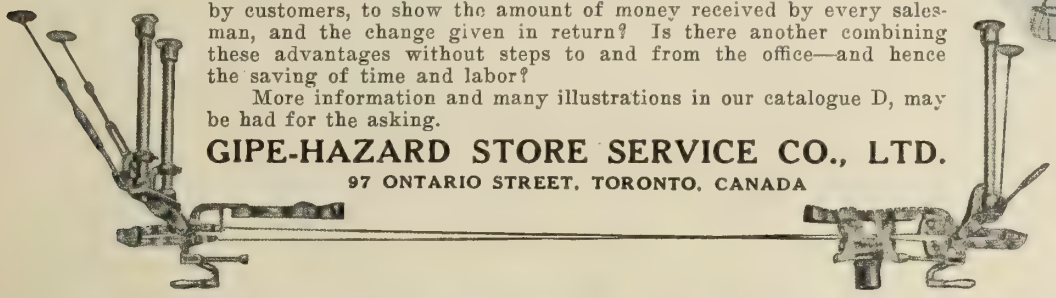
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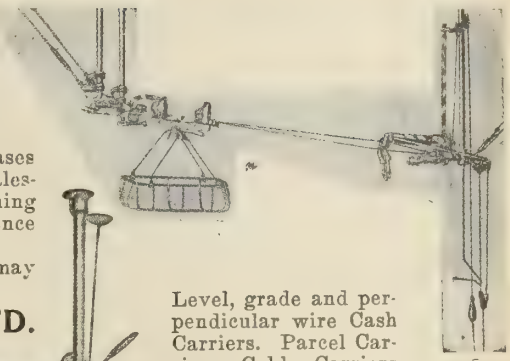
Is there another service that offers a double check in the matter of change making? Is there another that equally secures the merchant's money—that is to deposit it and all other matters of record emanating from the sales counters, to a common centre (the Office) without the salesmen leaving their customers, whether the transaction is cash, charge or barter? Is there another to give an itemized record of all purchases by customers, to show the amount of money received by every salesman, and the change given in return? Is there another combining these advantages without steps to and from the office—and hence the saving of time and labor?

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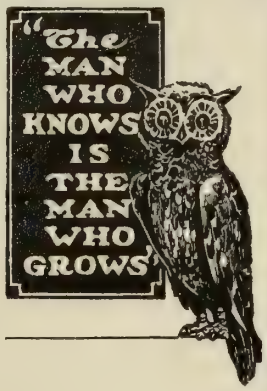




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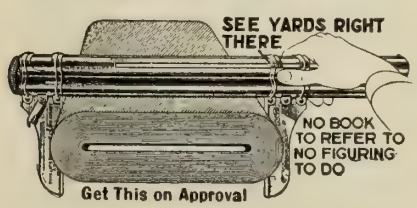
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plush on the white felt floor covering of the window. The goods displayed are high grade leather goods, travelling, shaving and other cases, perfumery, etc. Six mahogany stands are used of different heights.

A window showing about one dozen moderate-priced blouses in crepe-de-chine, satin and Georgette, has a mirror background framed in green plush, against which is hung an immense wreath of red and green holly leaves without berries. Halfway between the front and back of the window four large red and green bells are suspended from Satin ribbon. The blouses are shown on forms with brass rods and bases. The waists at the back were shown on gilded wood shelves mounted on gilded bases. Grouped in with the blouses on stands were a number of boxed models, the boxes being black and white striped with a red poinsettia spray on the lid.

MILLINERY

A More Feminine Touch

Models Coming From Paris Show Movement Away From Military Idea—Glazed Kid the Latest Material

FROM the viewpoint of the trade generally the Fall season is about over, and though in the large cities the departmental stores and the high-class exclusive milliners will still show novelties chiefly in dress hats, the models that come along now will be regarded as a forecast of what will be shown for the mid-season and for the early Spring.

One change is already having a marked influence Parisian milliners are becoming accustomed to the conditions created by the war. It is not that they have become callous, but rather that they are resuming their ordinary ways of doing business and are turning for relief to the frivolities of dress. Also by so doing they know that they are rendering their country a patriotic service. The new millinery, therefore, lacks the military touch due to the war's influence, and the new models, though still simple, are decidedly more feminine. Shapes are more varied and though the high crown is gaining ground it by no means dominates, and there are other shapes that are equally smart and well worn. Small toques in particular that can be classed as neither high nor very low, are on the list. Velvet and fur are seen on every model, but it is lightened by combining with gold or silver lace, metallic cloth and malines as well as flowers or metal brocade. Both erect pile and panne velvet is used and some of the Parisian milliners are using wool velours. Wool velours leads up to felt, and though felt is more of an early Winter fabric, it is being used in the production of the models of the present moment. Very soft French felt hoods are used, and the milliner shapes them herself, and the trimming consists either of a band of fur or of an encircling twist of ribbon.

The velours hats are embroidered around the edges with a heavy silver thread and a band of pasted feathers with a whip goes around the crown, taking the place of fur. Paris is turning a little of fur bands, and instead is using fur crowns; and another change is the association with fur of plumage, lace, ribbon and flowers.

A hat of this kind is on the Niniche order, with the brim of dark brown velvet and the crown of gold lace softly swathed and draped with brown tulle. Around the brim is placed a band of rich sable fur ending under a straight full headed ostrich plume to match the velvet.



Hat and suit above are of glazed kid trimmed with fur. Shown by F. Blumenthal Co.

Among the novelties of the late season, iridescent foliage and flowers in pearl tones are new. Wreaths of velvet leaves have berries formed of seed or barique pearls. A wreath of this description was used with distinction to trim a toque with a high oval crown of ermine and with the brim of Russian green hatters' plush. With this hat went a collar of ermine and ribbon ruches lined with green satin.

Many white hats are shown and white velvet and hatters' plush are particularly fashionable. As a rule the white is not pure, but is yellow or grey in tone. These white hats are trimmed with skunk, ermine, seal or beaver, as well as white plumage and pearl and iridescent flowers. Silver and gold lace is also used.



DRESS HAT of brown malines and gold lace. The net veils the lace and forms a wide flange beyond the brim. A band of old blue ribbon bands the crown and three white roses are placed in front.



The reaction from black always creates a vogue for white, and the dye situation is helping. This group of mid-winter models shows a white costume topped by a hat of white velvet and silver lace. The other models are of white velvet, corduroy and plush trimmed with beaver, black fox or Hudson seal.

SILVER AND GOLD

The dress hats are exquisite. They are composed of metallic cloths and lace in gold or silver, bands of dark fur, metallic brocades in subdued yet gorgeous colors, rich plumage and swathings, and puffs of tulle. The tulle is in some rich dark shade, and height is lent to the crown by the transparent loops into which it is formed. A bolero toque of gold lace and old blue velvet has a narrow line of skunk fur edging the up-turned brim of gold lace. The crown is of gold lace, and is covered with high loops of dark blue tulle veiling medium sized roses in soft shades of pink, that nestle in the folds of the tulle resting on the crown.

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Style Developments for Spring

Shorter and Wider Skirts, Nipped-in Waist Lines, and Bell Sleeves—Report of Style Committee at Cleveland.

By Lora Kelly, Special Representative of Dry Goods Review

BY their collars ye shall know them!

There are a few other details, too, such as shorter and wider skirts, nipped-in waistlines and—shades of Grandma!—bell sleeves!

All of which refers to the vogue, the style, the fashion and the mode milady will wear next Spring, so it might be well to begin your program of preparedness right now.

It all happened at the Hollenden Hotel in Cleveland, on Friday and Saturday, December 3rd and 4th, when the mysterious style report of the National Cloak, Suit & Skirt Manufacturers' Association came forth from its hiding to enlighten a waiting world.

The style jury, of which Mr. Joseph Prince was foreman, returned a true bill for the American designer's art, after the customary inspection of pretty models.

The assembly room at the Hollenden was the scene of the promenade, in which the offerings of the manufacturers were submitted. As the pretty models—meaning the young women, of course—strolled gracefully up and down the aisles, an orchestra played such ditties as "When Your Ankle Wears a Ball and Chain," a combination the style report omitted to mention.

Practically all the leading houses were represented. Somehow the bizarre and the freaky fashions, though there weren't many, didn't receive much popular applause. Unless a weird garment had possibilities for being adapted into a regular honest-to-goodness something that somebody outside a Follies' chorus might like to wear, there was a general look of "take-it-away" on the faces of these super-critics.

The most radical change in the transition from our present Christmas-shopping silhouette to that of a Spring beauty is in the collars. "Out of the trenches by Spring" seemed to be the slogan of the style arbiters when they came to consider the collar proposition. Instead of the fur hoppers that now nestle lovingly about swan-like throats, the Ides of March will bring on the cape-collar. Instead of standing up for its rights the new collar is inclined to lie down on the job. No longer will lovely woman be reduced to the painful necessity of having her tonsils removed in order to make her collar fit snugly. Whether it was for a fat lady or an anti-fat lady, the American designer has aimed to please, and he has succeeded. There are enough varieties of the newer collars to go around, and these fancy affairs are used mostly on the more elaborate suits.

Youthfulness is the keynote of the new models. That doesn't mean that a woman must wear an embroidered anchor on her left arm and carry a miniature sand pail and a toy shovel around with her. That's one way to get a youthful effect, but it is not germane to the present discussion.

Shirring is one of the trimmings that will make a bid for popularity. The fullness of the skirt must be cared for in some fashion without being bunchy around the hips. Some of the skirts are shirred to a belt, while others preserve the fitted lines at the waist with a yoke. And, of course, they all ripple and flare around the bottom. Some of the skirt bottoms will even be trimmed with bands, or folds to emphasize the full effect.

Ripples and more ripples — that's what you'll hear when you get the Spring coat fever. Whether of cloth or silk, they will hang loose from the shoulder, and there will be a band of some militant color around the bottom. Cape collars will come in handy on this style of coat, while belted effects and deep yokes will add to the general air of festiveness.

It sounds as if it had something to do with joining a lodge or a zoo, but in reality it is nothing more or less than a long coat. It has a waistline tendency, whatever that is, and is extremely full below the hips.

Now for the "makin's." There will be a lot of silks. And those graceful young women who displayed the new creations at the promenade, exhibited some fancy silk suits that were undeniably beautiful. Taffeta, faille, gros de Londres and silk poplins are making a strong bid for popularity, though gabardines, serges, whipcords, golfines, duvetyns and novelty materials will have a rightful place.

Spring styles, somehow, just have to have a note of color to get away from the encircling gloom that has prevailed for some time. So kindly step up and salute the Navy as the color of first rank! Hague blue may or may not be a symbol of peace, but at least it is creeping over the horizon and will take second place as a favored new Spring shade.

December 4th, 1915.

STYLE REPORT FOR SPRING AND SUMMER, 1916

Submitted by the Style Committee of the National Cloak, Suit & Skirt Manufacturers' Association, Cleveland, Ohio, December 4, 1915:

From a careful study of the modes developed abroad, together with the initiative of the American Designer's own art, there have been evolved styles which are graceful and fashionable, as well as distinctively American.

Although the manufacturer is hampered by a shortage of materials and dyestuffs, the designer has given free play to his creative ability. As a result, his fashion offerings for the Spring of 1916 are replete with both beauty and utility, two qualities upon which Milady of the Stars and Stripes is insistent. He has shown unmistakably his supremacy in adapting the art of the old world to the practicability of the new. Thus is he assured a just recognition by those who wear the vogue as well as by those who produce it.

Youthfulness is the keynote of the new models. Fuller and more voluminous lines characterize the new silhouette generally. In the style tendencies recommended by this Committee, a wide range of suggestions is submitted. Herewith are the outlines boldly sketched:

SUITS

Tailored coat suits will be short, with waistline tendencies or fullness or ripple effect below the waist. Turnover collars and set-in sleeves are very desirable. Belts tend to give individuality to certain types of suits.

Another and shorter type of suit (the Coto) will employ a loose jacket, often embellished with embroidery and employing sleeves with bell or wide effect at the wrist. This type of suit necessitates a fancy, full skirt.

A third type of suit jacket is gathered in around the waist and is particularly adapted to silk materials, or to combinations of silk and cloth or silk and velvet. With this type, the cape collar may be used to advantage.

Sport suits with deep yokes, round or square, and with belted effects, will be worn.

SKIRTS

Whatever the style of the jackets, skirts will be full and short. Bands, folds or tucks will be employed to emphasize the full effect. Some skirts are shirred on to a belt, others are shirred below a yoke, while others fit over the hips and ripple below.

SEPARATE COATS

Woman's wardrobe will not be complete without a sports coat. Belted effects and deep yokes will give the models a very young appearance.

New ripple coats of cloth or silk hanging loose from the shoulders will be made in varied lengths, some with side bands of trimming around the bottom. The cape collar tendencies will be fashionable.

A longer type of coat is the Redingote, which employs waistline tendencies and is extremely full below the hips.

MATERIALS

The materials for Spring are gabardines, serges, whip cords, poplins, bedford cords, checks, stripes, golfines, duvetyns, and novelty material. The outlook is for a generous use of silks, such as taffeta, faille, gros de Londres and silk poplins.

COLORS

Navy, Hague blue, gray, tan, white, reseda, and black are the season's staple colors. High colors will be favored for trimming.

Respectfully submitted,
STYLE COMMITTEE.

"Prosperity Convention"

Great Improvement Reported by N.C.R. Co.'s Salesmen—Moving Pictures Showing Store Systems

MORE than 800 National Cash Register Company salesmen, representing every city in United States and Canada, attended a big Prosperity Convention at the factory in Dayton, Ohio, last month. Every available hotel room was leased by the Company for the occasion, and dormitories were erected in the office to handle the overflow.

"Business is booming" was the slogan of the meeting. At the first session, following an address by John H. Patterson, President of the Company, in which he predicted that the country was about to experience the greatest era of prosperity in its history, a poll was taken of the salesmen.

They were asked to tell the conditions of agriculture, mining, industry, commerce and finance, in their respective territories. Of the entire 800, over 95 per cent. reported that every one of these five lines had improved tremendously in the last six months.

The major part of the time at the convention was spent in discussing new selling methods, general store efficiency, how to train clerks, trim windows, etc. One subject on which special stress was laid was that of store systems. In this connection, the methods by which the smaller stores may compete successfully with the department stores were determined. It is the desire of the Company, it is said, that its salesmen become experts in retail merchandising, so that they may be able to be of the greatest possible service to storekeepers everywhere, from the smallest to the largest.

A large number of talks were made by merchants, who were invited to the convention from many cities of the country.

A motion picture entitled "The Evolution of a Store" was presented for the first time at the meeting. This film was produced by one of the leading photoplay companies of the country, and cost The N.C.R. Co. several thousand dollars. Dayton grocery stores were used for settings.

The first section of the picture showed a store in which all system in conducting business was lacking. The proprietor trusted to his memory to record charge sales, he used an open drawer for his cash, and allowed his son to waste his time flirting with girls who visited the store. Customers were naturally displeased, and constant rows resulted.

The scene then shifted to a more up-to-date store. Five years having elapsed, the same proprietor was shown in more prosperous circumstances. By this time he had installed one of The N.C.R. Company's up-to-date machines. Most of his former difficulties had now been overcome.

In the last reel, the same merchant was shown in the most modern of stores, equipped with sanitary showcases, tile floor, the best scales, and the latest type of cash register. He had succeeded in developing a friendly rivalry among his clerks, mistakes were seldom made, and if they were made, responsibility could be fixed.

As a selling feature, the picture so impressed the agents, that copies of it will probably be placed in all the larger offices.

On the final day of the convention, a great prosperity parade, participated in by 5,000 employees of the Dayton factory, was held. Carrying red torches and flags, the men and women escorted the salesmen to their trains.

Buyers' Guide

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Vol. XXVII TORONTO, DECEMBER, 1915 No. 14

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January whitewear and clearing sales.

Posters and cards for January sales: prepared specially for The Review.

The market situation: silks, cottons; knitted goods advance again.

The Honor Roll in the dry goods trade.

Windows and backgrounds for January sales—by a New York expert.

Some Christmas merchandising hints.

Windows in support of Patriotic Funds.

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Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

THE DRY GOODS REVIEW

(ESTABLISHED 1888)

F. M. Alexander, *Manager*
A. B. Caswell, *Montreal Representative*
F. A. Cockburn, *Toronto Representative*
S. S. Moore, *Ontario Representative*

H. H. Black, *Editor*
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MR. MERCHANT, do you want to get out of Dry Goods Review the greatest possible advantage for your buyers and clerks as well as for yourself? We are as anxious as you that you should, and yet we feel that often through the lack of a systematic handling of the copy or copies that reach your store there are unnecessary delays, and in some cases the heads of departments are not given the opportunity to study the articles and—equally important—the advertisements. Frequently there is no definite arrangement carried out for passing on the issues to each department in regular order. There are a large number of buyers who subscribe personally and thus secure their copies promptly. Where this is not done, however, the merchant is failing to provide a valuable service and training for members of his staff who may chance to be passed by.

The plan is a simple one: just tear off the slip given below, attach it to this issue on the cover page, and write down the names of the staff members whom you wish it to reach. It is a matter of only five minutes and in each issue hereafter another slip will appear for use with that particular number. See to it that your managers and clerks keep up to schedule also in passing on their copies promptly. Provision is made for copies being sent back later to those who wish a second study of the contents.

CUT THIS OUT AND PASTE ON THE COVER

This issue of DRY GOODS REVIEW
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Those whose names appear below are requested to read as soon as possible those pages in this issue that apply directly to their own departments, check off their names, and pass on to the one directly below in the list. If you desire to secure the copy again later for a further reading, place a check in the last column opposite your name.

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Furs			
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.....			

Some merchants, while they examine carefully pages of The Review themselves, fail to realize the value that lies therein for those behind the counter—clerks as well as managers. They are kept in touch by type and illustration with the new lines that are being brought out in their own departments; with the conditions of supply and market changes; with selling methods called from a wide field by visits of staff writers. Not only is the information valuable in buying, but it should be of equal help to the clerk that sells; it supplies him with a more intelligent viewpoint than he could otherwise obtain.

But apart from the department articles, there are a large variety in each issue, covering many incidents of store life; on store systems, on advertising, on the handling of customers, on such problems as mail order competition, credits, approbation, etc., stock-taking, window trimming, and scores of others.

Reading them will not only benefit your staff, but will add an interest and a zest to their work; they will understand better and as a result do better.

If one or two copies are not enough to go around, try taking a second or a third.

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